STORY DEVELOPMENT APPROACH

A conversation before the recording

Luminaries in the Dark

When COVID arrived, I kept noticing people and businesses changing what they did to help others. I created Luminaries in the Dark to find and tell those stories.

Before each recorded interview, I held a separate conversation with the guest, often lasting up to an hour. We explored their earlier life, how they came to their work, why they changed course and what they did next. Those conversations helped me learn the story and helped guests feel comfortable before we recorded. The result was a series centered on the people behind the response, rather than only the organization or product they were known for.

SELECTED LISTENING

Message in a Bottle

Teresa Spellman Gamble · Tinte Cellars

Tinte Cellars co-owner Teresa Spellman Gamble's response to the pandemic reached beyond the winery's customers. She invited people to write letters and cards to isolated elders, with Northshore Senior Center distributing them. The Love Letters to the Elderly campaign turned something small enough to do at a kitchen table into a way of reaching someone who might otherwise feel forgotten. Our conversation explores her upbringing, the values behind the business, and how those values became this act of care. It is the kind of story I wanted Luminaries to find: a person's history made visible through a choice to help someone else.

Listen to the episode on Acast