

THE STORYTELLERS LAB



The Storytellers Lab, launched in January 2022 and led by Dr. Asha Winfield, is a hub for communication and community-centered research that explores how identity, culture, and society are shaped and shared through media, family, and regional stories. Through collaborative, arts-based, and qualitative methods, the Lab partners with local communities to create, interrogate, and examine narratives in media and everyday life. Our work centers cultural storytelling as a tool for knowledge production, a research method of inquiry, and a historical art form that empowers our lived experiences as research.



THE LAB AIMS TO

- **Train** students and neighborhood storytellers with hands-on experiences.
- **Curate** critical and culturally-relevant curriculum.
- **Empower** intergenerational storytelling by centering the lived experiences of everyone from the aging to the youth.
- **Tell Our Stories**, a event in the Spring, in which we host a weekend of stories with filmmakers and scholars.

The Storytellers Lab was created by Dr. Asha Winfield, an Assistant Professor in the Manship School of Mass Communication at LSU. As the director of the research team, her goal is to curate a space where stories and people are centered, a place where identity is celebrated and respected — never erased. As a professor, Dr. Winfield teaches communication, documentary, and culture classes at LSU. As a filmmaker, she works with public health, education, psychology and social work experts on several visual projects. Her work has been published in several journals and books. Contact Dr. Asha Winfield at aswinfield@lsu.edu for more information.

