

**CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)**

**Final Program Narrative Report
(LSTA Form 9)**

Grant Information

Library Jurisdiction	City of Mill Valley
Project Title	Naked Truth: Connect, Create, Contribute
Grant Award #	40-8284
Grant Period	13/14
Amount of Grant Award	\$15,000
Amount of Grant Expended	\$15,000
Local Match	
In-Kind	\$2,320
Total Amount of Project (amount expended + match + in-kind)	\$17,320
Number of Persons Served (should not include total population of service area or potential population to be reached)	2641 (total of program and event attendees and unique visitors to website)

Project Director

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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. <http://www.library.ca.gov/grants/lsta/manage.html>

Email this report in "word format" to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library
P.O. Box 942837
Sacramento, CA 94237-0001
Attention: Fiscal Office - LSTA

SIGNATURE: _____ **DATE:** _____
(Please sign in blue ink)

Project Final Report

A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose

Include your program purpose statement here

This project created a new vision for Naked Truth (<http://millvalleylibrary.net/nakedtruth>), the Mill Valley Public Library's live, true storytelling program first launched in 2011. Modeled after The Moth, San Francisco's Porchlight, and other true, live storytelling series, Naked Truth, at its core, is based on the precept that good stories bring us together. By adding supporting programming, an online repository, and toolkit, the Library expanded its popular live performances into a much broader program. The expanded program created greater opportunities for patrons to examine and share their life events across cultural, political, and generational lines. The new project, Naked Truth: Connect, Create, Contribute (NT:CCC) provided opportunities for the public to connect, create and/or contribute through live performances (connect), a variety of workshops (create), access to a repository of archived stories, and the ability to upload their own stories (contribute). A toolkit based on NT:CCC will be offered online, so that other libraries can replicate some or all of this dynamic program. NT:CCC will serve to broaden the Library's audience and build community through expanded storytelling programs, and in the process help change the public's view of what a library is and can be.

Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

Promoted NT:CCC in program brochure mailed to 28,000 residents.

September: Built infrastructure for digital repository (Contribute)

- Developed the format and layout, added recorded stories from previous Naked Truth live performances.
- Wordpress was used as the base for the repository. It gave us flexibility for future expansion, while keeping costs and maintenance manageable for post-grant funding.
- Began to collect and assemble materials for the NT toolkit.

October: Launched Naked Truth: Connect, Create, Contribute (Connect)

- Leveraged the popularity of Naked Truth Live (performance program) to launch/announce expanded Naked Truth programming to an audience of 300 story lovers. The event was held as part of the nationally recognized Litquake Literary Festival.

November: In-Person Storytelling Workshops & Digital Storytelling Workshops (Create)

- These workshops were led by Sean Uyehara, Alan Black, and Les Milton of San Francisco's Porchlight Storytelling series. Participants learned to perform their personal stories, and mine their lives for material and tell a well-crafted story.
- Offered digital storytelling workshops for patrons and library staff, led by experts from the Center for Digital Storytelling in Berkeley. Two different workshops were offered:
 - o The Standard Workshop -- A three-day session that supports participants in producing their own digital stories. Participants will design, produce and edit a three- to five-minute digital story.
 - o The Snapshot Story Workshop -- A one-day workshop that challenges participants to create a single story based on a single photo, using the hardware platform and software of their choice.
- The success of the digital workshops were evaluated via participant surveys and the stories that were created
- Uploaded digital stories to the online repository.

February: Culminating performance (Connect)

- This Naked Truth live event featured a powerful story from a participant from the in-person workshop storytellers. A workshop participants digital story was also screened. This event served as an opportunity to promote the repository.

Project Outputs

What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80

people were trained)
<ul style="list-style-type: none"> •9 live storytelling workshops were given at the Library •5 digital storytelling classes were given at the Library •80 patrons developed and honed their live storytelling skills and have been included in the Library's pool of storytellers for NT live performances. • 30 patrons developed digital storytelling skills, 10 of whom created content for the NT online repository. • 2 staff people learned how to lead digital storytelling workshops in order to serve patrons in the future. • A website and online repository was created to house video clips of live performances, digital stories, history room oral histories and the library toolkit. It also includes a component for visitors to submit their own stories. •The web site and online repository has had 2,463 unique visits by 1,629 visitors between October and July.
Project Outcomes (if applicable) Please state the outcomes and the results of your evaluation.
<ul style="list-style-type: none"> •Surveys of participants in the in-person and digital storytelling workshops demonstrated an increased confidence in their ability to identify and incorporate the key elements of successful storytelling into their personal narratives. • Increased attendance at live storytelling events, visits to the program website and participation in workshops demonstrated an increased public awareness of and participation in the Library's expanded storytelling offerings. • The Library created a multicultural and intergenerational common experience for our community as is demonstrated by the diversity of workshop participants and event attendees. This can also be observed in the digital and live stories featured on the NT:CCC web site.

Additional Project Outcomes Please state any additional intended or unintended outcomes and what data sources you used.
<p>We sent out a press release to local and national news outlets, promoted via our brochure, e-news, social media and in-house displays. We received some excellent press, bolstering community awareness. See links for samples:</p> <p>http://www.marini.com/marinnews/ci_24382443/mill-valley-library-adds-public-workshops-popular-storytelling</p> <p>http://www.marinscope.com/mill_valley_herald/news/article_3bac7b44-3c37-11e3-858e-001a4bcf887a.html</p>
Anecdotal Information Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.
<p>Naked Truth: Connect, Create, Contribute made a powerful impact on our library patrons, community and staff. What is most powerful about the program is the way it brings people together and allows them to share in their common humanity. One event in particular clearly exemplified this impact and that was the culminating performance of the program. It was a live storytelling performance and screening of digital stories created via NT:CCC. The evening began with a story from Marcus Byrck, a Mill Valley resident and a participant in one of the live stroytelling workshops. Marcus told a story about his memory loss. He began by saying, "I am not talking about age related forgetfulness. Everyone's memories fade over time. And I'm not talking about Alzheimers either. I am talking about what most people think of as Amnesia. In my case, all, and I mean ALL, of my past memories have been erased. They're all in a black hole..." As Marcus said this, there was an audible gasp from the 300+ people in the audience. We were all with Marcus at that moment and wanted to know more about his story and understand his experience. As he finished his story, he was embraced by his family in the front row and the audience rose to its collective feet in a standing ovation. It was a moment that will stay with me for many years to come and I believe attendees felt the same.</p> <p>Shortly after the event, we posted Marcus' story on the NT:CCC website. The story was shared within</p>

the local Mill Valley community and made its way to the east coast and to several other countries, as well. This event, Marcus' participation in the workshop, and the subsequent sharing of his story demonstrate the new ways libraries can not only house stories, but nurture and share our stories; and perhaps most importantly, bring us together.

In a recent survey members of the Mill Valley Community were asked what is most important to them about their library and the following response was representative of much of the feedback we received: "The way it brings the community together and keeps reading and storytelling at the forefront of importance."

Exemplary Project

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

We look forward to sharing the toolkit, a key component of this project, with other libraries with the hope that they will use it to create their own storytelling projects. We will be sharing the toolkit and a brief overview of NT:CCC at the upcoming California Library Association meeting as part of the LSTA showcase. We also plan on applying to present it at the upcoming PLA conference and hopefully ALA in San Francisco in 2015.

The toolkit offers small, medium and large options for libraries to choose from. This a la carte style is designed to reach the maximum number of libraries-- it has something to offer the smallest library with a small budget to the largest. What makes NT:CCC ideal for all libraries that stories are universal and we all have a story to tell.

FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS

We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

It has been a pleasure working with Janet Coles and the State Library. Janet's guidance on the project was incredibly helpful and much appreciated. We are grateful for the opportunity to create Naked Truth: Connect, Create, Contribute and look forward to sharing it with other libraries.