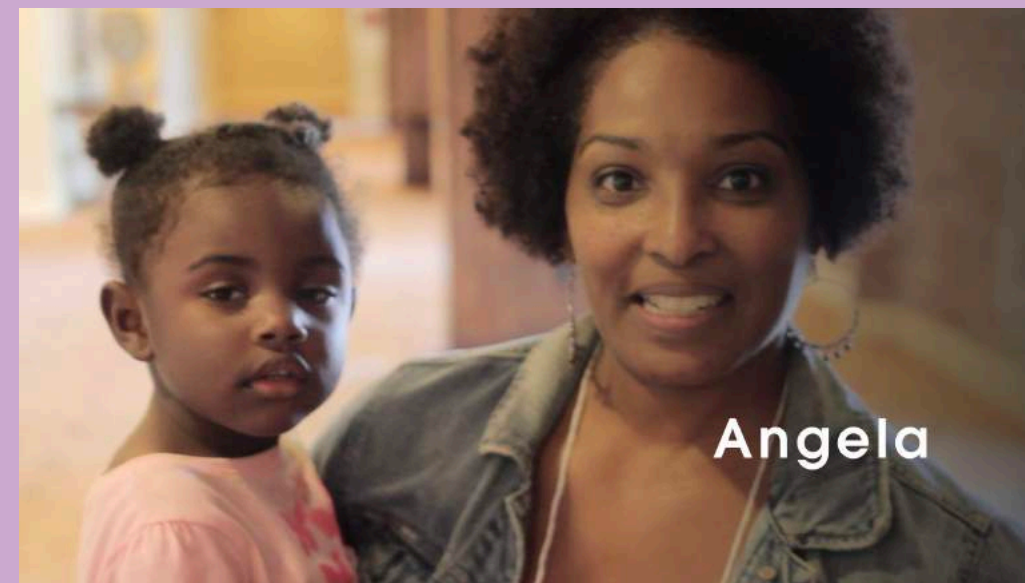




CHOCOLATE MILK[®]: THE DOCUMENTARY SERIES

Sharing stories from black breastfeeding moms

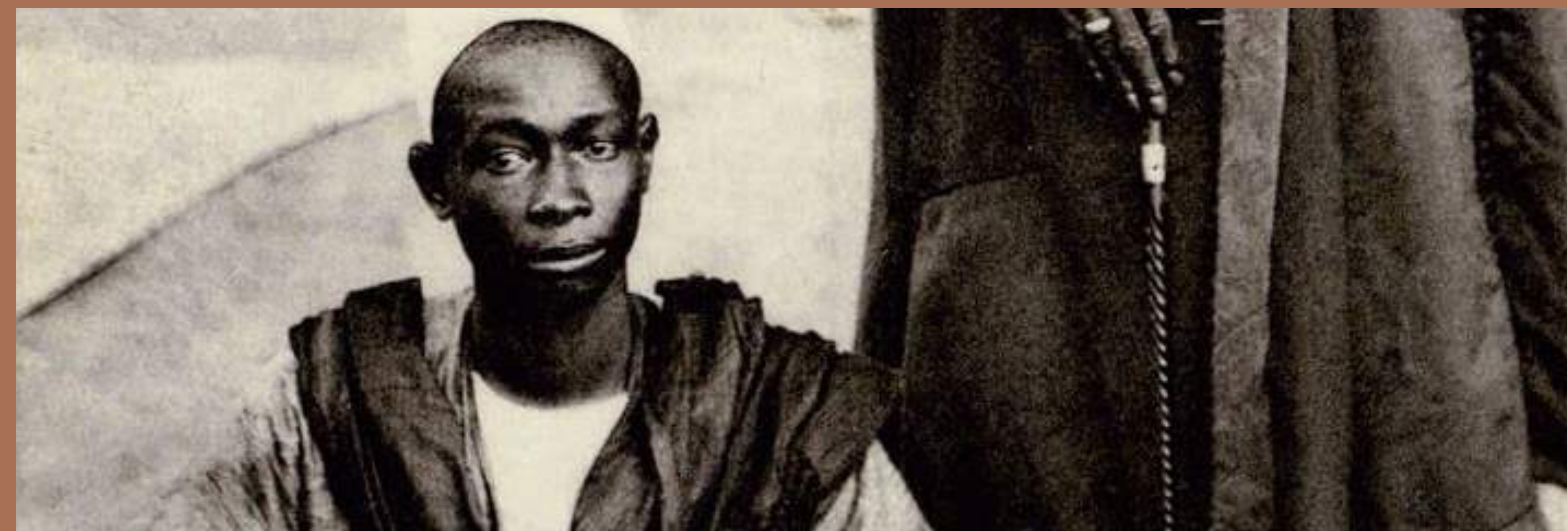


by Elizabeth Bayne, MPH, MFA
graybayne film/media
elizabeth@graybayne.com

traditions in storytelling



ALASKA
(storyknifing)



WEST AFRICA
(griot)



INDIA
(bharatanatyam)



HAWAII
(hula)

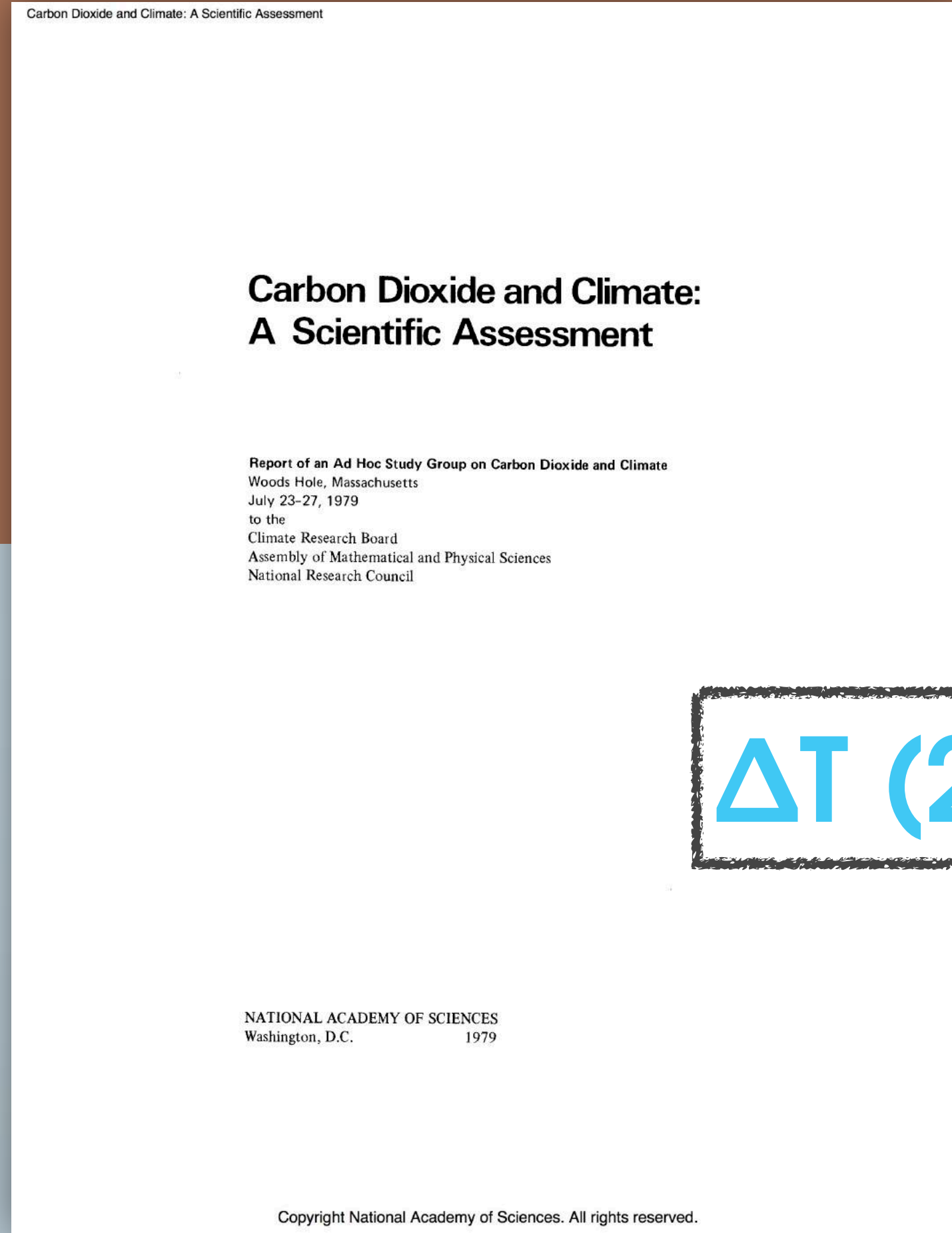


JAPAN
(rakugo)



TRINIDAD
(calypso)

the PROBLEM with academia



$$\Delta T (2x CO_2) = 3^{\circ}C \pm 1.5^{\circ}C$$

**our brains are WIRED
for stories**



The world's most detailed scan
of the brain's internal wiring



**“WHEN I HAVE AN
ASTHMA ATTACK
I FEEL LIKE A FISH
WITH NO WATER.”**

—JESSE, AGE 5

ATTACK ASTHMA. ACT NOW.
1-866-NO-ATTACKS
WWW.NOATTACKS.ORG

4/25/2018 Online Reports

WRHAP "Sharing" TV Report
Posting Date: 10/15/2014
Results Through: 9/30/2014

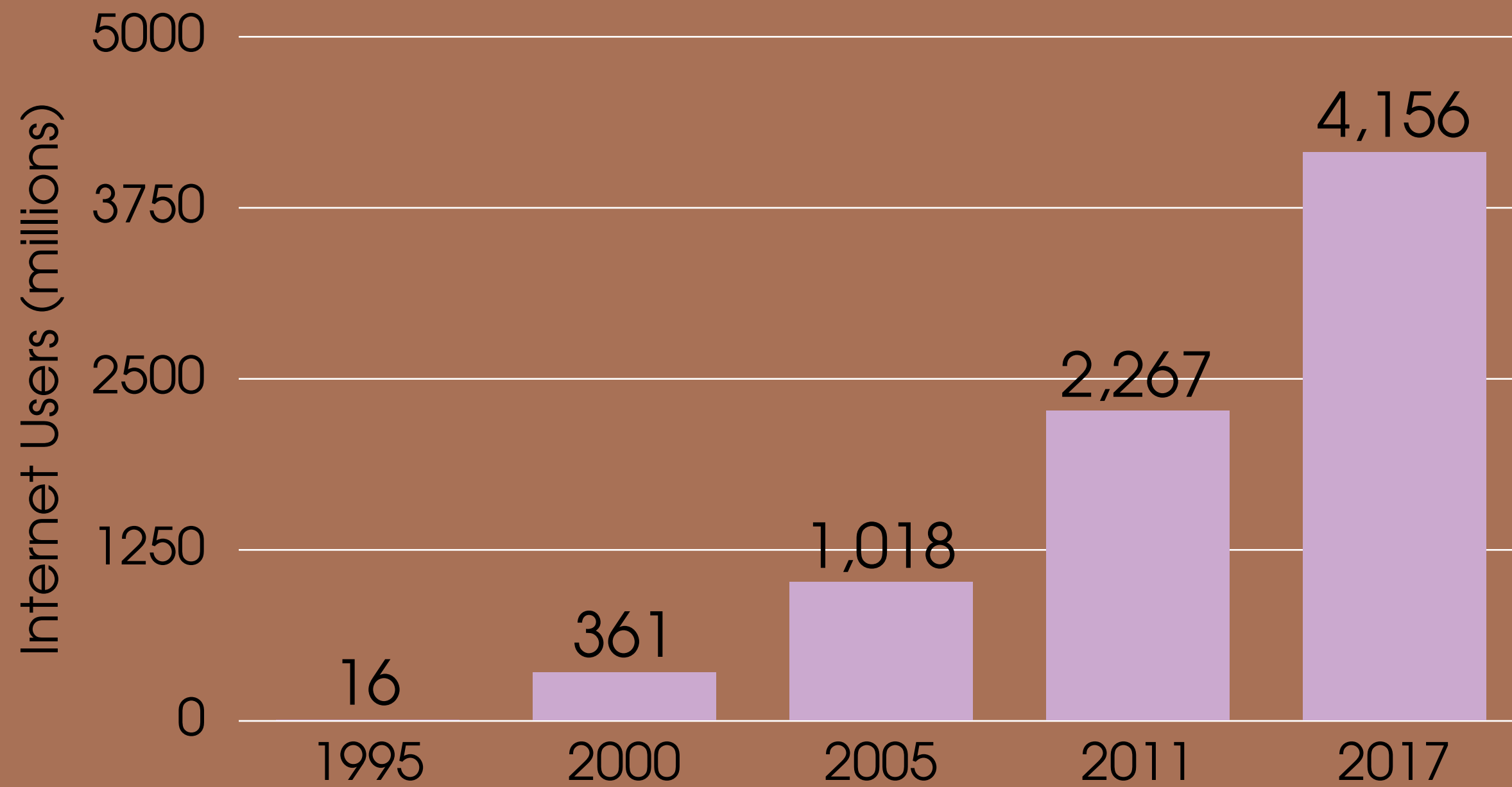
Stations Reporting Airings	2
Broadcasts Reported	406
Average Broadcasts Per Station	203
Broadcast Audience Impression	15,040,000
Equivalent Dollar Value	\$55,216.00

STATION NAME	CHANNEL	NETWORK	CITY	STATE	MARKET	AIRINGS	AUDIENCE
NABC	ABC INC 0	ABC	NEW YORK NY	NEW YORK NY	NETWORK	374	0
KABC	KABC-TV 7	ABC	GLENDALE CA	LOS_ANGELES CA	LOS_ANGELES 32	15040000	

from scientist to
STORYTELLER

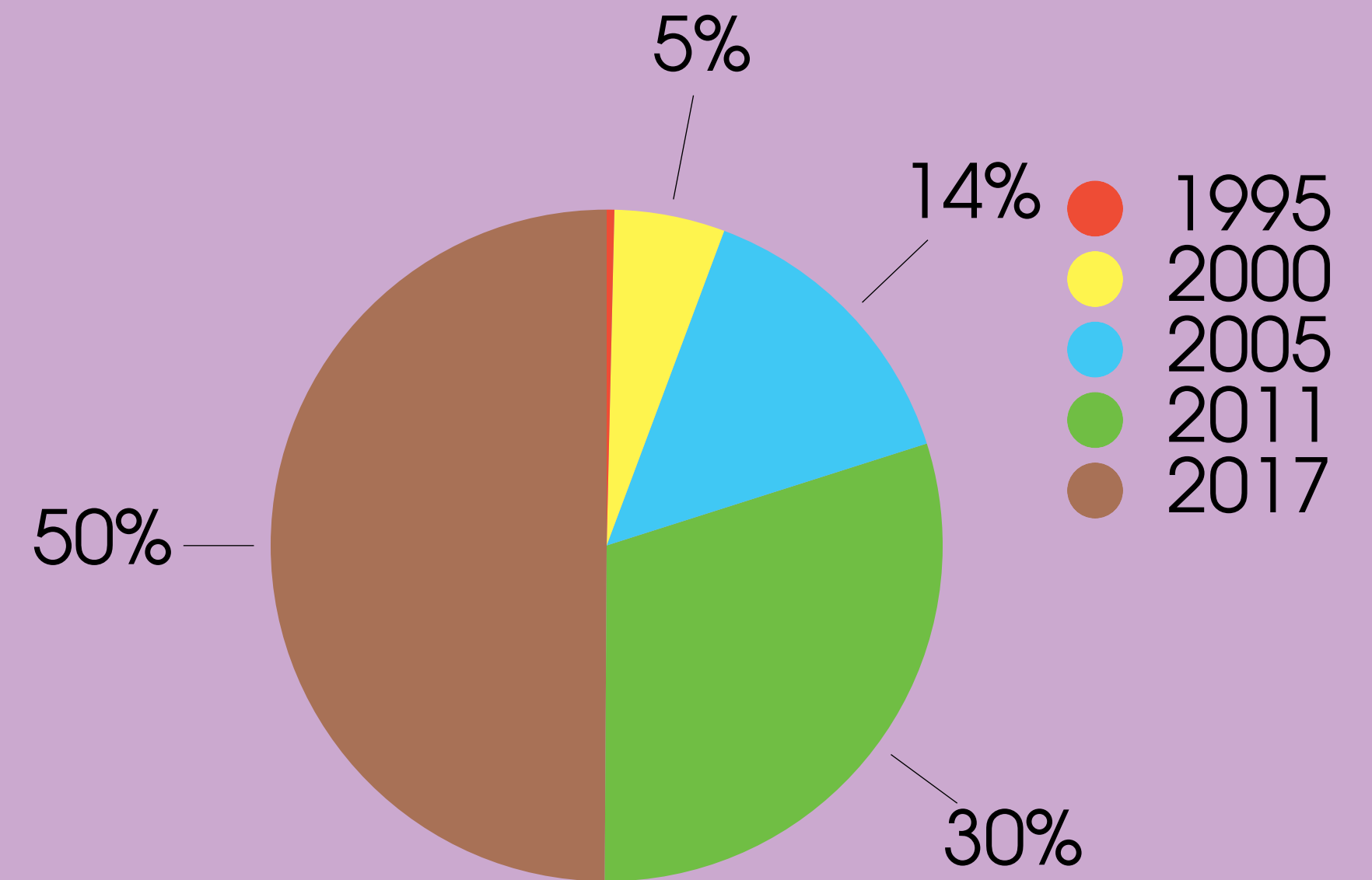
rise in technology access

growth in internet use



source: internetworldstats.com

% world population online





the danger of a single story

source: TED.com

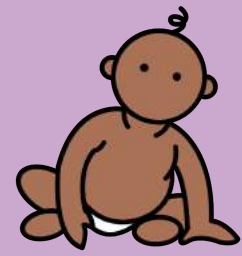
"...if all I knew about Africa were from popular images, I too would think that Africa was a place... waiting to be saved by a kind, white foreigner."

-Chimamanda Ngozi Adichie

CHOCOLATE MILK: THE DOCUMENTARY SERIES



main logo



chocolate milk baby



color palette



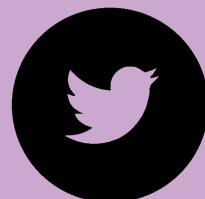
Font: ITC Avant Garde Gothic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?;:)



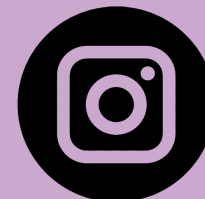
397
Subscribers
54K+
Views



1183
Followers
241K+
Views



298
Followers
70K+
Impressions



235
Followers
221
Likes



Janelle



Marquita



Tanya



Essence



Brandi



Tanefer



Tierra



Tamesha



Lynette & Lucretia





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THANK YOU!

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