

## Promotion and Production Guidelines

First of all, we're thrilled to be working with you.

Let us introduce ourselves -- we're sitting here in New York sifting through good stories and conversations from StoryBooths across the country. Soon, you'll be doing the same with interviews recorded in your town. We've put a lot of things in place to make your job easier and to make sure that your broadcasts of StoryCorps material are a success. Below, you'll find all kinds of tools, resources, helpful advice as well as a couple of things that we'll need from you.

As you know, StoryCorps is first and foremost about the participants' experience. Yet StoryCorps is also about sharing those stories with a larger audience and that's where we come together.

### Who to contact at StoryCorps regarding production:

Joanna DuFour  
Production Manager  
StoryCorps  
jdufour@storycorps.org  
646.723.7020, x15

### PRE-STORYCORPS ARRIVAL:

#### 1. Promoting StoryCorps before it arrives

We have a variety of options for promoting:

- a. StoryCorps promos
- b. StoryCorps clips
- c. Talk show featuring StoryCorps

Stations have found that running the StoryCorps produced promos and the StoryCorps clips effectively build listener interest in StoryCorps. Playing tape from StoryCorps is the best way to articulate the project and gather enthusiasm surrounding the booth's arrival.

**a. StoryCorps Promos:** We have two kinds of promos for you to use: 30-second spots and 15-second reads. The 30-second spots (29:55) include audio from StoryCorps interviews, and come in versions that include Dave Isay's voice, as well as versions that only have interview audio. We have provided station outro suggestions for the 30-second spots that work to time, but please feel free to tailor them to your needs. These outros are written to be flexible, and can be mixed and matched with the various audio.

There are also 30-second promos in Spanish that follow a similar format.

Two weeks out you should play the promo text that lets people know reservations are open. When reservations are full, you should switch to the promo text that encourages listeners to listen to your station for stories. The 15-second reads, also to time, can also be tailored to your needs.

Our promos may be found here: <https://www.box.com/s/866883a5d345fdf0e8e3>

**b. StoryCorps clips:** Pre-produced StoryCorps stories for ATC or ME drop-ins are available on content depot and PRX.org. Host intro and outros are provided. If you don't have access to either of these sites, we can provide you with clips upon request.

**c. Talk show featuring StoryCorps:** If you are interested in having a StoryCorps staff member on one of your talk shows, please give us five days notice so we can make sure someone is available, and we will post the necessary audio for you onto our FTP site. *The contact for all talk show requests is Kathrina Proscia (kathrina@storycorps.net.)*

## 2. Press Material

Any press material, i.e. our logos, photos and other material, that you may need for the booth's visit may be requested through our press office at:

[press@storycorps.org](mailto:press@storycorps.org)  
646.723.7020 ext. 75

## 3. Programming StoryCorps locally

Steps to prepare for StoryCorps' arrival from a production standpoint:

- a. Assign a staff member**
- b. Listen**
- c. How much you can expect to broadcast**
- d. Length of StoryCorps broadcasts**
- e. Podcasting**
- f. Programming resources from StoryCorps**

**a. Assign a staff member:** We ask that each station assign one staff member (preferably a producer) to be responsible for all StoryCorps production while StoryCorps is in town. Prior to arrival, StoryCorps Production Manager Joanna DuFour will work with the assigned staff member to offer any production-related support.

Both the person deciding on the programming as well as the person producing the actual StoryCorps pieces once we're in town should be very familiar with StoryCorps material.

**b. Listen:** The best way to get prepped for StoryCorps' arrival is to listen to our edited interviews.

Please listen at our web site: <https://storycorps.org/listen/>

**c. How much you can expect to broadcast:** The amount of broadcast-worthy tape coming out of the booth varies each day.

Ahead of time we will ask you to select an interview package from one of the following options:

1. All interviews recorded during our stay in town
2. Facilitator selections – i.e. the best interviews recorded during our stay
3. Facilitator selections and any interviews related to local themes that you have identified to us ahead of time.

Our facilitators have been trained to flag the interviews with the most broadcast potential for both you and for StoryCorps Production in New York.

If you provide us with a list of places (names of streets, neighborhoods), people (ethnic groups, names of individuals), or events of local significance (natural disasters, riots, etc.), facilitators will be sure to flag interviews that deal with these topics specifically for you. Providing us with such a list means that your knowledge of your area's history and culture helps inform what tape you get.

When forward promoting, rather than promising tape everyday, keep it loose—"Listen for StoryCorps later this week," or some other phrasing which gives you some flexibility. **It's reasonable to expect to broadcast two to three pieces a week while the mobile booth is in town.**

On Fridays, StoryCorps has a national broadcast on Morning Edition, which will be an additional day of StoryCorps programming. You can also back-announce and remind listeners of the booth's local presence. You are free to broadcast the stories over a longer period of time if you'd like – 1 or 2 per month, or for a year, for example.

**d. Length of StoryCorps broadcasts:** StoryCorps interviews work best when edited down to 2-3 minute pieces. You should plan to play them in slots that work with this length.

**e. Podcasts:** If you are planning to podcast StoryCorps material, we ask that you clearly title it in such a way as to distinguish it from the StoryCorps podcasts produced in New York. This can be as simple as including your station's name or the show in which the tape aired. Some previous examples include, "Chicago Public Radio Presents StoryCorps: Chicago" and "Florida Stories From The StoryCorps Project And WUSF."

### **e. Programming resources and material from StoryCorps**

Below you'll find links to material that other stations have found helpful in planning and shaping their broadcasts.

-- In this link, <https://www.box.com/s/zpz12pag4g/1/12664683>, you will find:

1. a document that contains example text that you can use as templates for intros and outros
2. two air checks of local broadcasts on WNYC

-- In this link, <https://www.box.com/s/zpz12pag4g/1/12664789>, you will find a selection of music performed by the group Pullman. We use this music for all our broadcasts. You should feel free to do the same.

## **STORYCORPS IN TOWN**

### **1. Producing StoryCorps pieces:**

Getting audio once we're in town: We will provide you with audio from interview package you selected on a CD or hard drive. We will also provide you with records of the interviews that point you towards the best material. To produce the StoryCorps piece, the station producer may rely on the log notes, which will be notated with stars where broadcast-worthy tape appears.

Pick-ups for these materials will begin once we arrive in your town. We can figure out the schedule closer to the arrival date. It needs to be a set schedule to enable the Mobile Booth staff to prepare the material for you prior to your arrival.

### **Producing StoryCorps pieces: What we ask of you as producer.**

***Listen:*** If you are not already familiar with our clips, please check out <http://www.storycorps.org/listen>. This will familiarize you with StoryCorps' editorial style. StoryCorps clips highlight people's personal experiences and their emotional reactions to them. StoryCorps tries to include both participants' voices as much as possible. Often this means including the question the interviewer asked. StoryCorps does this because the interaction between the participants is at the heart of the StoryCorps experience and we want to capture that dynamic.

***Include credits:*** We ask that the third party producer prominently display or

recite the following language disclaiming the involvement of StoryCorps in the creation of the edited piece: “These interviews were recorded at StoryCorps (<http://storycorps.org>), a national initiative to record and collect stories of everyday people. Excerpts were selected and produced by [THIRD PARTY PRODUCER].”

***Call all participants whose interviews will be presented publicly:***

At StoryCorps, the participants and their experiences are our top priority. Out of courtesy, we always call our participants when portions of their interviews will be broadcast. During this phone call we allow participants to preview their edited stories before they air on the radio. For each interview, you will be given a Data Sheet that contains the participants’ contact information, which is to be kept confidential. **We expect you to make every effort to alert participants before their respective interviews are used in any public presentation – by phone, email or other means of communication.**

***Fact check:*** To ensure that all StoryCorps stories remain beyond reproach, the details of every story you produce for public presentation must be fact checked. Many of our recordings capture intimate family memories or personal tales, which are subjective and may be difficult to fact check, but all hard facts, such as dates, historical events, employment details, etc. mentioned in the produced story or presented in the introduction, must be verified.

***Send air checks:*** If these stories air on the radio you must provide air checks of everything you broadcast, which can be provided on CD or digitally. We must be able to show our funders that StoryCorps interviews have been broadcast around the country. The air checks you provide are the only way we can do so. We’d like to receive these monthly. Our mailing address is:

StoryCorps  
Attn: Production Department  
80 Hanson Place / 2<sup>nd</sup> Floor  
Brooklyn, NY 11217

***Following the StoryCorps tenets for producing a clip:*** As you know from listening to StoryCorps clips, the content varies widely. However, StoryCorps style most often highlights people’s personal experiences and their emotional reactions to them. All the clips have a universal element – a story that inspires empathy or causes someone to laugh, think, learn, or discuss.

***Seven main tenets:***

- Clips are faithful to the overall tone of the conversation.
- Both participants’ voices are included whenever possible. As stated above, this

often means including the question the interviewer asked.

- The interaction between the participants is at the heart of the StoryCorps experience, and we want to capture that dynamic in each clip – this is what makes these interviews unique.
- The editing is technically perfect, including fades and volume.
- The editing maintains the integrity of the interview and each individual's story.
- We strive to celebrate the participants and make them sound better than they do in reality, not worse.
- While we want to surprise and make listeners think, we do not choose to cut material that will offend.
- We strive to always produce inspiring, cutting-edge stories.

We're so excited to be coming to your station, and together we're going to make fantastic radio. Please don't hesitate to call us with any questions.

Thank you!

The StoryCorps Production Team

Joanna DuFour  
Production Manager  
jdufour@storycorps.org  
646.723.7020, x15