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13) STORYTELLERS IN A CULTURE OF STORYSELLERS

Storytelling as a continuation of the ancient oral tradition is about telling, not only about selling. This powerful medium creates intimacy and the stories most needed in the moment. It is crucial to recapture the role of storytelling in a media-dominated culture.

AGENDA FOR ADVOCACY AND ACTION:

- Promote the art and use of storytelling among CEM supporters, parents, grandparents, educators, religious leaders, lobbyists, health practitioners, media producers and many others

- Network existing and developing resources for storytelling

- Promote listening skills through storytelling to counteract media-driven expectations of instant gratification

- Promote respect for the cultural origins of stories

- Align storytelling with the media literacy movement to infuse both into educational curriculums

- Create an exemplary pilot program as a mechanism to nurture at least one storyteller's presence in every school or school district

- Promote venues and opportunities for stories about peaceful resolution of conflict, preservation of natural environment, partnership models of relationship, the influence of media on culture, political realities, religion and spirituality and stories of survival and triumph

- Work with other CEM groups to promote storytelling as an alternative to excessive TV usage

- Dialogue with media decision makers regarding the values of live storytelling

- Network with storytellers around the world to promote family and community based storytelling