



# Case Study: National Own Your Story Initiative

## DATE(S)

October 2019 - June 2021

## LOCATION(S)

- Detroit, Michigan (USA)
- Newark, New Jersey (USA)
- New Orleans, Louisiana (USA)

## AREA OF FOCUS

- Youth Development
- Economic Development

## RE-POWER FRAMEWORK

- REignite

## SDGS

- Goal #4 - Quality Education
- Goal #16 - Strong Institutions

## SERVICE ACTIVITIES

- Brand Development
- Campaign Development
- Capacity Building
- Curriculum Writing
- Event Coordination
- Focus Groups
- Media Relations
- Reporting
- Social Media Campaigns
- Surveys
- Website Management
- Workshop Facilitation

## SCOPE

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 authentically reflects the people.

## THE CHALLENGE

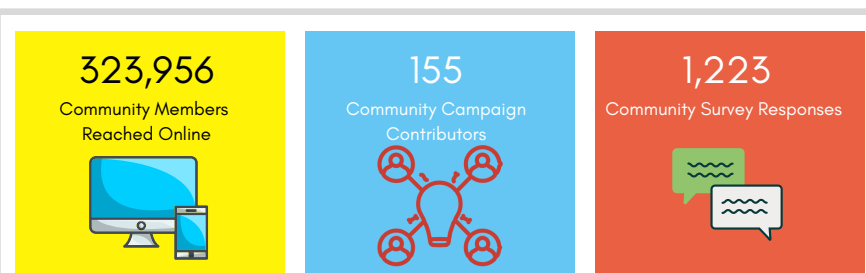
- Ensuring that community members actively contribute to the decision-making process, at every level, and as much as possible.
- Equipping OYS Youth Ambassadors from each community with the skills needed to conduct research and design a media campaign
- Collaborating with community vendors to produce authentic graphics and visuals

## FHG SOLUTIONS

Our solutions included a number of different service activities including:

- writing the curriculum on research and media
- facilitating a number of community-driven activities in each city, including: steering committee meetings, community surveys, focus groups, media content development workshops, and campaign-related events.
- Additionally, we launched social media campaigns in each city and attracted media attention to amplify the work and contributions of community members throughout the campaign.
- We concluded with four (4) full-length reports.

## RESULTS



Our team ensured that every opportunity for the community to be a part of the campaigns' decision-making process were maximized so that the resulting media campaigns were truly community-designed.