



# Earned Wisdom

A Solicitation of true stories from

## *Share your wisdom*

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**Mine your experience for short nuggets**

**In 60 seconds or less, tell us about . . .**

**A rich mistake**

(one you're grateful for because of what you learned)

**A seismic shift**

(when the ground moved out from what you knew to be true)

**A hard challenge met**

(student, parent or administrator turned around)

**A smart move**

(frankly, this is more effective if it follows a less-than-smart one)

## *Get paid and published*

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Ripple Effects, will buy up to 30 new, true, ethnically diverse video stories for inclusion in *Coach for Implementers* (of Social Emotional Learning Programs). If someone else produces a video of you, that person gets \$500, of which \$100 should go to you. If you produce it yourself, you get the full amount. If Ripple Effects produces it, you get the "talent fee" (\$100).

## *Learn from others*

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Get a free copy of Ripple Effects *Coach for Implementers* training software to enable you to draw on others' wisdom. Get just what you need, just when you need it.

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# About the stories

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## This project rests on four assumptions

- 1 The wisdom in community exceeds that held by any individual
- 2 Stories are a powerful way of transferring that wisdom
- 3 Educators have short minutes, not hours, to glean that wisdom
- 4 They don't like being preached to, and are put off by "know it alls."

Our clients tell us the most effective stories are SHORT and . . . are about people who've first failed, or been broken in some way, and managed to transform failure, fix their problem, or learn an important lesson from their experience. The best stories are about sharing an experience, not delivering instruction. We really are looking for **earned wisdom**, not cheap advice. We are searching for stories in three categories:

- strengthening your leadership
- understanding diverse students
- making SEL program work

See page 5 for a list of topics we are currently soliciting stories for.

## To be accepted, your story must be:

- True
- Emotionally engaging and intimate
- 45-60 seconds – think TV commercial, not training video
- Authentic, first person, in conversational language
- Structured like a three act play (set up/conflict/resolution)
- Focused on a topic not yet covered (page 5)
- Contribute to the gender/ethnic diversity specified by Ripple Effects
- Accompanied by a least two photos of you or your situation
- Accompanied by all legally required release forms
- Submitted by stated deadlines

# How to participate

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**1 Find out which topics are available** (page 5) and what gender and ethnic representation are sought. Review the tutorial on that topic and see which point your story exemplifies.

## **2 Develop your story**

**Act 1:** The set up: What was the situation? What was at stake? Your reputation? Safety? Career success? A relationship? Something must be at risk - for other people to find it interesting. (1-2 sentences)

**Act 2:** The action: What specifically did you do? (2-3 sentences) What happened because of that? (1-2 sentences)

**Act 3:** Resolution/Moral: What did you learn from it? (1-2 sentence)

To see some teen stories that we especially like, go to:  
[www.rippleeffects.com/truestories/samplestories.html](http://www.rippleeffects.com/truestories/samplestories.html)

## **3 Submit a treatment** to Ripple Effects for approval. (page 7)

You'll get one of three responses from us:

- A. It's good to go as is
- B. Specific changes are needed to make it work
- C. It won't work for us

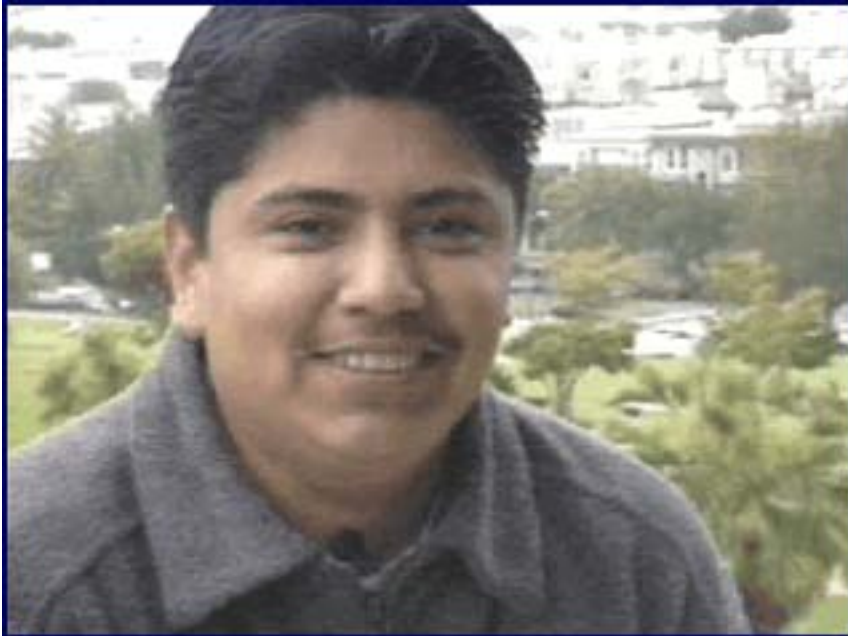
Resubmit it until you get a signed acceptance from us.

Once we accept your treatment, we're committed to buying (or producing) the finished video, and will remove that topic from the list.

# *Producers' Creative Guidelines*

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On the computer, program movies are small: 320 x 240 pixels. Because of the small frame size, wide or long shots will lose emotional impact. A close up with a background that just suggests the context is ideal, as in the image below.



Focus on the face. People using the program should feel a direct emotional connection with the person in the story.

- Keep shots steady. Minimize zooming. Minimize panning
- Avoid complex backgrounds
- Avoid fast cuts; no shots less than one second in length
- Keep shots tight: close-ups and medium shots

The movie will be 15 fps. Very short shots, quick cuts, or fast transitions might only result in 2 or 3 frames of video to represent material that originally occupied 9 or 10 frames. Shots just a few frames long might be lost altogether. Hold shots 2 seconds or more as insurance.

# *Producers' Technical Specs*

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**Here's what you need to deliver:**

- 1** DV/DVCPRO NTSC compressed video master
  - Full frame (640 x 480 or 720 x 480 pixels)
  - 29.97 or 30 frames per second
  - Mono or Stereo audio, 48 kHz, 16 bits
  
- 2** DV/DVCPRO NTSC compressed QuickTime copy
  - 320 x 240 pixels
  - 15 frames per second
  - Mono audio, 22.050 kHz, 16 bits
  - audio peaking at 0 dB

Both delivered on DVD data or CD-ROM discs

# *Legal Requirements and Rights*

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You need to be able to assign all rights to your project “free and clear” to Ripple Effects.

The submitted story must be accompanied by a signed, legal, release form from the person telling the story (page 6), as well as from the producer.

If you are the producer, make sure you have also cleared location rights, music rights, and rights to reproduce any copyrighted texts or trademarked objects.

To avoid difficulties with rights, don't show identifiable logos (like team jerseys) or school names.

# Topics sought *(starred topics already covered)*

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## Strengthening Your Leadership

Leadership Paradigm  
Holding a vision  
Transforming yourself  
Emotional intelligence

### 1 Know Who You Are

Learning Style (yours)  
Strengths  
Goals  
Feelings  
Social Background (yours)  
Resilience

### 2 Be assertive

Face  
Voice  
Message  
Body  
Establish Authority  
Set Expectations \*  
Set Rules  
Have Consequences  
Confront Behavior

### 3 Have empathy

Take Perspective  
Show Care

### 4 Connect in Community

Model social values  
Honesty  
Courtesy  
Fairness  
Respect  
Humor  
Kindness  
Trust

Get Support  
Involve Parents  
Involve Students  
Work With Administrators

### 5 Manage Feelings

Anger  
Fear  
Hopelessness  
Self-Talk  
Physical Sensations

### 6 Control Impulses

Stop Reactions

Predict Consequences

### 7 Make Decisions

Problem Solve  
Name The Problem  
Identify Options  
Weigh Alternatives  
Test Solutions

## Managing Diverse Learners

### 1 Learning Orientations

### 2 Cultural Background

### 3 Social Class

### 4 Learning Styles - Students

Feeler-Doer Learners\*  
Feeler-Watcher Learners  
Thinker-Doer Learners  
Thinker-Watcher Learners  
Balanced Learners  
Bimodal Learners\*

### 5 Intelligences

### 6 Giftedness

### 7 Learning Related Disorders

Reading and Math Disorders  
Attention Problem  
Communicative Disorders  
Developmental Delays

### 8 Behavioral Problems

Hyperactivity  
Impulsivity  
Defiance  
Inattentiveness  
Disruptiveness

## Making Your Program Work

### 1 Prepare The Way \*

Engage Stakeholders  
parents  
teachers  
administrators  
Get Buy-In  
Hold A Vision  
Set The Climate

Provide Training  
Create A Plan  
Match To Other Programs

Adapt With Fidelity

Use In Context

Discipline  
Counseling \*  
Advisory Period  
Academic Achievement  
After School

Testing

Corrections

Infuse Into Curriculum

Language Arts

Social Studies

Health

Decide Dosage

Decide Scope & Sequence

Individualize

Create IEP

### 2 Implement Effectively

Introduce

Use Teachable Moments

Orient

Lead Discussion

Model

Direct Rehearsal

Reinforce

Ensure Compliance

Persevere

Handle Disclosure

### 3 Measure Results

Collect Data

Profiles

Got Its

Surveys

### 4 Scale and sustain

Leverage Technology

Ripple Effects Software

*Learning System*

Research Base

Screen Layout

Privacy Issues

Administrative Functions

Monitoring Progress

Customizing Content

Using Web Resources

Solving Tech Problems

**TRUE STORY CONSENT AND RELEASE FORM Fax to 415-227-4998**

I understand that Ripple Effects will use photographs, video, quotations and audio recordings from and of me for the purposes of developing, promoting, and selling technology based, educational products. I consent to such activity by Ripple Effects, including the uses of my likeness in a commercial manner. I further agree that I shall be entitled to no compensation from Ripple Effects or \_\_\_\_\_ (Producer Name) in connection with the foregoing, other than the one-time \$100 fee for telling my story.

I understand that the Ripple Effects works with other companies in the course of its business, and this consent and release shall apply to the uses of my likeness by other companies with which the Ripple Effects works, so long as it is in the context of their relationship with the Ripple Effects.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Date \_\_\_\_\_

Witness \_\_\_\_\_

**CONSENT OF PARENT OR GUARDIAN (If subject is under 18)**

I certify that I am the parent or guardian of the individual named above and consent to the foregoing:

Signature \_\_\_\_\_

Type or Print Name \_\_\_\_\_

Date \_\_\_\_\_

**TRUE STORY PROPOSAL FORM** Fax to 415-227-4998

**A. Producer**

First name \_\_\_\_\_

Last name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Phone (Day) \_\_\_\_\_ Phone (Eve) \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**B. Subject/Storyteller** Ethnicity \_\_\_\_\_ Gender \_\_\_\_\_

**C. Topic proposed**

\_\_\_\_\_

**D. Treatment** – See page 2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Treatment accepted for production by Ripple Effects**

\_\_\_\_\_  
**Ripple Effects Representative**

\_\_\_\_\_  
**Date**

**TRUE STORY SUBMISSION FORM Fax to 415-227-4998**

**A. Producer**

First name \_\_\_\_\_ Last name \_\_\_\_\_

**B. Subject**

First name \_\_\_\_\_ Last name \_\_\_\_\_

Age \_\_\_\_\_ Ethnicity \_\_\_\_\_ Gender \_\_\_\_\_

**C. Story Topic/Title** \_\_\_\_\_

**D. Signed Release form attached:** \_\_\_\_ Yes \_\_\_\_ No

(Can't be accepted without this)

**E. Length** \_\_\_\_\_ seconds **F. Media format** \_\_\_\_\_

**G. Acknowledgment and Assignment of Rights**

Producer agrees that this submitted True Story shall be the sole and exclusive property of Ripple Effects, and hereby grants to Ripple Effects exclusive, royalty-free and worldwide rights to this True Story. Producer retains the right to show the submitted story for exhibition purposes only, not for commercial purposes.

Producer further acknowledges that s/he has secured all other rights, including location rights, music rights, and rights to reproduce any copyrighted texts or trademarked objects, for any material in the submitted Story, and has good and marketable title to all the contents of the Story. Producer further warrants that the Story shall be free and clear of all liens, claims, encumbrances or demands of third parties. Producer shall indemnify, defend and hold harmless Ripple Effects and its customers from any and all liability, loss, costs, damage, judgment or expense resulting from or arising in any way out of any such claims by any third parties, and/or which are based upon, or are the result of any breach of the warranties contained in this Submission Form.

**H. Signature**

Producer \_\_\_\_\_ Date \_\_\_\_\_

Ripple Effects \_\_\_\_\_ Date \_\_\_\_\_

# About Ripple Effects

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Ripple Effects is the leader in using emerging technologies to encourage, supplement, scale and sustain social emotional learning in children and the adults who work with them.

NIH and foundation-funded research shows Ripple Effects software products work. The programs improve behavior, boost academic outcomes, and build social-emotional strengths.

Ripple Effects programs are used in hundreds of schools, youth programs, and juvenile justice settings in 49 states and several countries.

Founded in 1996, the Company has won more than 30 national awards for its products, most recently a *Technology and Learning* magazine “Legacy Award” for products which have proven themselves over time.

The company and CEO, Alice Ray, have also been recognized in the business community and the press for leadership in developing a double bottom line business, committed to creating economic as well as social value, for clients and investors alike.