

í am Africa.™

THIS IS MY STORY...



Chant from Kitale Kenya Purpose Driven Education Center

Every African Youth....



has the right to tell their story

Every African Youth....



has the right to express themselves

Every African Youth....



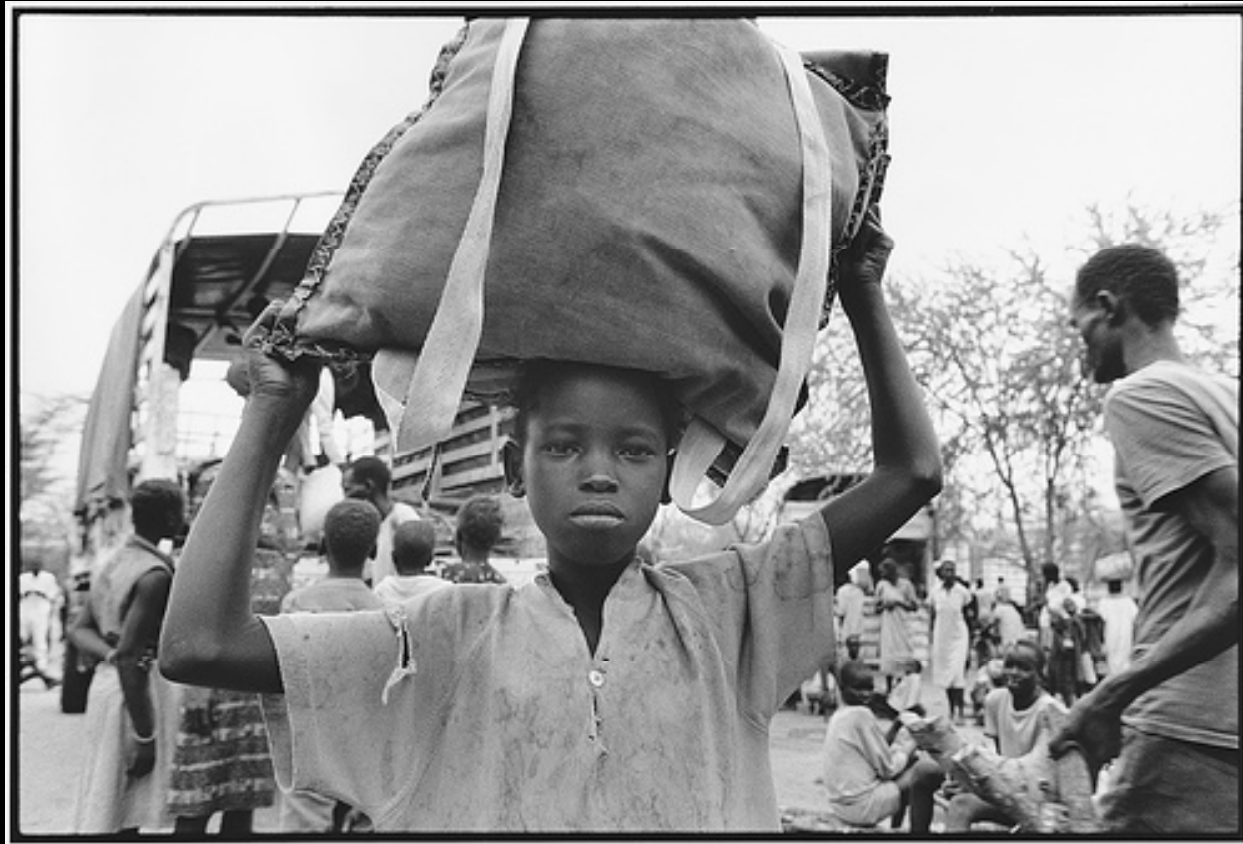
has the right to freedom of thought

Every African Youth....



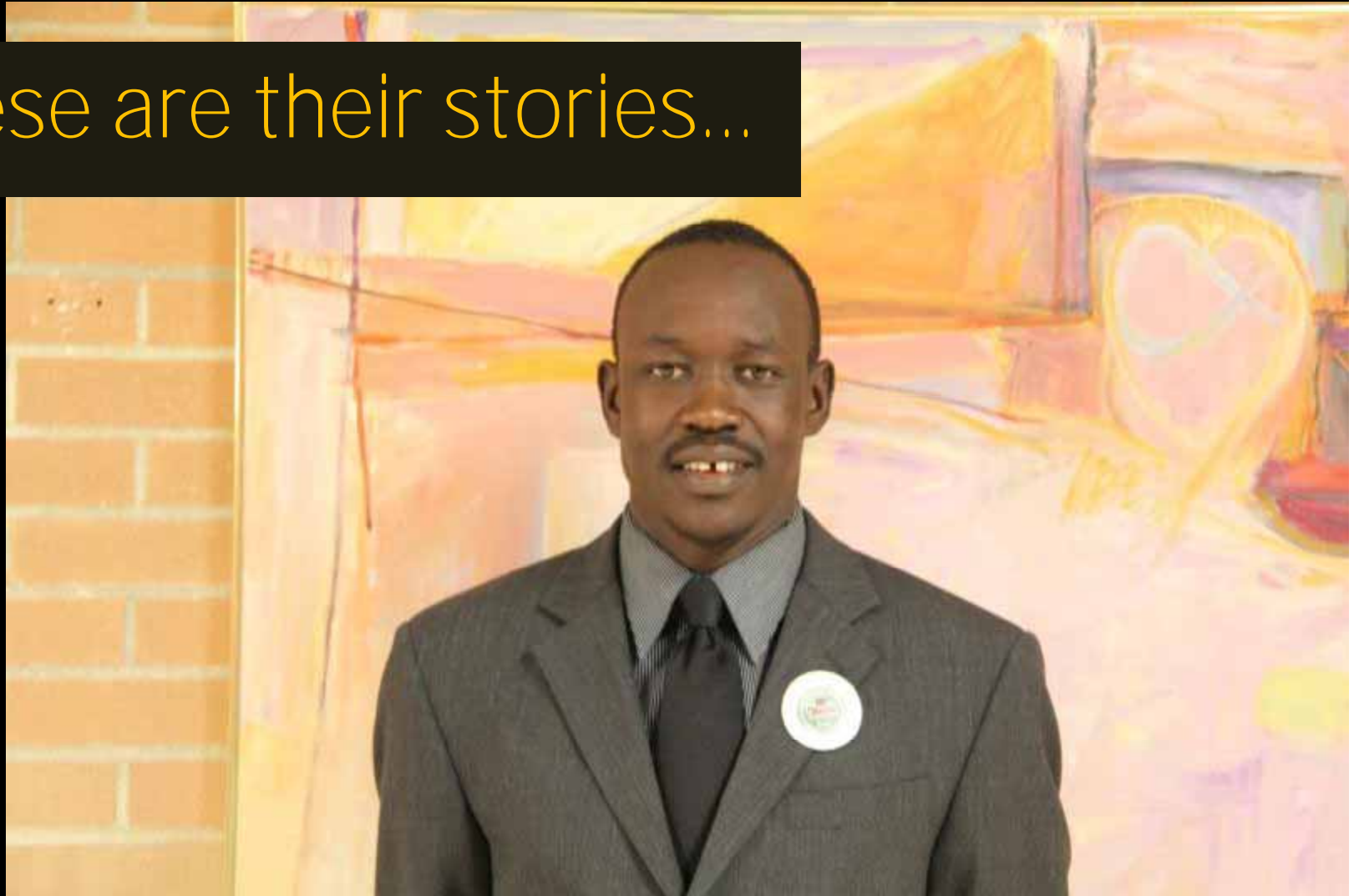
has the right to change the world

Because: They are Africa.



Jacon Atem of Lost Boys of Sudan **Then**

These are their stories...



Jacon Atem of Lost Boys of Sudan **Now**

How do we  
leverage this  
media for  
peace and  
prosperity?





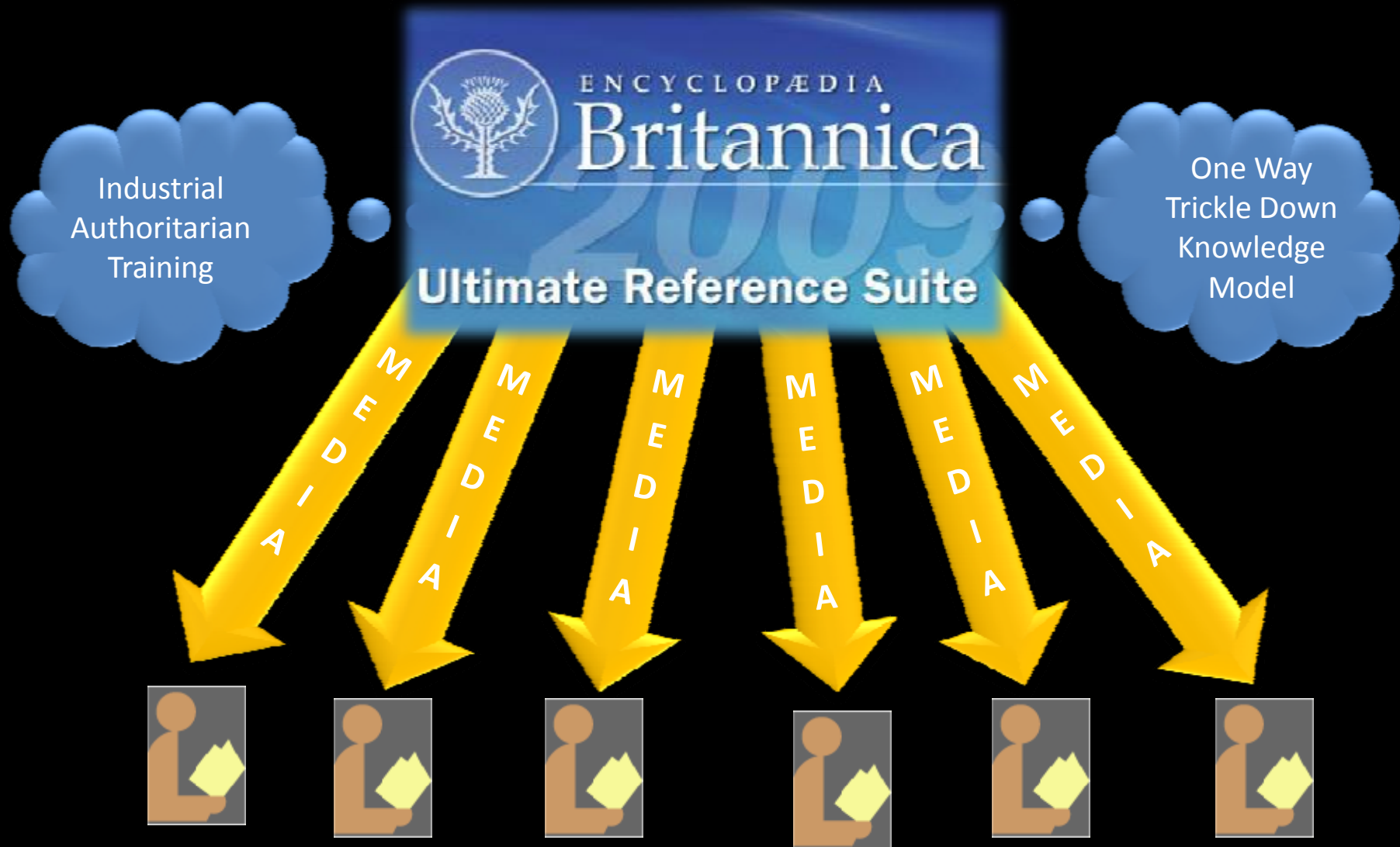
# Why encourage a collaborative community?

Knowledge of  
farming =  
prosperity



Lack of  
knowledge of  
farming = death

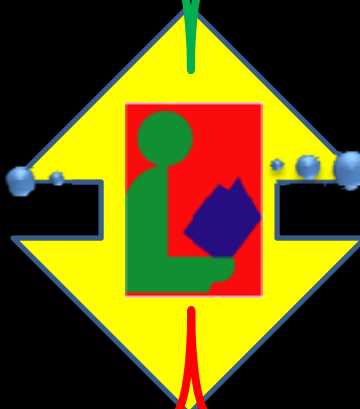
# The Old World Colonial "One-to-Many" World



# The New Web Democracy: "Many-to-Many" World



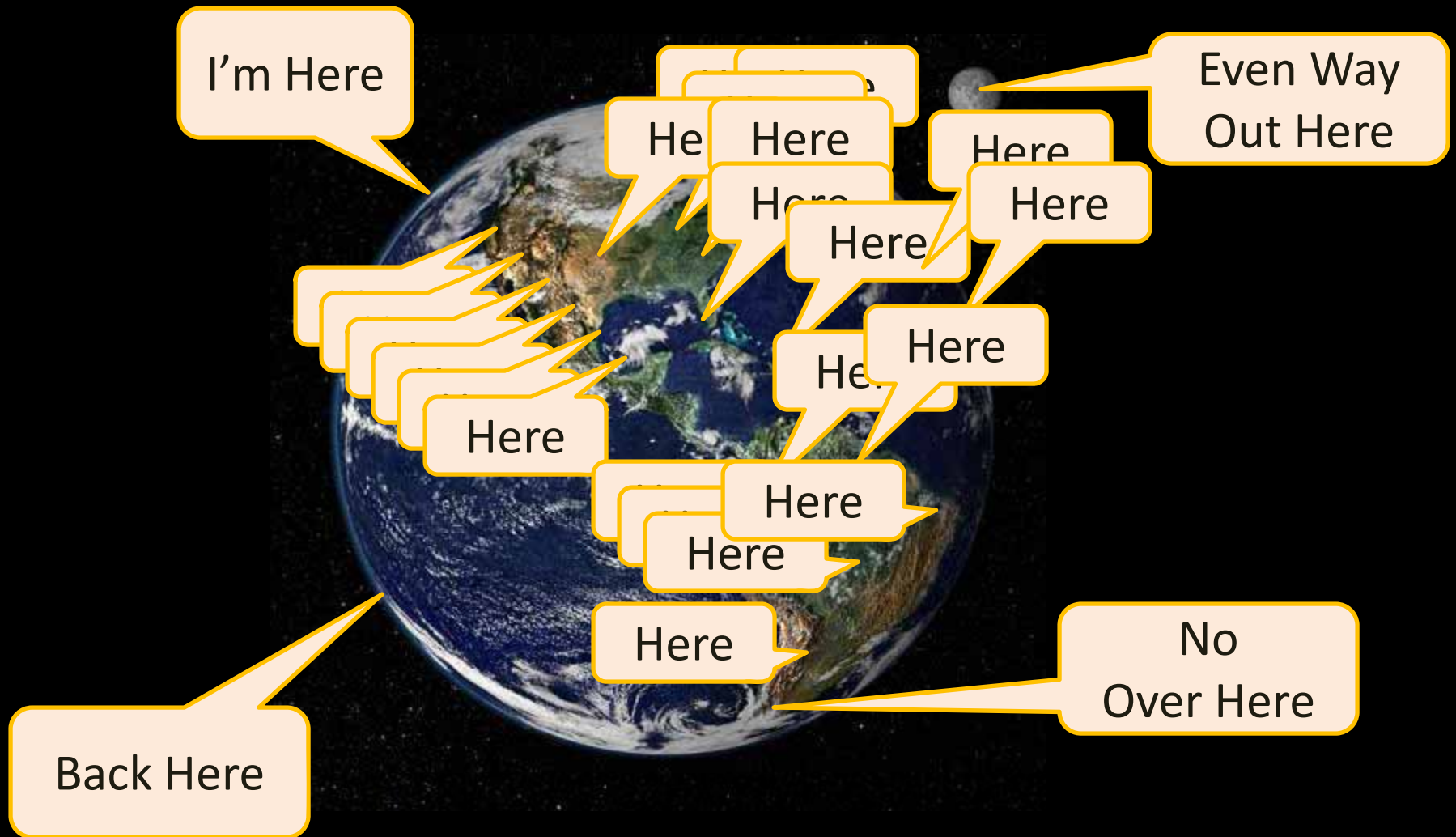
Content



Community



# Our new world: "Out-There Content"



Youth's has a secret weapon... One Voice....  
Global Network for Tribal Youth



*This (window to Global Knowledge) lives inside of them.*

# How we learn: Knowledge is tribal



We are pack animals

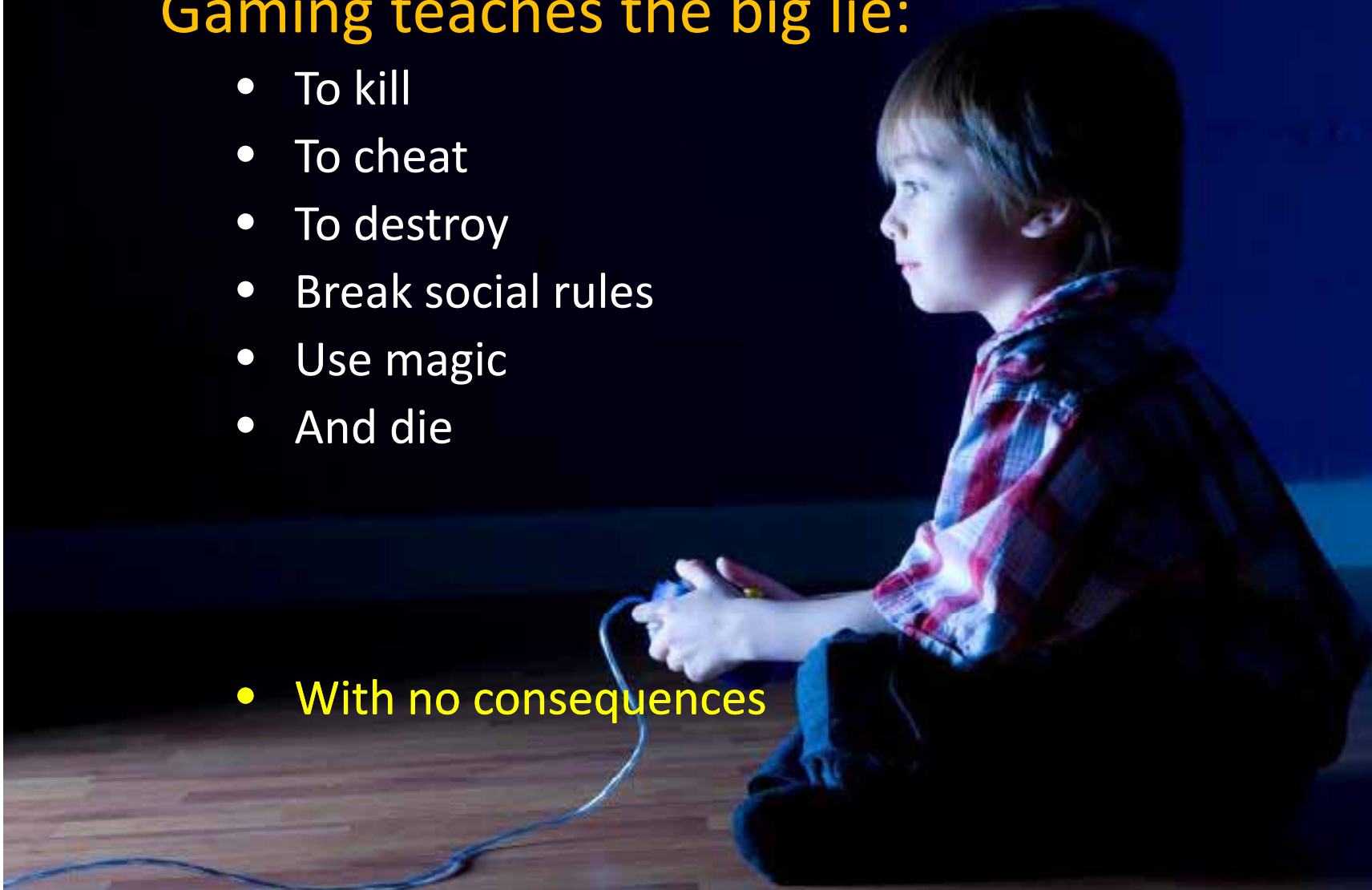
With technology



# Media can unite or incite violence

## Gaming teaches the big lie:

- To kill
  - To cheat
  - To destroy
  - Break social rules
  - Use magic
  - And die
- 
- **With no consequences**



# We are tribal because of divisional anger

## Tribal packing from fear

- The gang /tribe
- We and them thinking
- Leverages fear and desperation
- Embraces criminal behavior
- Features drugs, alcohol and weapons
- Intimidates
- Slanders
- Suppresses
- Anger
- Hate
- Expects failure
- Poverty





# Or we can go it alone



## The Lone Wolf

- It's all about me
- Rejection
- No one cares
- I don't need anyone
- Depression
- Risk avoidance
- One day at a time
- "Whatever" attitude
- What future?
- Just hanging out in media
- Private poverty

# We are tribal for common causes

## We pack for the common good



- The Team
- Help
- Encourage
- Coach
- Collaborate
- Leverage competence
- Strife builds character
- Manage life
- Built on successes
- Hope of a better future
- Prosperity

Knowledge is useful only when it's  
embraced by the community" -

Knowledge  
+ Community

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Reality



# African Youth's Testimony

## What is digital storytelling?

- ✓ Who I was
- ✓ What was the situation
- ✓ Where I came from
- ✓ How I changed my life
- ✓ Who helped me and their resources
- ✓ What was the result
- ✓ What I am now



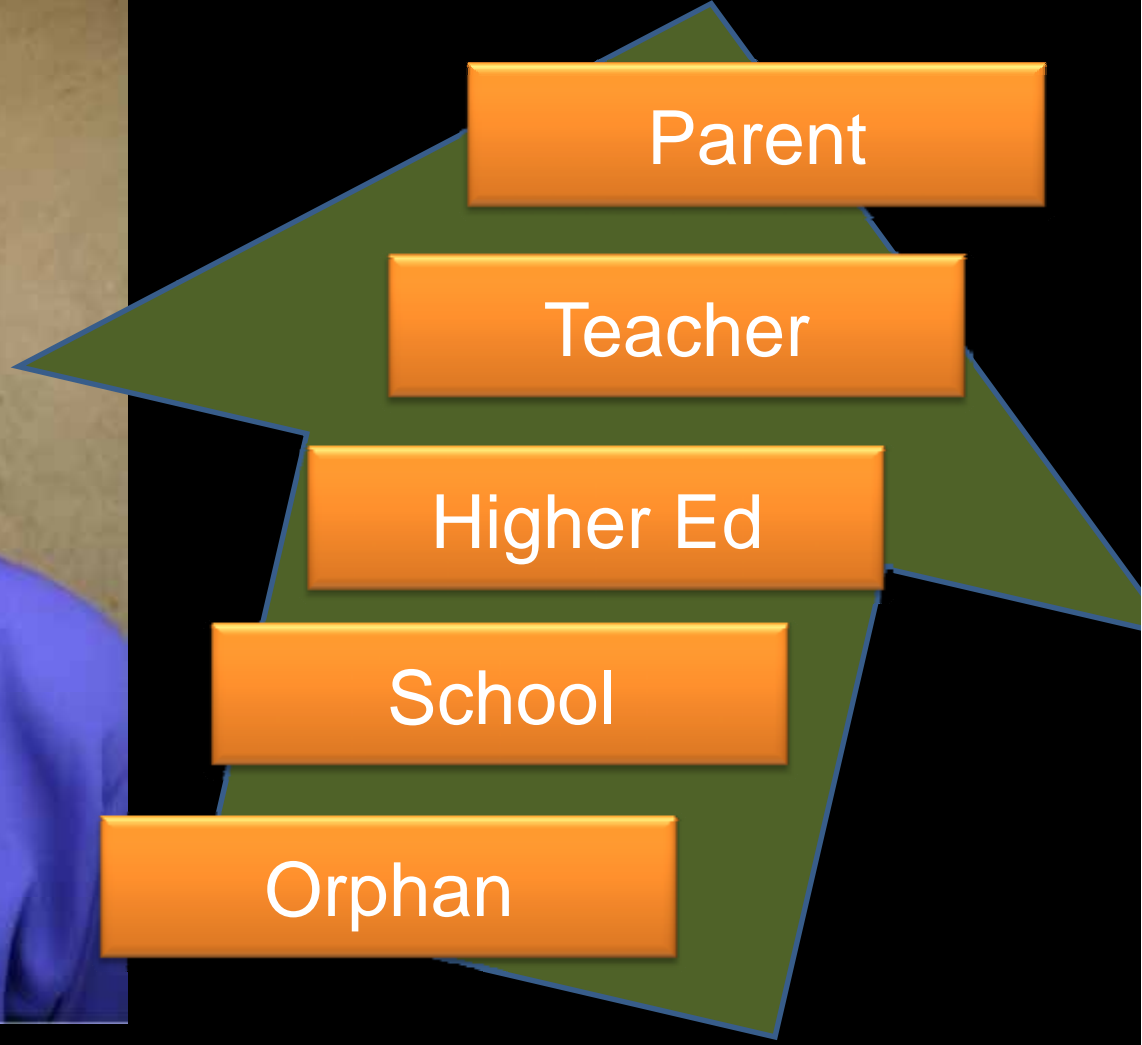
Use new media for something ancient and new... **The Testimony**



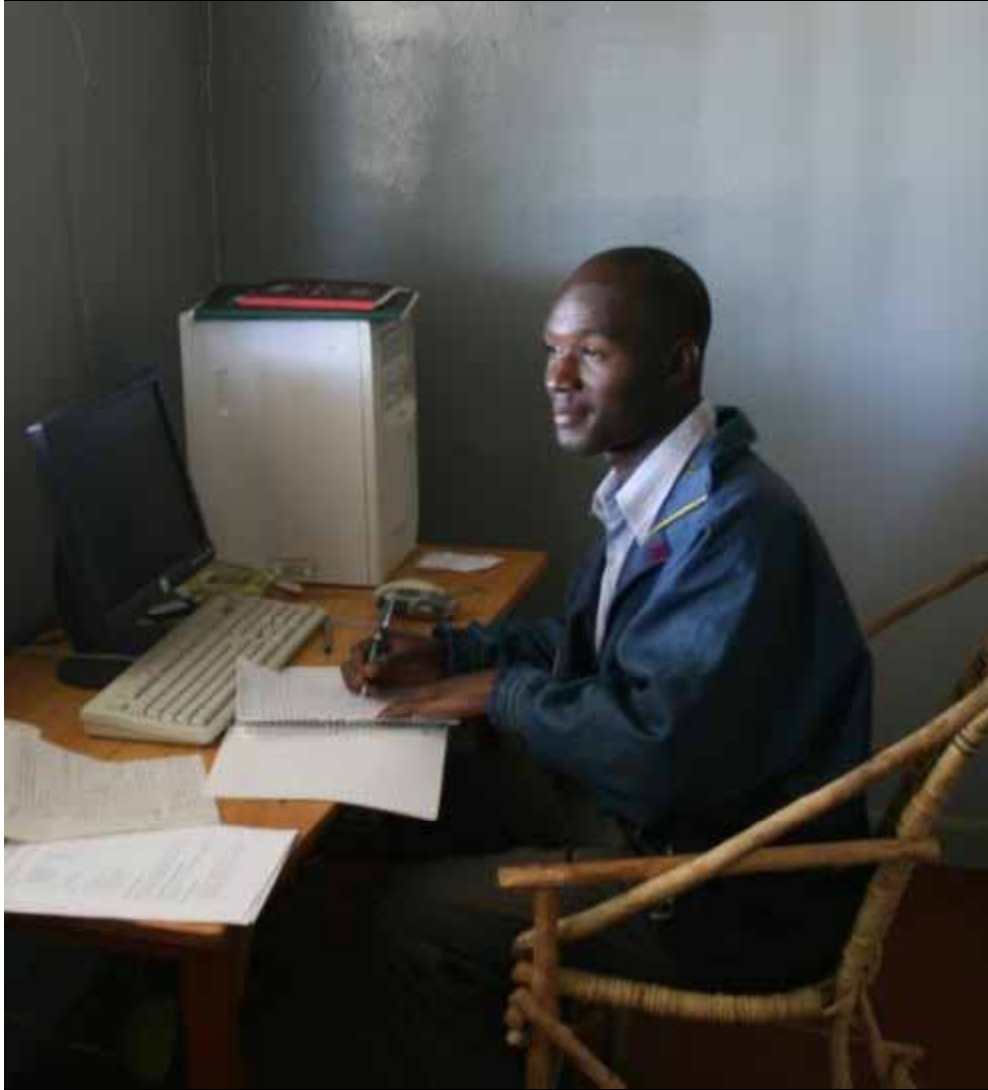
Storytelling is:

- ✓ An old tradition
- ✓ Real
- ✓ Accessible
- ✓ Honoring
- ✓ Encouraging
- ✓ Educational
- ✓ Against all odds
- ✓ "If they can... I can"

# We Must Encourage "Storytellers"



# And Help as "CyberGuides"



Elders

Associations

Libraries

Missions

Schools

Cyber Cafes

Telecentres


Govt. Agencies

# And Become a Team to win

StoryTeller + CyberGuide =>

The logo for Ning, featuring the word "Ning" in white serif font on a green rectangular background.The YouTube logo, featuring the words "You Tube" in black and red on a white background, with the tagline "Broadcast Yourself" below it.The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue lowercase font on a white background.The Skype logo, featuring the word "skype" in white lowercase letters on a blue cloud-like background.

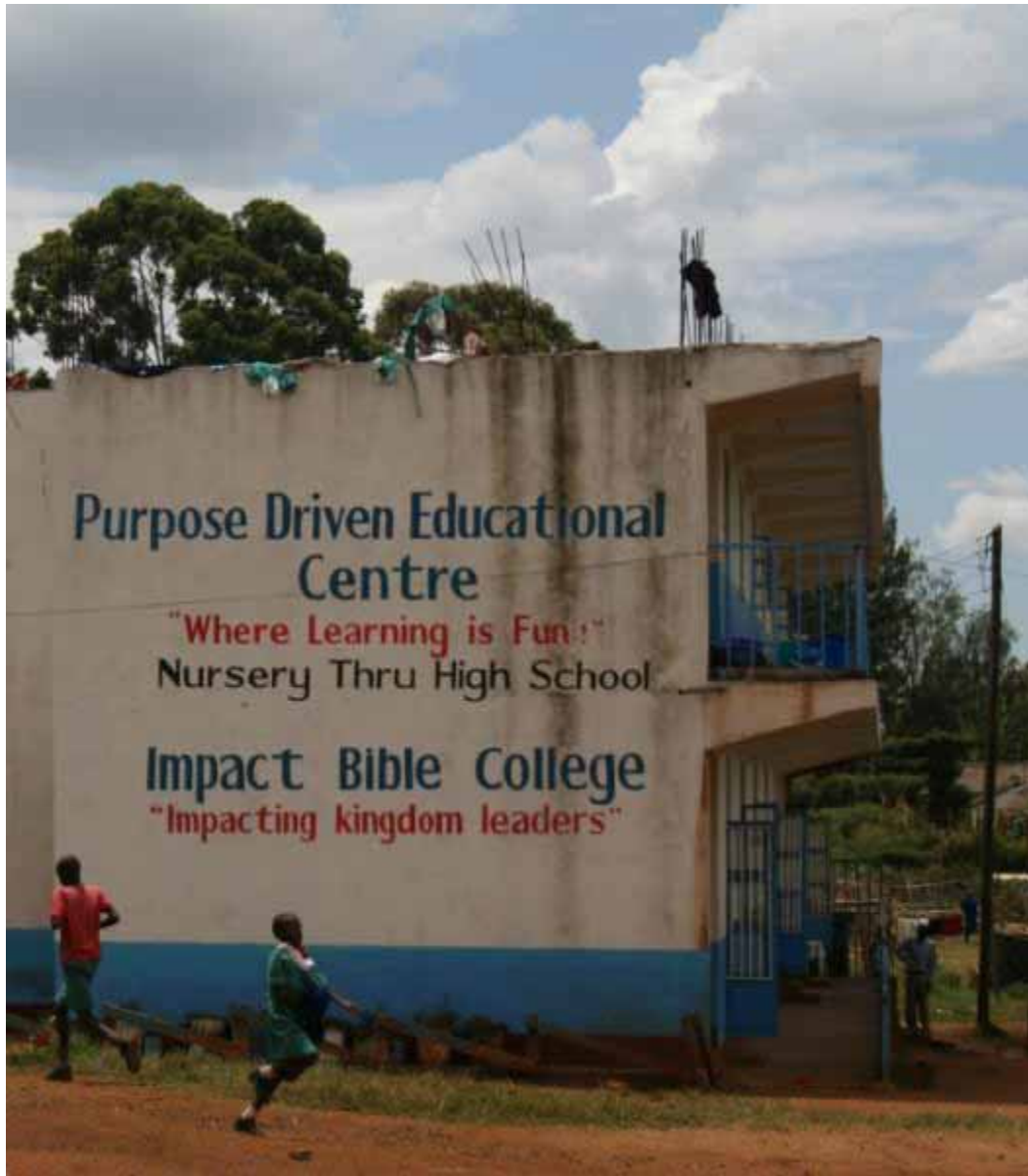




## What the “Storyteller” gets out of the story:

Youth will receive:

- A chance to speak out
- Recognition -Awards
- Encourage fellow youth
- Join a community of success
- Internet training
- A chance to give back
- See other ways to succeed
- Funding



What the  
"CyberGuide"  
gets out of the story?

Organizations receive:

- Branding
- Web presence
- Recognition
- YouTube for:
  - Web Site
  - Fundraising
  - Volunteers
  - Honor students
  - Training
- Searches Optimization
- Networking



# Outcomes

- African youth pride
- Personal satisfaction
- Internet empowerment
- Redefine African youth's image
- Increased funding
- African youth cyber community
- Encouragement from local community
- Encouragement from the world

Go to:

[www.i-am-the-story.org](http://www.i-am-the-story.org)

1. Join our cyber tribe
2. Get trained
3. Upload
4. Collaborate
5. Make a statement

# Sponsors



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THIS IS MY STORY...





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