

The Call of Story

AN AMERICAN
RENAISSANCE

—Every life has a story...

Promotional Elements

Program Guide Description:

The Call of Story: An American Renaissance: Join six internationally renowned storytellers who share both stories drawn from their families and cultures, as well as insights into the value of storytelling in our homes, our communities, and our cultures.

VOCA Script

Join [station name] for “The Call of Story” and hear six nationally known storytellers share their unique stories, accompanied by insights into a timeless art that binds individuals to families and families to society. [date and time]

Radio Script (:30)

Every life is a story, and storytelling is the golden thread that binds us together in a thickly woven tapestry. Now join [station name] for “The Call of Story: An American Renaissance” and hear six internationally renowned storytellers share their unique experiences and provide insight into the vital role of storytelling in our families, communities and cultures. [channel, date, and time]

Additional Information

<u>Title:</u>	“The Call of Story: An American Renaissance”
<u>NOLA code:</u>	TCSR 000 K1
<u>Length:</u>	56:46
<u>Produced by:</u>	KBYU Television
<u>Distributed by:</u>	American Public Television (APT)
<u>Rights:</u>	6 releases, 4 years (10/6/02-10/5/06)
<u>School off-air rights:</u>	Yes. 1 year from date of broadcast
<u>Non-commercial cable:</u>	Yes



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Closed captioned: Yes

Stereo: Yes

Funded by: The Ashton Family Foundation

Web site: www.callofstory.org
An in-depth site that enables visitors to share their own stories, find storytelling events in their area, learn or improve their storytelling skills, create storytelling festivals in their schools or communities, search an extensive audio and text archive of colorful and engaging stories from around the country, and more.

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