



Assorted observations on life, business and other games.

Ravingperspectives

by Chris Faria

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Our home movies are all silent, and I can't remember what I swore I'd never forget.

Why you need to capture those stories today, and here's how ...

Dear Ravers,

[My dad](#) played jokes on everyone. He especially liked calling up my cousin, Father Luke, at the seminary, and telling him he was from [Dialing for Dollars](#) and asking for the "count and the amount." Or calling my Uncle Howard ... "It's Shakey's Pizza, and why haven't you picked up the 30 pizzas you ordered?" (Howard, Father Luke, and Dad in picture).



I can't remember the sound of his laugh. All of our home movies are those silent Super 8 films -- you can sometimes read our lips, especially me saying "[hi daddy](#)," or the time I hit my [brother with the metal dog](#) underneath our aluminum Christmas tree, it sure looks

like he swore at age four. I was 13 when my dad died, and I wonder sometimes about all of those conversations we had had at our kitchen table on Saturday mornings after he had gotten done mowing the lawn, while my mom was asleep after a shift at the hospital. I never really understood what he did in the Aleutian Islands during WWII (he told me that he was close enough to throw Coke bottles at the Japanese); I remember asking a lot of questions about growing up as the son of a Portuguese immigrant merchant.

Before [my mom passed at the age of 86](#), I thought that I had all the time in the world. I got lazy, I guess, figuring that I knew all of her stories, like how she felt when she took care of Italian POWs, or why she tried to join the Canadian Air Force at age 17. I thought I knew the details so well that I could reproduce them from memory. I was wrong.

Record for yourself; record for history

Those of you who have lost loved ones can attest that it isn't just their stories that you might forget, [it's their voices](#). If you haven't recorded conversations with the people who mean the most to you, [DO IT NOW](#). Do you have someone in your life who is going through memory loss? Don't let those memories slip away.

I don't want to regret not capturing the laughter of my husband, or forget the [adventures I've had with my best friends](#) who I've known [since junior high](#).

A few months ago, I saw a [TED Talk about StoryCorps](#), and I've been thinking about it ever since. I encourage you to listen to it -- it's more persuasive than what I could ever write. Dave Isay tells us,

"Inviting a loved one, a friend, or even a stranger to record a meaningful interview with you just might turn out to be one of the most important moments of their lives, or yours."

Bottom line, right now, on your mobile phone, you can download [a free app](#) and record a conversation. This story will be preserved as a part of an oral history project and be something that you can share. It's easy. And what you'll get out of it is an irreplaceable gift for yourself and the people who matter the most to you.

No great stories in your family? You think you lead a boring life? Nothing worth recording? I'll bet ya, if I had you in a room alone, I'd find out.

See, there are great stories in everyone ... from goofy family holiday traditions, to the first time you fell in love (and got royally rejected), to what you'd do if you won the lottery or could start a new career. I believe that if you're not afraid to ask someone a question, to get a little personal and have some fun, then you can do this!

[StoryCorps](#), of course, is not the only way that you can do this for yourself, your family, or even your customers. But it is easy, and the message behind it is

pretty cool. It's actually more than just recording for yourself -- it's a really neat project. From their website:

"Since 2003, StoryCorps has collected and archived more than 60,000 interviews with over 100,000 participants. Each conversation is recorded on a CD to share, and is preserved at the American Folklife Center at the Library of Congress. StoryCorps is one of the largest oral history projects of its kind, and millions listen to our weekly broadcasts on NPR's Morning Edition and on our [Listen pages](#).

StoryCorps' mission is to provide people of all backgrounds and beliefs with the opportunity to record, share and preserve the stories of our lives. We do this to remind one another of our shared humanity, to strengthen and build the connections between people, to teach the value of listening, and to weave into the fabric of our culture the understanding that everyone's story matters. At the same time, we are creating an invaluable archive for future generations."

I can tell you that my husband would never initiate doing something like this, and in fact, when I approached him, he grumbled and said that it was stupid (typical husband response). Some of your friends and family might react in the same way, being embarrassed or just shy. I'd like to do one for him talking about his mom, and have her listen to it at Christmas.

[The stories that you can listen](#) to on the StoryCorps website are all levels of amazing. They have [suggestions for questions](#); they have recordings and a program for people who have [experienced memory loss](#).

It's easy to think about doing this at a school. Or with your family. Or with your best friend who you've known since elementary school. But what if you interviewed one of your favorite customers about [their spouse](#)? What if you interviewed your favorite employee about what motivates them?

Don't do the "[Woulda Coulda Shoulda](#)" like me, and lose those memories before it's too late. Even if you don't participate in StoryCorps, let this be a reminder to pick up your cell phone and do a movie with the elderly in your life -- just by asking, you will make their day. How about with your children, while they are young and say silly and remarkable things ... or with your friends, who make you laugh like no other, record some of that laughter now.



Best Regards,

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PS -- Besides the personal way to use this, think about how you can record your employees or your longtime customers. Wouldn't it be neat to have your own "booth" where your customers could come in and leave a message for their special someone?

   



The Tribal Spirit of Giving Awards

*Submissions Being
Accepted Through
November 23.*

*Recognizing Organizations That Give Back to Their
Communities, Employees and Customers*

Tribal governments have a history of uncommon generosity and support in their communities. However, most often, few outside these communities are aware of these success stories and the valuable work that is being accomplished.

It's time for you to share your stories NOW.

Honor your team and encourage giving throughout the gaming industry.

Inspire other organizations to initiate or expand their efforts by sharing your journey.

Raving's 18th
Indian Gaming
National Marketing Conference

Come celebrate

We'll be recognizing participating organizations at the Tribal Spirit of Giving Awards Luncheon on Wednesday, January 27, at Harrah's Resort Southern California in conjunction with Raving's 18th Indian Gaming National Marketing Conference (www.ravingconsulting.com/indian-gaming).

For more information, email Christine Faria chris@ravingconsulting.com, call 775-329-7864 or visit www.ravingconsulting.com/indian-gaming