

STRONGER TOGETHER

OWN YOUR STORY: CITY REVIEW

July 2021



TandemEd®



THE MISSION.

The TandemEd Own Your Story (OYS) initiative is a national, grassroots movement dedicated to capturing, celebrating and protecting the stories of Black people. The initiative works alongside local Black communities to spark dialogue as each community collectively constructs a forward-facing media campaign that reflects the lifestyles, values, and culture of its people.

The initiative helps to elevate community voice, visibility, and investment in Black organizations. Local OYS campaigns are centered on healthy perspectives and actions that align with collective best interests, and that will help yield positive life outcomes for Black youth, families, residents, and businesses.

To date, the initiative is thriving in three key cities:

- Detroit
- New Orleans
- Newark



ASSETS

OWNING OUR STORY.



<https://bit.ly/OYSintro>



ABOUT TANDEM.

TandemEd supports institutions working in community spaces to be responsive to the voice, leadership, and vision of the youth, families, and residents.

We do this through mobilizing and elevating the collective perspective of community through community-led and media-based strategies. These community strategies are coupled in tandem with capacity-building consulting and support to institutions in proximity to these communities, thereby increasing the institution's long-term impact.

TandemEd holds both the capability to mobilize voice at the depths of community and consult institutions on community responsiveness, while simultaneously creating a community-driven and healthy bridge between the two.

THE OPPORTUNITIES.

Many Black Americans in metro cities lack resources, representation, and positive narratives that lead toward successful outcomes due to the exploitation of spaces and resources.

By facilitating communities to build and create and capturing stories of strength and resilience, we affirm the community's position as the visionaries, experts, leaders, and protectors of our spaces in each local community.

Organic interactions will further influence the community to recognize and wield the power that they have to create impactful change for Black people in our cities.

RIGHT FIT

VISION & PURPOSE ALIGNMENT

Before settling on an initiative, we do our due diligence to study, observe and understand the way the community functions. By learning who the community's legitimate leaders and influencers are in space.

This allows for vision and purpose alignment between TandemEd and the Community to ensure mutual respect and belief in collective synergy.





THE RESEARCH



NEXT

UNDERSTANDING REAL LEADERSHIP.

HYPOTHESIS 1

We believe education doesn't only happen within buildings and institutions, it's already happening in Black communities. However, because it isn't validated by the oversight or credentialing of white mainstream culture, it goes widely unnoticed and undervalued until deemed palatable for mainstream America.

HYPOTHESIS 2

When Black communities engage with a multimedia campaign that is community-designed, it will inspire us to take collective action to lead and protect our spaces, and to create new, progressive spaces. Then, we can negotiate and barter future resources; collaborations; and disconnections.

THE SOLUTION / OUR APPROACH

By listening to communities and capturing stories of strength and resilience we affirm the community's position as the experts, community-legitimate leaders, and protectors of our spaces in each local community. The organic interactions will further influence the community to recognize and wield the power that they have to create impactful change for Black people in our cities.

OWN YOUR STORY: COMMUNITY-LED APPROACH



NEXT

PARTNERSHIP

TAKING CONTROL.

TandemEd partnered with families, youth, residents, community-legitimate leaders, grassroots organizations, and locally Black-owned businesses to take control of Black communities through economics, activism, and storytelling.





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My wish is to be more **united as a community; to be more direct in what we want from our leaders in the city, and to **take charge** as a community.**

TAHJAH BELCHER, OWN YOUR STORY DETROIT FELLOW

COMMUNITY-DRIVEN

APPROACH TO COMMUNITY-DRIVEN MARKETING

We believe in community-driven, story-based campaigns that reflect rich history, highlight present opportunities, and narrate a brighter future. This approach results in communities that are more self- and collectively determined, confident and proud. In turn, this influences the social, physical, and economic status of our people living in these areas and neighborhoods.

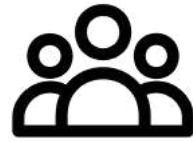
Through the Own Your Story initiative, we approached this in five key steps.





IDENTIFY KEY PLAYERS

In each city, TandemEd hired a City Manager to lead the movement building, build rapport, and affirm community values. The City Managers formed a coalition of supporters (Steering Committee) from the community to help guide their local Own Your Story initiative and the ensuing campaign. The Steering Committee reviewed TandemEd’s research questions, gave feedback, and then the questions were adjusted to reflect their feedback, although the essence of the questions did not change.



INVEST IN PEOPLE

City Managers were also in charge of facilitating the Own Your Story Fellowship Academy. Young people from the local community, Own Your Story Fellows, were first recruited by Steering Committee Members and the City Manager. The Fellows then went through a series of training sessions to learn about Black history in their city, the basics of community organizing, and research and marketing techniques.



CAPTURE PERSPECTIVES

The City Manager and Fellows facilitated online focus groups, as well as a handful of in-person focus groups. Fellows also shared the survey link with friends and family members. All of this was done in an effort to collect and promote the community’s asset-based stories.



GET CREATIVE

The Fellows, City Managers, and Steering Committee Members all came together to birth the city-specific campaign. This includes identifying and naming the campaign pillars based on the research results, and designing media in content creation workshops.

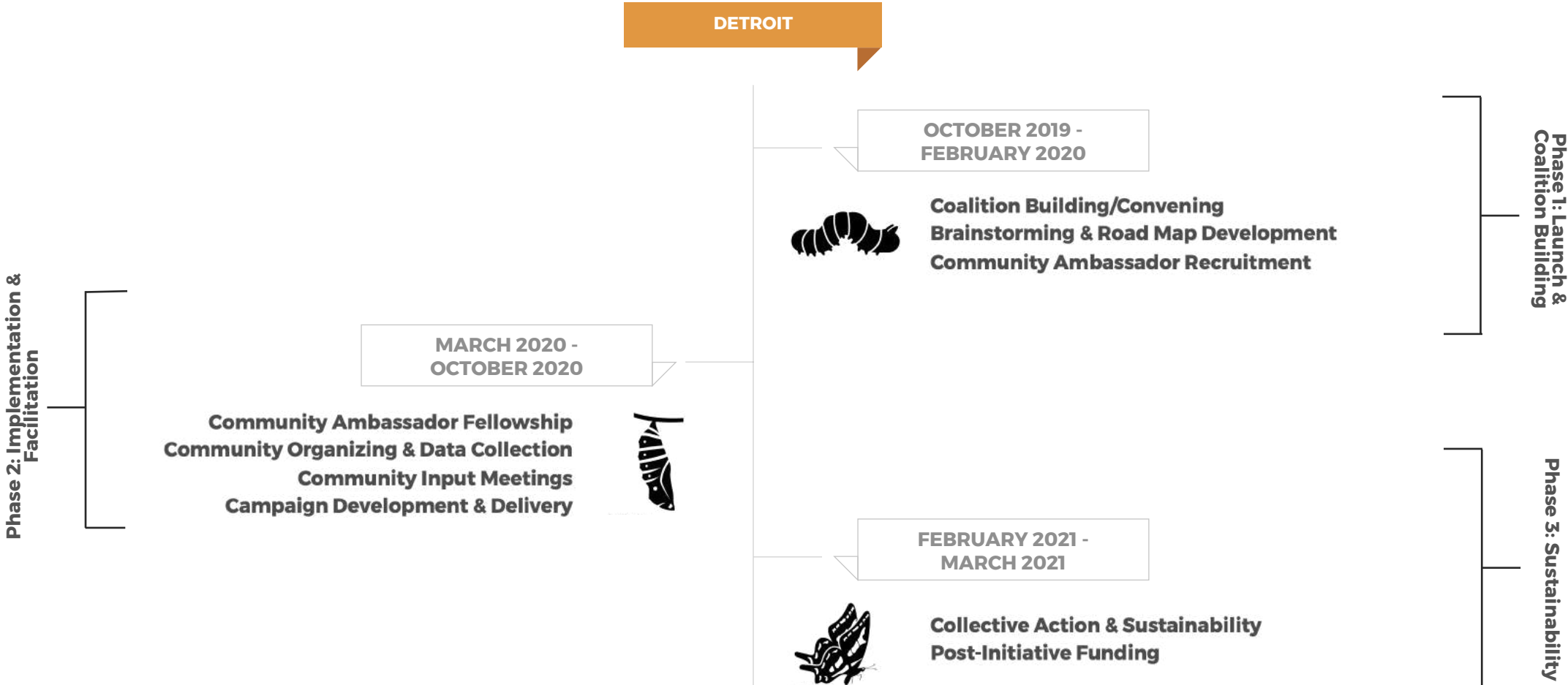


DRIVING CHANGE

The media campaign created by the community was deployed through online platforms for an initial period of 45-days, as well as continued to be shared by community members after that initial timeframe. Our community investment also included a \$100K fund in each city, which allowed us to support the passion projects of community members and deepen the work by walking alongside them as they execute the projects that will continue to sustain this community campaign.

THE TIMELINE

OYS METAMORPHOSIS.



THE TIMELINE

OYS METAMORPHOSIS.

NEWARK & NEW ORLEANS



SELECTING IMPACT-DRIVEN PARTNERS.

TandemEd found mission-aligned community leaders, small businesses and 501(c)(3) organizations within local communities that are, above all else, community-legitimate and that promote asset-based narratives and communication. Together we developed key messaging, metrics, and joint milestones, especially related to the \$100K Community Investment Fund.

To support the development of TandemEd and cultivate capacity among the team, we employed consultants, to support in the following areas:

- Marketing
- Research
- Evaluation



CAMPAIGN NAMING & DEVELOPMENT WORKSHOP.

One of the highlights of the initiative is the campaign naming and development workshop. The exciting moment brings together fellows and steering committee in each community worked to create campaign specific names as an extension of the national Own Your Story initiative. Each campaign naming session was designed to capture the language and energy of the community.

Each community created a campaign name that included the city name and a and a message that would rally our people in each area:

Detroit Is Us
New Orleans Ya Heard Me
Newark. Our City. Our Time. Our Now.



VISUAL CREATIVE DIRECTION.

Each city was provided with a foundational style guide for developing the local campaign. This ensured that the cities were connected through the visual Own Your Story identity. Using these elements as a starting point, they were encouraged to then add creativity native to their own city to make the visual elements their own.

||
OWN YOUR STORY

Logos like the Own Your Story, TandemEd and Anchor organization logos were provided to ensure that the communities knew they had the support of a larger network.



The Own Your Story hoodie and cloud elements were available to add to graphics and social media content.



A linear map of each city was also provided by the local marketing teams for use in graphics, and promotion.

CITY-LED ADAPTATION.

The city-specific campaign logos were designed by local graphic designers and were based on the responses to community values excavated during the content development workshops.



The Detroit community pulled from the richness of gold and roots in Africa to showcase in the Detroit Is Us logo.



One of our youth ambassadors in New Orleans designed the logo with open hands symbolizing the abundance that can be found in New Orleans' Black community.



The community in Newark wanted the logo to represent Black power (represented by the Black fist) diversity (rainbow) and a new day (the sun over the city skyline).

MIDWEST

OWN YOUR STORY: DETROIT



NEXT



DETROIT

CITY LEADERSHIP

Led by City Manager and long-time community organizer, James "Screal" Eberheart Jr., the team in Detroit demonstrated passion and energy as they used their voice and contributions to activate and mobilize the community.

CITY MANAGER – James "Screal" Eberheart Jr.

DETROIT COMMUNITY FELLOWS –

- Gerald Allen
- Tahjah Belcher
- Alyssia Brown
- Octavias Crosby
- Shayla Cunningham
- Jessica Jackson-Bowie
- Delonte Jones
- Alexander Slone
- Eboni Thomas
- Tiara Walton
- Allen Andrews
- Tyrin Brown

RESEARCH & COMMUNICATIONS TEAM –

Findlay House Global

MARKETING & PR TEAM – 2050 Partners, Inc.

STEERING COMMITTEE –

- Gerald All
- LaTonya Garth
- David "Doc" Williams
- Alyson Jones-Turner
- Chris Rutherford
- Romeo Pickett
- Clement "Fame" Brown Jr.
- Dennis Talbert
- Roderica James
- Zaire "Zai" Hopkins
- Vince
- Chanel "CoCo"
- Dior Gabrielle
- Aj & SJ
- Mikai Green
- Clay
- Anita Belle
- Desmond "KiddClever"

ANCHOR ORGANIZATION – Force Detroit

SUPPORTING BUSINESSES –

- Three Thirteen
- Cochrane House
- The Game Room
- New Era Detroit



DETROIT IS US

THE LOCAL MARKETING APPROACH.

- **Strengthen pride amongst young, Black Detroiters. Influence Detroit's young people between the ages of 18 to 24 to remain in Detroit by showing them how influential they are to the future of community.**
- **Establish, promote and encourage community action around the three pillars through organic social, as well as influential people and platforms that elevate the campaign and actionable moments throughout the 45-day period.**

DETROIT IS US

THE CAMPAIGN PILLARS.

Our Detroit community created three actionable campaign pillars with facilitation of TandemEd and marketing support.



- **Buying Black the Block: Wealth-Building / Creation**
 - Encourage audiences towards ownership and investment by encouraging them to open a bank account with a Black-Owned bank and shopping at local Black-owned businesses.



- **Level Up: Mind, Body, Spirit & Recreation**
 - Get Detroiters active in the city for their health and mental well-being.

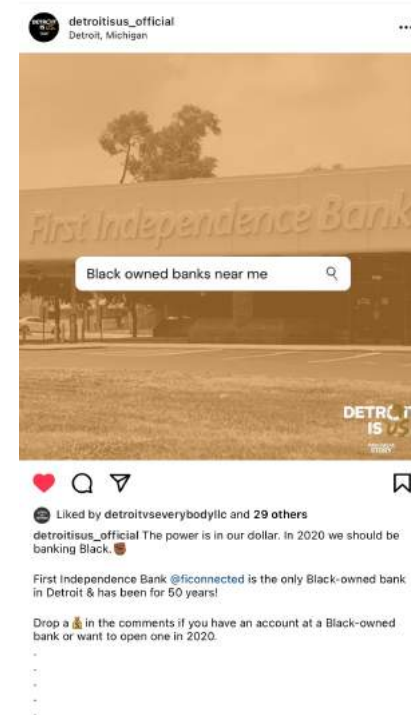


- **Advocate for Blackness/Learning on Black Terms: Education**
 - Unearth the way learning happens on its own in the Black community, and affirm and celebrate our teachers.

DETROIT IS US

SPREADING THE WORD.

The 'Detroit Is Us' Campaign leveraged social media channels like Instagram, Facebook, as well as Spotify, Eventbrite, in-person and virtual events to unite the Detroit audience around campaign messages that spoke to the heart of the people.

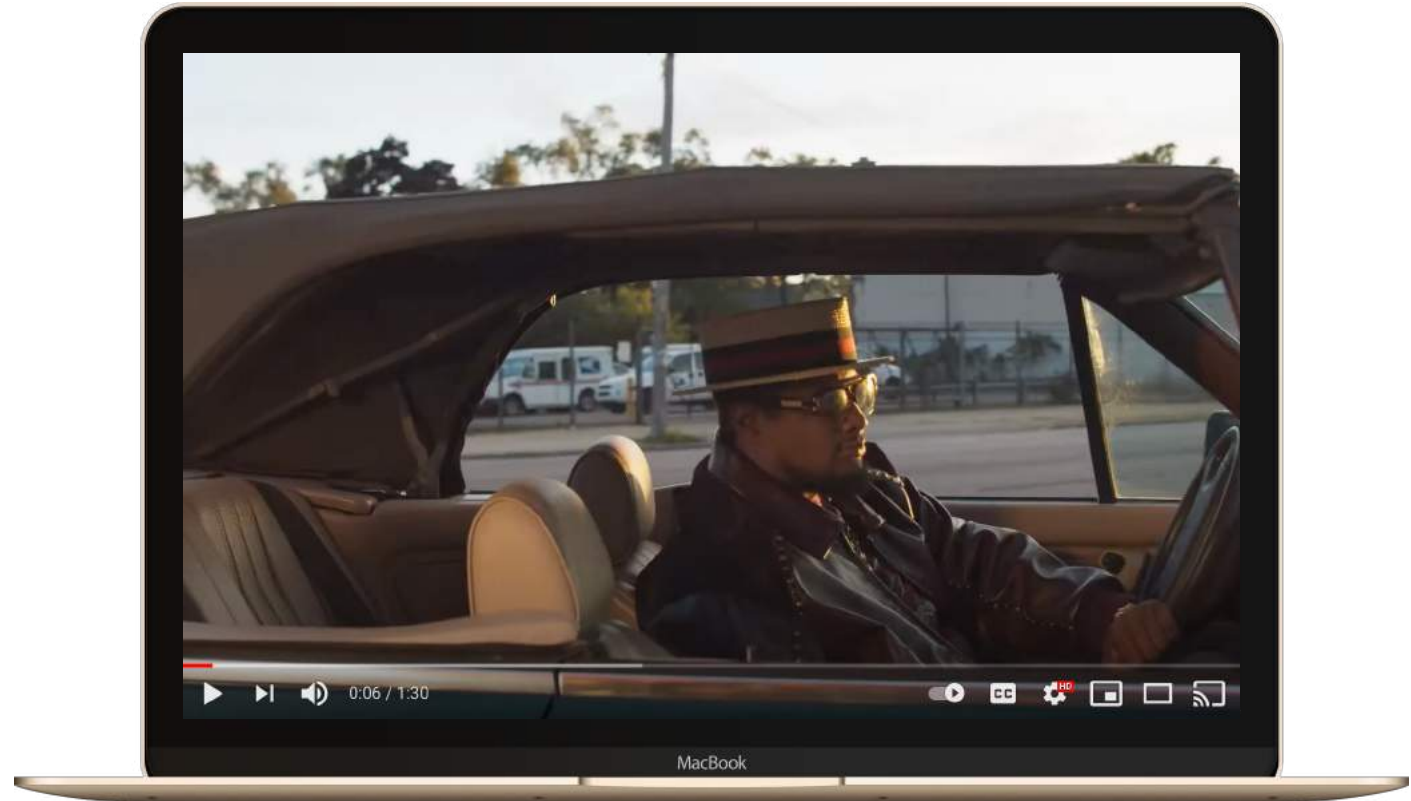


DETROIT IS US

SPREADING THE WORD.

Video content was created to capture the essence of the campaign and the people of Detroit.

View the 'Detroit Is Us' YouTube Playlist:
bit.ly/DetOYS



MEASURING OVERALL INPUTS

Surveys and focus groups were conducted to inform the campaign. We hosted a campaign development workshop to walk community members through content creation. The campaign content was featured on online platforms and reached people in the community.

496

COMMUNITY RESPONSES

Responses from community visionaries and storytellers via surveys and focus groups

30

CAMPAIGN CONTRIBUTORS

The number of people who attended the workshop and contributed to the campaign naming and content creation resulting in a community-led and responsive campaign tailored to local values and needs.

120,252

PEOPLE REACHED ONLINE

The campaign was shared across various media and digital platforms to create awareness and reached the larger community.

MEASURING CAMPAIGN OUTCOMES

A post-campaign survey was conducted to understand the impact 'Detroit Is Us' had among the target audience in Detroit. After engaging with the campaign, most respondents felt PROUD and INSPIRED. 50% of the target age group (18-24) felt MOTIVATED.

100%

REFLECTING COMMUNITY

Research participants who felt like they were reflected in the campaign.

95.5%

MODELING FOR SUCCESS

Those who believed they could be successful in Detroit (100% of those respondents were 18-24).

40%

PLANNING FOR COMMUNITY

Respondents who said they were very likely to start a community project (46.67% said they already had a community project).

BUY BLACK THE BLOCK

Encouraging BLACK ownership and investment by encouraging them to open a bank account with a Black-Owned bank and shopping at local Black-owned businesses.

56%

BANKING BLACK

Respondents who said they were very likely to open a black owned bank account.

53%

EXPANDING SUPPORT

Those who said they were now aware of 16 or more Black owned businesses (compared to 70.71% knowing only 0-3 before the campaign launch, and only 1% knowing between 7 or more).

84%

GROWING AWARENESS

Respondents said they were more aware of Black owned businesses.



LEARNING ON BLACK TERMS

Unearth the way learning happens on its own in the Black community and affirm and celebrate our teachers.

33%

SEEKING BLACK KNOWLEDGE
100% OF THOSE WHO WERE NOT
PREVIOUSLY DOING SO

Respondents who said they would likely seek out more learning opportunities facilitated by Black community members after engaging with the campaign. 67% said they were already doing it.

I believe that nurturing your blackness for one starts at home because the education system isn't going to teach Mansa Musa Shaka Zulu, or they're only going to start our history at the point of the slide, we are so much more than that we were so much more than that prior to them coming to steal us and pluck us from our native land.

Eclectic Oracle, Detroit Steering Committee Member



LEVEL UP: HEALTH AND WELLNESS

Highlighting alternative activities in the city for health and mental well-being.

31%

**CONTINUING WELLNESS -
43% EITHER LIKELY TO OR
CONSIDERING ALTERNATIVES**

Respondents who said they would likely seek out alternative health and wellness activities after engaging with the campaign. 24% said they were already doing so; and 12% said they were thinking about it.

Yes sound bowls  so much power in frequencies...vibrate higher.

Cherry Jones, Learning on Black Terms
Roundtable Attendee



LEVEL UP: MIND, BODY + SPIRIT

 **INCEPTION**
HEALTH + WELLNESS
FIELD TRIP

COMPLIMENTARY Flotation Therapy, NeuroOptimal Brain Training and Magnesphere™ Relaxation Therapy services for all participants.

DETROIT IS US.
OWN YOUR STORY

SUNDAY
10/4 • 10am - 8pm

SPACE IS LIMITED.
REGISTER TODAY AT
bit.ly/OYSHEALTH

AVE OF FASHION



POST-CAMPAIGN

After announcing
the \$100K fund
the Detroit team
received **195**
applications from
current and
future
CHANGEMAKERS.

DETROIT FUND RECIPIENTS

Erika Arrington, EYoga
Tee Betancourt, Mula Films
Kelly Brown, I Make My Moves in Silence
Dzamonique Carr, Deeply Rooted Produce
Praise Doctor, Future Dreamzzz
Mickey Ellis, Sno Biz Detroit
Matthew Green, The Defaction Project
Mikai Green, Trap Tours
Kennidi Hammonds, The Kenzy Touch
JaNye Hampton, Detroit Flower Company
Zaire Hopkins, The Zai Experience
DeLonte Jones, The Stock Club
Imanbi Ma'at Ankhmen, Flip the Switch 529
Alicia McKay, No Fear Café
Anteya Robinson, The Fruitful Leaders
Volencia Simpson, Sew in Detroit
Sherrie Smith, Urban Farming Education Project
Kierra Stafford, New Era Detroit
Tierra Walton, Mizhani
Cortney Williams, Full Cort Press

SOUTH

OWN YOUR STORY: NEW ORLEANS



NEXT



NEW ORLEANS

CITY LEADERSHIP

Led by City Manager and long-time community organizer, Darrell “Sess 4-5” Warren, the team in New Orleans demonstrated a passion for cultural preservation as they used their voice and creativity to activate and mobilize the community.

CITY MANAGER – Darren “Sess 4-5” Warren

NEW ORLEANS COMMUNITY FELLOWS –

Jadeon Bloom
Jamond Bourgeois
Dyan Cole
Matthew Drew
Morgan Me'Lyn Grant
Delise Hampton
Alvin Harris
Arriel Hollingsworth
Janae Hurst
Teylor Isome
Shaunni Johnson
Brittany Nicholas
Brideisha Parker
Tishjai Robinson
Kyla Stephen
Danamarie Thorton
Darren Warren
Jamon Williams
Landon Williams
Empress Wilson

RESEARCH & COMMUNICATIONS TEAM –
Findlay House Global

STEERING COMMITTEE –

Pastor Tyrone Smith
Luther Gray
C Freedom
Jamilah Y Peters-Muhammad
Brandon Banks
Keedy Black
Kevin Griffin
Roosevelt Muhammad
Brandon Boldin
Fairetha Warren
Bridgette Martin
Broderick Webb
Brandan Odums

SUPPORTING BUSINESSES –

Club 7140
Café Deloris



NEW ORLEANS

THE LOCAL MARKETING STRATEGY.

Strengthen pride amongst young, Black New Orleanians. Influence New Orleans' young people between the ages of 14 to 18 to remain in New Orleans by showing them how influential they are to the future of community here in New Orleans.

Establish, promote and encourage community action around the three pillars through organic social, as well as influential people and platforms that elevate the campaign and actionable moments throughout the 30-day period.

YA HEARD ME

THE LOCAL MARKETING CAMPAIGN.

"I want my people to be more empowered, to be confident, and courageous, living in their truth and being unapologetically themselves," ... "Through this initiative, I hope to be able to contribute to folks sharing in harmony, prosperity and blessings; and to show more successful, positive examples of Black people and family; and overall contributing to more positivity in the city."

- Sess 4-5, New Orleans City Manager



• **Bag Time: Economics**

- Encourage audiences towards ownership and investment by encouraging them to shop at local Black-owned businesses.



• **From What I Was Told: Education**

- Expose young New Orleanians to the value of different types of knowledge, including knowledge of self.



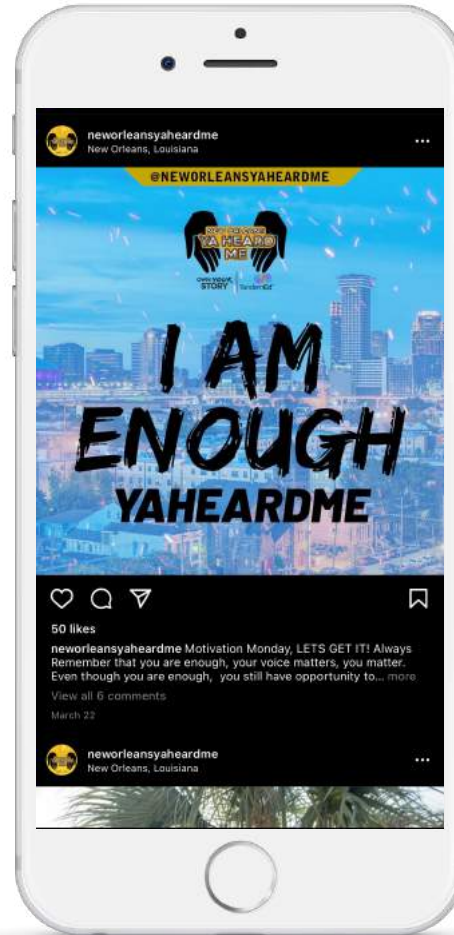
• **Back in the G: History & Culture**

- Promote the rich history of New Orleans and show young people they are culture bearers today.

YA HEARD ME

SPREADING THE WORD.

New Orleans primarily leveraged Instagram to amplify the campaign message and grassroots events throughout the city, as well as continuing to follow the successes of fellows.



NEW ORLEANS

SPREADING THE WORD.

Video content was created to capture the essence of the campaign and the people of New Orleans.

View the 'New Orleans: Ya Heard Me' YouTube Playlist: bit.ly/NOLAAYS



MEASURING OVERALL INPUTS

Surveys and focus groups were conducted to inform the campaign. We hosted a campaign development workshop to walk community members through content creation. The campaign content was featured on online platforms and reached people in the community.

386

COMMUNITY RESPONSES

Responses from community visionaries and storytellers via surveys and focus groups

75

CAMPAIGN CONTRIBUTORS

The number of people who attended the workshop and contributed to the campaign naming and content creation resulting in a community-led and responsive campaign tailored to local values and needs.

103,050

PEOPLE REACHED ONLINE

The campaign was shared across various media and digital platforms to create awareness and reached the larger community.

MEASURING CAMPAIGN OUTCOMES

A post-campaign survey was conducted to understand the impact 'New Orleans: Ya Heard Me' had among the target audience in New Orleans. After engaging with the campaign, most respondents felt PROUD.

88%

REFLECTING COMMUNITY

Research participants who felt like they were reflected in the campaign.

88%

MODELING FOR SUCCESS

Those who believed they could be successful in New Orleans.

18%

PLANNING FOR COMMUNITY

Respondents who said they were very likely to start a community project (17.65% said they already had a community project).

BAG TIME: ECONOMICS

Encouraging audiences to shop at local black-owned businesses while promoting black ownership.

67%

AWARE OF MORE BLACK-OWNED BUSINESSES

Respondents that said they were now aware of between 6-15 Black owned businesses; (compared to 43.22% before the campaign change of 23.45%)

50%

INCREASED AWARENESS OF MORE BLACK-OWNED BUSINESSES

Respondents said they were more aware of Black owned businesses.



FROM WHAT I WAS TOLD: EDUCATION

Demonstrating the value of different types of knowledge, including knowledge of self.

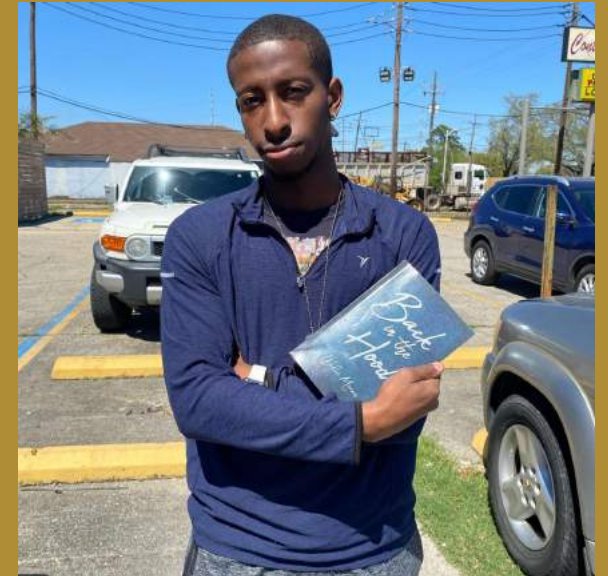
41%

SEEKING BLACKKNOWLEDGE
53% EITHER LIKELY TO OR
CONSIDERING MORE
OPPORTUNITIES

Respondents who said they would likely seek out more learning opportunities facilitated by Black community members after engaging with the campaign. 47% of said they were already doing so; and 12% said they were thinking about it.

We have to build our own schools. And we got to build them with our community curriculum in mind meaning like the stuff that makes our community money, the things that we're doing in our community, that we have businesses and stuff with. We have the incorporate that inside the school as a part of the curriculum versus just math Science, English every day.

CENO, New Orleans Focus Group Attendee



BACK IN THE G: HISTORY & CULTURE

Promoting the rich history of New Orleans and CELEBRATING culture bearers today.

29%

INCREASED INTEREST
100% OF THOSE WHO WERE NOT
PREVIOUSLY INTERESTED IN
LEARNING MORE

Respondents who said they would likely seek out more opportunities to learn more about New Orleans' history and culture after engaging with the campaign. 71% of respondents said they were already doing so.

The elders are the ones who can really help to line out a path to victory, because they've been through so much, they've seen it all. And they've been able to survive it, not just survive it, but to live and enjoy their lives in the midst of oppression, in the midst of Jim Crow, in the midst of slavery and everything else of not having.

Fairetha, New Orleans Steering Committee Member



POST-CAMPAIGN

After announcing the \$100K fund, the New Orleans team received **144** applications from current and future **CHANGEMAKERS.**

NEW ORLEANS FUND RECIPIENTS

Soloman Alexander, New Orleans Legacy of Bands, Inc.

Robresha Anderson, Robresha Anderson LLC

Willie Benson, Paradise Carwash

Leander Brown, Shack Brown Market

Nicole Collins, Magnolia A, LLC

Anastasia Ebel, New to Natural Foundation

Senais Edwards III, NOLA KEYS

Courtney Evans, Unbounded International Dance

Andrea Fullington, Black Teacher Griot

Jailaih Gowdy & Alexis Smith, The For Us By Us Market

Luther Gray, Congo Square Preservation Society

Keshawn Harris, M.aking M.ajor Moves, LLC

Alvin Harris, Vaku

Robert Jones, Free-Dem Foundations, Inc.

Brittany Lindsey, Master Minds Private Tutoring

Morgan Me'Lyn, Small Mercies Creative Production

Jasmin Pierre, The Safe App

Rowena Robinson, Chic Nouvelle Model Management

Krystle Sims Cameron, For the HortiCulture

Demetrius Warren, Making Growceries Podcast



NORTHEAST

OWN YOUR STORY: NEWARK



NEXT





NEWARK

CITY LEADERSHIP

Led by City Manager and community daycare owner and operator, NyJee Coram, the team in Newark demonstrated a passion for historical preservation as they used their voice and creativity to activate and mobilize the community.

CITY MANAGER – NyJee Coram

NEWARK COMMUNITY FELLOWS –

Mehki Addison,
Khalil Akinyele
Neko Blake
Anthony Charles
Terril Coley
Shayir Griffin
Ashleigh Howard-Jones
Mariam Ouedraogo
Melissa Reed
Jaidyn Smith
Quiton Smith
Samajay Stovall

RESEARCH & COMMUNICATIONS TEAM –

Findlay House Global

STEERING COMMITTEE –

Chigozie Onyema
Altariq Shabazz
Shaquannah Floyd
Ihsaan Muhammad
Dawn Haynes
Thomas Owens
Junius Williams
Ronice Bruce

ANCHOR ORGANIZATION – The Chad School Foundation

**NEWARK:
OUR CITY.
OUR TIME.
OUR NOW.**

NEWARK

THE LOCAL MARKETING STRATEGY.

Strengthen pride amongst the young, Black community in Newark. Influence Newark's young people between the ages of 12 to 18 to remain in Newark by showing them how influential they are to the future of the community here in Newark.

Establish, promote and encourage community action around the three pillars through organic social, as well as influential people and platforms that elevate the campaign and actionable moments throughout the 30-day period.

NEWARK

THE LOCAL MARKETING CAMPAIGN.

"Developing a sense of community and protection is a pillar that reflects the mission of the Leaders of the 21st Century which is to develop civic minded youth leaders in urban communities and prepare them for the world of work and beyond..."

- Dan De Nose, OYS Newark



• **Wellness Starts with the Mind**

- Get Newarkers active in the city for their health and mental well-being.



• **Protecting the Block**

- Encourage audiences towards developing a sense of unity with their neighbors and the promotion of safety and peaceful conflict resolution.



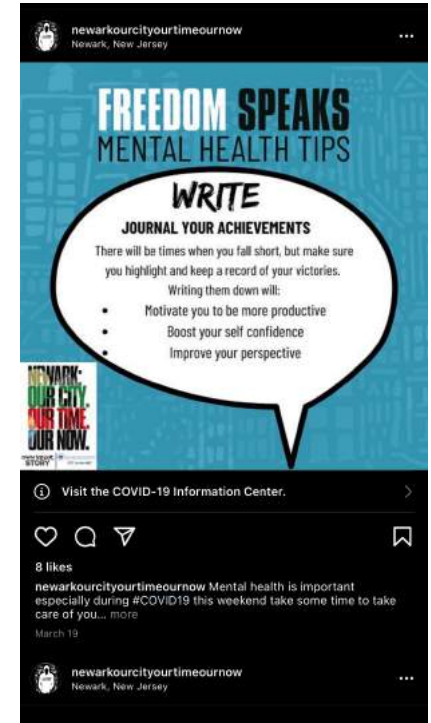
• **Newark Black History**

- Promote the rich history of Newark and show young people they are the changemakers of today.

NEWARK

SPREADING THE WORD.

Newark primarily leveraged Instagram to amplify the campaign messages and grassroots events throughout the city, as well as continuing to follow the successes of fellows.

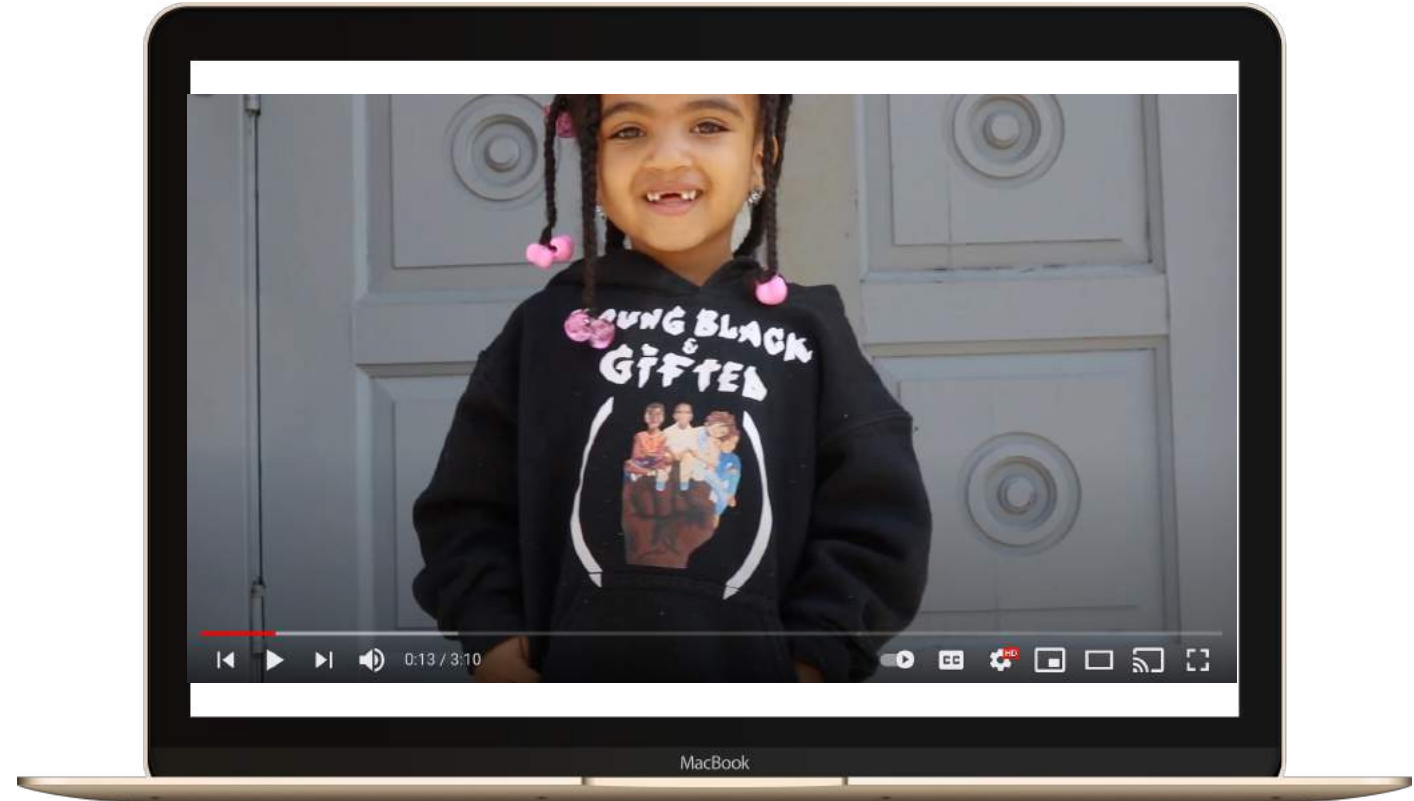


NEWARK

SPREADING THE WORD.

Video content was created to capture the essence of the campaign and the people of Newark.

View the 'Newark: Our City. Our Time. Our Now.' YouTube Playlist: bit.ly/NewarkOYS



MEASURING OVERALL INPUTS

Surveys and focus groups were conducted to inform the campaign. We hosted a campaign development workshop to walk community members through content creation. The campaign content was featured on online platforms and reached people in the community.

341

COMMUNITY RESPONSES

Responses from community visionaries and storytellers via surveys and focus groups

50

CAMPAIGN CONTRIBUTORS

The number of people who attended the workshop and contributed to the campaign naming and content creation resulting in a community-led and responsive campaign tailored to local values and needs.

100,654

USERS REACHED ONLINE

The campaign was shared across various media and digital platforms to create awareness and reached the larger community.

MEASURING CAMPAIGN OUTCOMES

A post-campaign survey was conducted to understand the impact ‘Newark: Our City. Our Time. Our Now.’ had among the target audience in Newark. After engaging with the campaign, most respondents felt **PROUD** and **HOPEFUL**.

91%

REFLECTING COMMUNITY

Research participants who felt like they were reflected in the campaign.

85%

MODELING FOR SUCCESS

Those who believed they could be successful in New Orleans.

21%

PLANNING FOR COMMUNITY

Respondents who said they were very likely to start a community project (17.65% said they already had a community project).

WELLNESS STARTS WITH THE MIND

Promoting health and well-being by highlighting alternative wellness activities focused on the mind.

56%

CONTINUING WELLNESS
68% EITHER LIKELY TO
OR CONSIDERING
ALTERNATIVES

Respondents who said they would likely seek out alternative health and wellness activities after engaging with the campaign. 24% said they were already doing so; and 12% said they were thinking about it.

When we put ourselves in these spaces, and we create these spaces, because that's what we're doing, we're creating a space for people to tell their stories. And sometimes that comes with telling your trauma, selling your experience, you got to one create those trauma sensitive environments, and you know, getting people to move forward.

Khi, Newark Own Your Story Ambassador



PROTECTING THE BLOCK

Developing a sense of unity with their neighbors and the promotion of safety and peaceful conflict resolution through things like supporting local Black-owned businesses.

50%

INCREASED AWARENESS
A 38% CHANGE COMPARED TO
PREVIOUS SURVEY RESULTS

Respondents that said they were now aware of between 16 or more Black owned businesses after engaging with the campaign; (compared to 12% before the campaign a change of 38%).

Where there is Unity there is a bond. When the community has a love for each other which is the foundation of the community that it wants to protect and respect each other.

Anonymous response through SLIDO live poll



HISTORY BLACK IN THE DAY

Promoting the rich history of Newark and connecting the changemakers of today with the history of Newark changemakers in the past.

We never wrote our textbooks...We allow people that didn't look like us to write our textbooks...we got to understand who we are. The mind is the first thing we need to attack. It's the mind, you know, when we attack the mind. After that, everything else will get in place.

- NyJee, OYS Newark City Manager



Respondents said they were more aware of Black owned businesses.

POST-CAMPAIGN

After announcing the \$100K fund, the Newark team received **95** applications from future and current **CHANGEMAKERS.**

NEWARK FUND RECIPIENTS

Marcellis Counts, Apiary in the Sky LLC
Dan De Nose, Leaders of the 21st Century
Naheim Dixon, Book-A-Youngin
Shadee Dukes, 1on1wit8
Shaquannah Floyd, Floyd's Double Dutch Elite
Aliyah Gatlin, The world through my eyes
Adebunmi Gdadebo, Bricks of Inheritance
Tehsaan Glover, The Newark Times
Josie Gonzalves and Khadiyah Thomas, Khadiyah Thomas Productions
Lelsie Hernandez, I'm So Yoga Newark
Larry Jones, Future Leaders of Tomorrow
Mechelle Kelsick, Kreation Academy
Jamal Littles, Essex & Union County Marching Co
Shakira McKnight, Angels of Evolution Charm School
Chelsea Odufa, O Chelsey Productions Inc.
Chigozie Oneyima, Maroon Project
Shabirah Roberts, Shabirah Roberts Grief Recovery
Livingstone Steele
Alice Terrell Bryantt
Bilal Walker, Al-Munir LLC



OWN YOUR STORY: MAKING AN IMPACT



NEXT





CAMPAIGN SUSTAINABILITY.

We understand that action starts with awareness. While we are excited about being able to reach the larger community with the community-designed campaign through online platforms, these initial results are just the beginning.

In Detroit, Newark, and New Orleans we were also able to strategically invest \$300K to bolster future campaign impact in each city, by supporting the passion projects of changemaking community members.

The ultimate goal of the Own Your Story Initiative is to promote healthy mindsets and translate narrative to action through a facilitated, community-designed and -delivered process. Although, TandemEd provides the initial infrastructure, we work towards the moment when the community continues the campaign beyond our reach.

COMMUNITY INVESTMENT BY THE NUMBERS

1,223

RESPONSES FROM
COMMUNITY VISIONARIES
AND STORYTELLERS

155

TOTAL NUMBER OF
CAMPAIGN DEVELOPMENT
CONTRIBUTORS

60

TOTAL NUMBER OF
COMMUNITY AWARDEES

Total Online Reach:
323,956



I am using the funding to create an organization that **helps young men** between the ages of 11-14 develop a good business acumen and take charge **teach** them how to earn legal money by designing & selling apparel with the end goal of creating their own brand.

ALVIN HARRIS, OWN YOUR STORY NEW ORLEANS FELLOW



VISION ON VISION.

Early Impact

TandemEd first ran a pilot of the Own Your Story initiative in Pittsburgh, Pennsylvania; where the local campaign became Black is Pittsburgh. As we launched the initiative in Detroit, New Orleans and Newark, the local campaigns received support from Own Your Story Pittsburgh alumni.



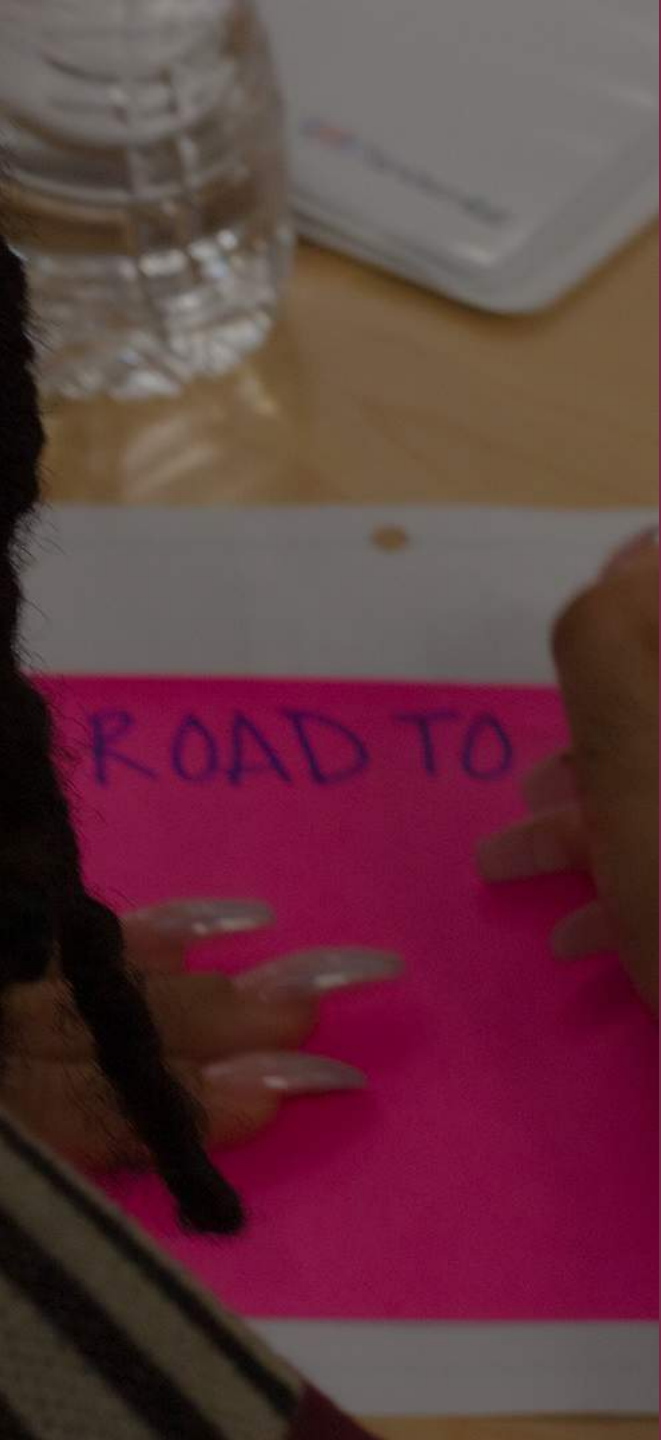


ADAPTATIONS IN ADVERSITY.

COVID-19: This is a relational work. However, with COVID-19, the work was forced to pivot to ensure the safety of everyone involved. Detroit, New Orleans and Newark as three cities who were at the epicenter of the pandemic early on. There were devastating levels of loss and instruction due to quality-of-life issues and access to resources to protect oneself family and community from the spread of the virus.

Own Your Story became a space for strong communal engagement. A space for community members to offer and receive support, resources, products and the

expression of the fears, concerns and grief. Using online platforms—like Zoom, Hopin.to, and Streamyard—we created a community inside of a community to stay connected in a time of social distance void of human contact. These digital platforms were used to facilitate virtual community forums, events, on-boarding, strategic planning sessions, pop up shops, etc. We watched in real-time as our people used new ways to communicate, innovate, and create in order to thrive.



KEY TAKEAWAYS.

PILLAR OVERLAPS:

The research revealed significant overlap across the three cities in terms of pillar priorities. For example, in both Detroit and Newark, “Health & Wellness” was identified as a campaign pillar. In New Orleans and Newark, “History” was identified as a pillar. In New Orleans and Detroit, both “Economics” and “Education” were identified as campaign pillars.

Black is not a monolith. Each city hosts a variety of subcultures that are anchored in great pride and uniqueness in the way our people move, talk, live, and learn. In this brilliant uniqueness of being, creating and learning, all of our cities share similar future aspirations of independence, upward mobility, and protection of

community assets; as demonstrated in the overlap of campaign pillars across the three cities. In the uniqueness of our individual experience, there is also a collective experience that spans across cities. Our people carry a “Never Stuck” mindset. Problem solving is a lifestyle in how we view both limitations and access to resources.

IMPLICATIONS:

It is clear that there is opportunity for great momentum to connect cities and the narratives, initiatives, and support that they can provide each other. Thus, the expansion of a national campaign may be launched with success.

STRONGER TOGETHER

THANK YOU.

