



# **Southwest Rochester and the University: Community Building Through Puppetry**



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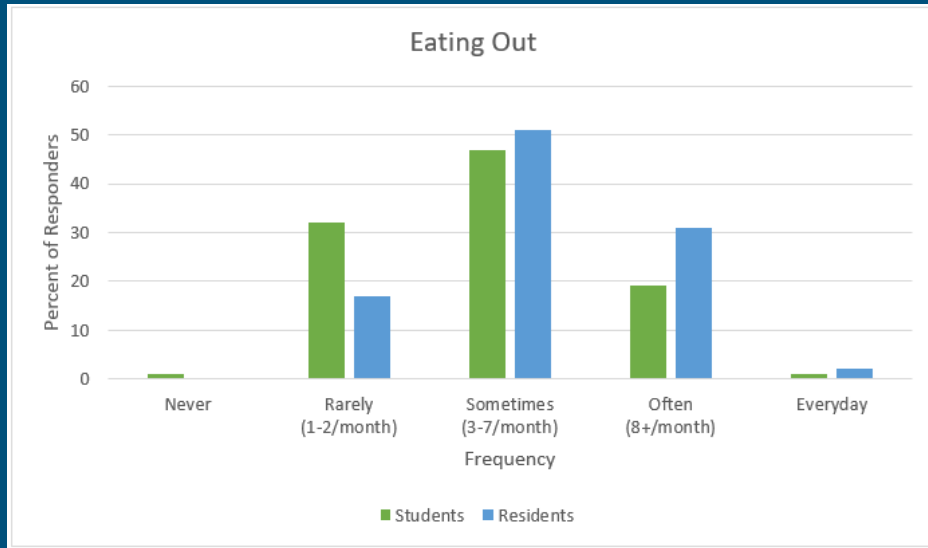
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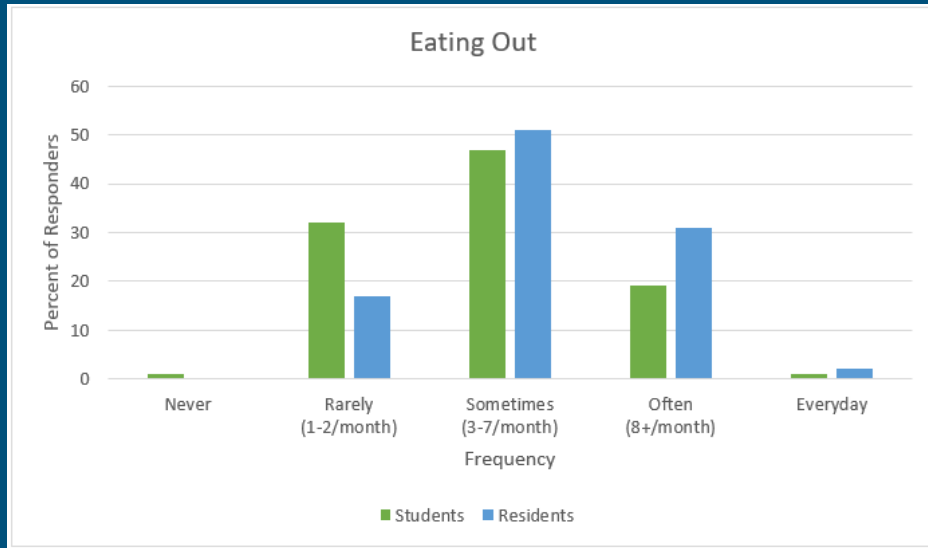


# 2018 Survey Findings: Customer Habits



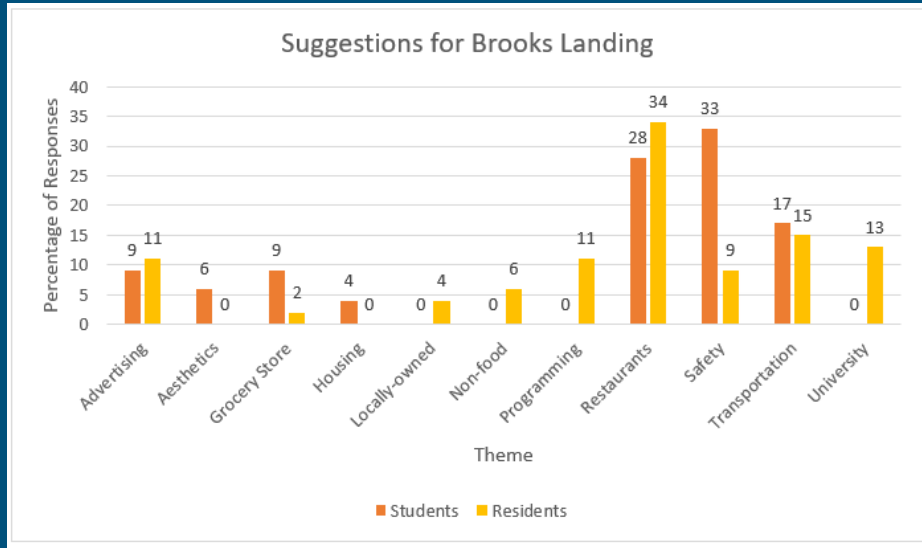
- Residents are more likely to eat out than students, with the majority of respondents saying they eat out **Sometimes (3-7 times a month) or Often (8+ times a month)**, with some eating out every day.
- Most students eat out either **Rarely (1-2 times a month) or Sometimes (3-7 times a month)**.

# 2018 Survey Findings: Customer Habits



- The majority of residents and students only visit Rarely (1-2 times a month), and a significant number of students Never go.
- Although students and residents are eating out quite often, most are not eating at restaurants in Brooks Landing, despite the proximity to their homes, schools, and businesses.

# 2018 Survey Findings: Suggestions for BL



- **Advertising and awareness:** Both residents and students suggested Brooks Landing to increase and improve advertising.
- **Restaurant types and availability:** Many residents and students wanted a wider variety of restaurants.
- **Locally-owned businesses:** Residents expressed a value for locally-owned businesses and a desire to see more of them in the area.

# Community Partners

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## Brooks Landing Diner



# Community Partners (cont)

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## B+Healthy



# Puppetry Workshop with the Puppet Trio At the Home of Master Tom Bohrer

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# Puppetry Workshop with Rod and Hand Puppets

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# Characters- Brook's Landing Diner

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**College Student** - This character is your typical tired college student coming off campus for some new food. In relation to this story they are our learner character. Not being a native to this community, they are entering with their mind opening and asking as many questions as possible to understand this world so close to their own.

**Mary and her brother** - Mary is a local to the 19<sup>th</sup> ward, working as a puppeteer. She frequents Brook's Landing Diner a lot and has a heartwarming narrative to tell us. She explains the sense of community that a local business can create and the invaluable connections that one makes in such an establishment.



# Characters- Brook's Landing Diner Cont.

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**Regular Customer** - This person is also a member of the community and frequents Brook's Landing Diner. They know the place like the back of their hand and are there to explain why they, a patron and community member, choose to eat at this specific diner.

**Sue Choi** - Sue, one of our few real-life human actors, is the owner of Brook's Landing Diner and is the driving force to keeping the business afloat. She is here to answer all of the questions the College Student has and express why she has decided to make her business how it is and how it is an important cornerstone of the community.



# Characters- B+Healthy

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**Woman not Feeling Well** - This woman is a new-comer to B+Healthy, having suffering from a persistent cold for the past few weeks, her son had recommended a new place to get an interesting juice concoction that will help her get better. This real-life narrative expresses the diversity and support a local business can give to a community.

**Regular Customer** - Similar to the Regular Customer in Brook's Landing Diner, this Regular Customer will show the sense of family and community that a business can make, showing us their extended greeting ritual. Additionally, this character will show us a few of the unique and community specific foods available.



# Characters- B+Healthy Cont.

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**Kaptah Xi-Amuru** - Kaptah is the founder of B+Healthy and the second real person in the video. He is here to answer our questions about the restaurant as well as explain his unique philosophy for community engagement and culture and how he achieves that in his business model as well as his importance to the community.

# Plot

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As outsiders to the community, we really wanted the community to speak for itself in this narrative. Therefore, the storyline consists of a college student who is, for the first time, patronizing these businesses. After leaving campus he will enter Brook's Landing Diner, where his narrative will be taken over by those of Mary and the Regular Customer. Only when the college student is completely stumped will he begin to ask questions, where Sue, our real-life character, will explain her story.

The College Student will then whisk himself over to B+Healthy, where again his narrative is taken over by the story of the Woman not Feeling Well and a Regular Customer. Only when he is confused will the College Student ask questions to Kaptah about his business.

# Narrative Details

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In this story, we have incorporated different narratives from stories we have been told by people we have interviewed as well as from our own observations during our site visits. Additionally, we have decided to weave in an interview portion of this project, yet in such a way as it works with the prior narratives and does not impede the flow of the storyline. We hope to use this to achieve a level of authenticity that makes this not our story, but the community's.

Our usage of general names set against a very specific background is a way of creating a moral of the story, a moral of supporting small businesses within one's community, regardless of which community it is, in the hopes of creating re-creatability of this narrative.

# Applications of Media and Technology

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# Puppetry with Live Interview





# Puppetry with Live Interview

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- Allows us to tell the story of the 19th ward without falsely representing that community
- Gives us opportunities to insert humor in the project
- Uses a format that people are already familiar with



# Green Screen

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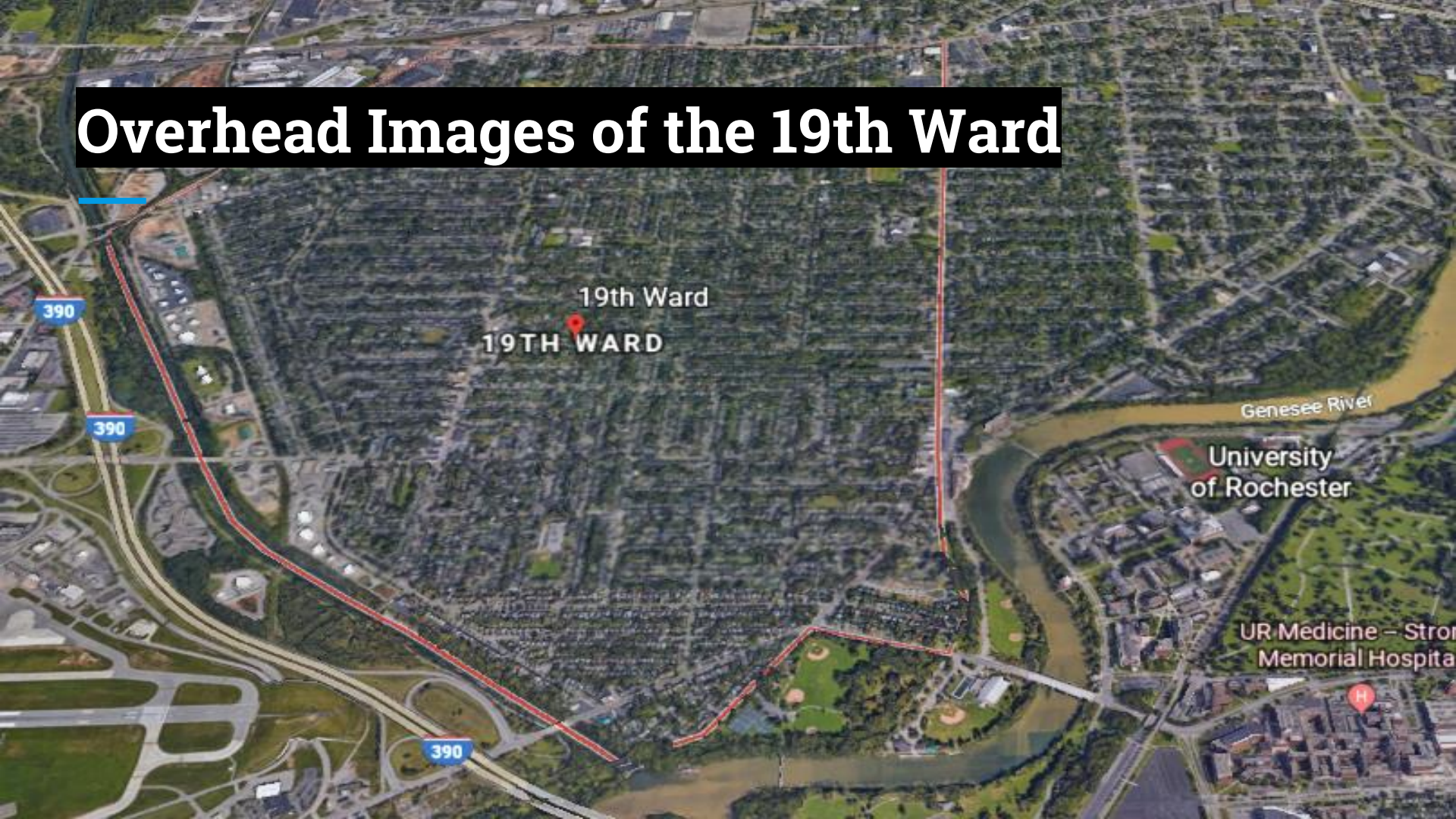


# Green Screen

A person wearing a blue hoodie is holding a puppet. The puppet is a yellow character with large eyes, wearing a striped shirt and pants. The background is a solid blue color, which is a green screen used for digital compositing. There are some small green marks on the blue background, possibly from the original video or image.

- The use of green screen allows for an even more diverse use of puppets.
- It facilitates bringing them into the “real world”.

# Overhead Images of the 19th Ward





- Using images from both Google Earth and pictures/videos taken from a drone
- Show interesting angles of the community partners and of the neighborhood
- Allow us to better set the scene for our project



# Plan for the Final Project Presentation in the Community

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April 30, 2019 at 7 pm, The Arnett Library

- **Our puppetry transcreation project presentation and Q&A**
- **Post-presentation activities**
  - **Small group discussions about what the diverse food traditions mean to residents, what they think about the presence of the restaurants and businesses in the community, what will make them feel more connected and willing to support them etc.**
  - **On-site resident survey**
  - **Conversation with and hands-on demonstration by the Puppet Trio**