OurStoryBridge: Connecting the Past and the Present

User Guide to Plan, Implement, and Sustain a Digital Story Project in Your Community

This User Guide, which can be printed, is intended to serve as an instructional reference as you consider launching and realizing an OurStoryBridge project for your community. Its copious detail will help you to capture, retain, communicate and publicize the unique stories that make your community yours—in a manner fitting the 21st century.

Be sure to visit www.ourstorybridge.org for this User Guide and supplementary training materials, such as Sample Documents and How-To Videos. Together, these will help you to facilitate the creation of your own OurStoryBridge project.

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Disclaimer:
The information in this User Guide is offered in good faith and believed to be reliable. It is provided for informational purposes only and not intended to provide specific advice.
Foreword

Upon my retirement as President/CEO of an association in Washington, DC, my staff presented me with a memory book of photographs titled, *Persistence, Process, and Passion: Celebrating Two Decades of Transformational Leadership*. Honored and humbled by this gift, I was also thrilled by the perfect fit of those three P’s. Persistence, Process, and Passion, which surely brought their fair share of frustrations onto my staff through the years, also helped us come together around vital projects and achieve success as a dedicated team. These traits have always guided my work, including in my early career as a librarian and a teacher, and now *OurStoryBridge* gives me the opportunity to share their impact with you—as community leaders, dedicated citizens, and storytellers spanning generations.

In 2018, when the seed of an idea for a community story project was planted by Karen Glass, Director of the Keene Valley Library in upstate New York, I couldn’t help but jump in to cultivate it. To date, our local story project, *Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are*, has collected and shared over 165 three- to five-minute audio stories from community members in the Town of Keene, NY, and this effort continues. As a volunteer, I took on the role of Project Manager for this ambitious project, and as the ground swell of participation rose I saw above the tree line of my individual community. Thus was born *OurStoryBridge*, a DIY project that pays it forward and helps other communities reap the benefits of a multi-year, online local history project.

*OurStoryBridge* provides the guidance, tools, and experiential insight for you to replicate our success. Read this *User Guide*, visit [www.ourstorybridge.org](http://www.ourstorybridge.org), and let us help you to create an enduring bridge across the generations in your community!

Jery Y. Huntley

createyourstoryproject@gmail.com

September 2020
Acknowledgements

We wish to extend our heartfelt appreciation to the following sponsors and project partners:

The Keene Valley Library and its Trustees have supported Adirondack Community since the first grant was applied for in 2018. They have generously agreed to continue OurStoryBridge for the next few years, as we work to replicate our local history project to benefit other communities. The mission of the Keene Valley Library is “To connect people to ideas, experiences, information, and the community in a comfortable, welcoming setting. We strive to do this through: Providing adults and children with a collection of current and relevant books, other media, and local Adirondack historical resources; providing an inviting and lively cultural center for community events; evolving as our community grows and technology advances.” By supporting resources beyond their unique, rural Adirondack community, they are demonstrating the true importance of libraries to evolve and serve a wider community in the digital age.

The Cloudsplitter Foundation and Adirondack Foundation provided essential seed money that allowed us to release OurStoryBridge in September 2020. Grants from Humanities New York, the Northern New York Library Network, and the Glenn and Carol Pearsall Adirondack Foundation helped Adirondack Community achieve its launch and move forward. Likewise, community members in the Town of Keene continue to commit donations toward the sustainability of Adirondack Community; their continued support and stewardship are heartfelt.

Thanks go to Karen Glass, Keene Valley Library Director, for the seed of an idea that became Adirondack Community, and for her continued guidance. Olivia Dwyer served as our first marketing/communications/public relations professional and Bethany Garretson was our first Story Aide. Elizabeth Rogers and Margaret Hawthorn from the Keene Valley Library Archives provide photographs, assist with the transcripts, and share their supportive enthusiasm. Darsie Townsend, the library’s bookkeeper, not only keeps our accounts in order, but also provides continual support and encouragement. Jason Wallace, webmaster, created the Adirondack Community website and works through upgrades with creativity, patience, and skill; he is continuing to provide his services to OurStoryBridge. Louis Bickford and Karen Schlesinger of Memria created an amazing multi-use platform that we hope to help them grow; their commitment and customer service are extraordinary. Janelle A. Schwartz served as an excellent editor, quickly getting up to speed on the intent of this User Guide, re-organizing and improving its language tremendously, and asking great questions. This project would never have reached over 165 stories and counting without the efforts of all of these professionals.

And finally, unending gratitude goes to all of our friends and neighbors in the Town of Keene. You are the foundation of this project, sharing your ancestor’s stories and those of your families today. Your stories hold laughter, tears, frustration, love, and many surprises; they confirm the unique history of the High Peaks Region of the Adirondacks. Bravo!
I. Introduction to *OurStoryBridge*: Connecting the Past and the Present

Welcome! *OurStoryBridge* is your resource and tool kit for producing a crowdsourced, community story project emphasizing audio history collecting and sharing. This User Guide will walk you through the process of planning, implementing, and sustaining your unique story project—supported by your local library and/or other non-profit organization(s).

Driven by the ongoing success of *Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are* ([www.myadirondackstory.org](http://www.myadirondackstory.org)), the community story project launched out of the Keene Valley Library (Keene Valley, NY), *OurStoryBridge* brings into focus all the moving parts needed to make your own community story project a similar success.

Given our experience building *Adirondack Community*, we know *OurStoryBridge* can help you and your community connect past and present generations and link these generations to those that will follow, building a bridge to the future! Use *OurStoryBridge* for educational purposes in your local school or for community enrichment activities at your local library, historical society, museum, community center, and more. Listen as you sit at home or in your car. The opportunities are endless and diverse. And, of course, you can deploy *OurStoryBridge* for the pure enjoyment of preserving and sharing the inspiring stories of your community throughout your region and beyond.

Everything that follows in this User Guide is based on *Adirondack Community* as the proven model. We use its launch and continued operations as the outline to help instruct you on how to develop your own story project tailored to your community and its unique histories. *OurStoryBridge* creates, hosts, and shares resources to grow more projects like *Adirondack Community* region-wide, state-wide, and beyond. We streamline project execution by offering timetables for planning and implementation; recommendations for staffing needs; budget and fundraising examples; advice and procedures to recruit storytellers and secure their stories, including technology recommendations; suggestions for forming partnerships both internal and external to your community; and plans for how to market, celebrate, and perpetuate your story project.

In addition to this User Guide, we invite you to use our supplementary training materials, [Sample Documents](#) and [How-To Videos](#), to get you started and keep you going. We can provide communities with additional direct assistance, at no charge, via telephone, email, and remote and in-person meetings. Our work is dependent on funding, but substantial services are supplied by volunteers.

We encourage you to lean on our experiences and resources to get you started, and then to innovate on and intuit the process that best fits your needs. We would love to hear back about what worked for you, so we can share it with future *OurStoryBridge* adopters!
A Brief History of Adirondack Community

Adirondack Community: Capturing the Stories of Who We Are is a multi-year local history project that collects and organizes three- to five-minute audio stories with related photographs from Town of Keene community members through an online platform to share the rich social and cultural history of this community located in New York State’s Adirondack Mountains.

Adirondack Community launched on June 15, 2019, after almost two years of preparation and planning. As of the writing of this manual, storytellers have contributed over 165 three- to five-minute stories with associated photographs sourced from personal collections and/or the Keene Valley Library Archives. The total number of unique visitors to the project website quickly exceeded our total town population, and continues to increase daily. Compiled around common themes, individual stories are also developed into podcasts to extend the listening experience. And partnerships have been established between Adirondack Community and several local and regional organizations, including but not limited to Keene Central School, Keene Historical Society, Keene Public Library, the Northern New York Library Network, Adirondack Experience: The Museum on Blue Mountain Lake, Paul Smith’s College, and Clarkson University.

The two primary goals of Adirondack Community are 1) to capture the rich cultural history of the High Peaks region of the Adirondacks, with a focus on recording older generations before their histories are lost and 2) to build civic pride and engagement among our student populations to encourage their growth as involved community members. Adirondack Community became the talk of the town within its first six months of operation, with people stopping us on the street and on the trails to talk about their own stories, those of their friends and neighbors, and to suggest other storytellers. People often speak about what brought them to the Keene area and why they stayed, about the spiritual or environmental or community force that pulled them in and held them tight. Word-of-mouth was and is a powerful tool to build the collection. Likewise, presentations of collected stories were made to grades 9 – 12 at Keene Central School in September 2019, which resulted in these and other stories being integrated into the school curriculum. Such presentations created a noticeable spike in hits on our website, which helped to fuel the use of these stories in a variety of disciplines across grade levels. Beyond our local school, stories are now also being used in college curricula at Paul Smith’s College and Clarkson University. We expect similar adoptions to occur at other institutions and organizations.

To support our primary goals, we emphasize free and unlimited access to our stories by posting them on an open website. Using this digital platform helps to modernize library resources, offering as it does a fresh complement to the physical archive and allowing us to meet our audience in the medium and on the devices they prefer. Short-form audio stories of up to five minutes each are coupled to curated photo arrays, making engagement immediate, captivating and shareable. In short, the Adirondack Community story project brings the histories of the Town of Keene, NY directly to audiences near and far... and OurStoryBridge can help you to do the same for the unique stories in your community!
II. Why You Should Consider OurStoryBridge for Your Community

We all have a story to tell, many stories. Life is a narrative, woven out of experience and emotion. Think of an OurStoryBridge project as the loom on which the fabric of your community’s narrative comes together. Each thread, each story binds the fabric tighter and tighter, creating intricate linkages between individuals, groups, organizations, events, environments, locales, and more. In other words, OurStoryBridge offers a user-friendly framework on which to mount your community’s story project; but the shape this project takes and the content it captures and communicates remain yours to construct. We want to help. OurStoryBridge will guide you through how to collect the nuanced histories of your community, to preserve its stories and pass their characteristic wisdom from mouth to ear by going digital.

Some potential impacts that an OurStoryBridge project can have on your community are:

- Appreciate the history that shaped your community, that helps make it what it is today and what it can become tomorrow.
- Create closer bonds between residents and promote connections that lead to neighborly acts of kindness, assistance, and support in times of need.
- Preserve stories that may be lost if not recorded soon and honor the legacies of your older generations by capturing their stories in their own words.
- Engage the younger generations and encourage them to remain in or return to their home community after high school, college, trade school, or any number of life’s adventures.
- Educate residents and visitors of all ages and inspire them to become contributing members of your community.
- Celebrate what makes your community unique, perhaps even famous.
- Attract new residents and visitors.
- Reveal pockets of rich histories and connections heretofore unknown or not widely known.
- Acknowledge the catastrophes, tragedies, or difficult challenges that shape your community.
- Appreciate how the geography and the economics of your area impact how your community members live.
- Unravel the puzzle of how and why street or place names, stores, clubs, and other institutions came to be.
- Re-ignite a passion for your community archives and/or previously recorded oral histories by translating some onto this new digital platform.
- Meet your audience where they are: online!

How else might an OurStoryBridge project impact your community? Hold a brainstorming session to expose the many more positive, enriching, and empowering possibilities!
Testimonials for Adirondack Community

“At Keene Central School we have used Adirondack Community stories in the classroom to enhance our lessons with this amazing collection and to provide students with firsthand historical knowledge, including models of local civic engagement.”

— Brad Hurlburt, KCS Teacher and Liaison to Adirondack Community

“My Adirondack Story gives us all a sense of community. It gives us an appreciation of our community members and their history, which makes us all closer to each other. It is wonderful to save the history of our wonderful community.”

— Jill Murray

“It has allowed many people to remember treasured things from their past that center around the Adirondacks. In my case it has renewed a bond in my extended family.”

— Norm Reynolds

“The Community Story Project keeps the history of our small town alive and accessible. The older residents of the town have recorded eyewitness accounts of important events that happened 60, 70 years ago, and memories of the people who were born in the 1800s. The younger ones have memorialized more recent ones, knowing themselves to be links in the chain of generations that bind this community together.”

— Henrietta Jordan

“When I hear an interesting tidbit about our town, I ask, ‘Did you tell it to Jery for the story project?’ Usually they say ‘yes.’”

— Lorraine Duvall

“It helps tie the community together through the huge variety of our tales, both past and present.”

— David Thomas-Train

“It preserves memories that might otherwise be lost.”

— Ellen DuBois

“I think that the ADK Story project has brought the history of this place back to the present. We have shared memories and history that now will not be lost.”

— Anne Hurd

“It gives us a sense of togetherness, and allows us to express our feeling that the community is important. More important, it conserves our history.”

— William Reed

“This project weaves together the different threads of our community’s history into one beautiful tapestry, that is ever expanding.”

— Katherine Brown

“The project has been important for our community because when you hear stories from people you see in the community, but don’t know much about them and their connection, we find out that we all are connected somehow. That is the true meaning of community! It draws us all closer!”

— Bethany Pelkey
III. Frequently Asked Questions (FAQ)

How does an OurStoryBridge project help a community?
Bringing an OurStoryBridge project to your community represents an appreciation of the history that shaped your community. It is also a celebration of what makes it what it is today, and what it can become tomorrow. There may be closer bonds between residents and connections that lead to neighborly acts of kindness, assistance, and support in times of need. Stories that could be lost as residents age will be preserved and younger generations will begin to appreciate their heritage. These are among the many potential benefits.

See Section II: Why You Should Consider OurStoryBridge for Your Community

How can a community help an OurStoryBridge project?
Community members can immediately help by participating in focus groups to brainstorm relevant categories of stories and potential storytellers. They can volunteer to tell stories early on in the project’s implementation, as well as volunteer to help execute the project’s logistics. They can help continuously to recruit storytellers and create a buzz and positive momentum around the project, in order to expand its reach exponentially. You should solicit community members for funding recommendations, even asking appropriate people for donations. If your community has a newsletter or bulletin board (analog or digital), you should post information that can be widely shared. Likewise, post often to a variety of social media platforms and ask your community members to share these posts to help spread information about the story project.

What are the most frequent categories for stories collected?
Story categories are designed to be reflective of the unique community from which individual stories are collected. Focus groups can help to determine these categories. Keep in mind that a story can be posted in more than one category.

See Section XII: Communications, Marketing, and Public Relations (CMP)

How do I access the OurStoryBridge User Guide and its supplemental training materials, Sample Documents and How-To Videos?
Our full suite of tools can be found at www.ourstorybridge.org.

Can I get additional help outside of the online resources?
If you need additional support beyond the OurStoryBridge User Guide and training materials, we invite you to contact us at createyourstoryproject@gmail.com. We can provide communities with additional direct assistance, at no charge, via telephone, email, and in-person meetings. Our work is dependent on funding, but substantial services are supplied by volunteers.
How long does it take to set up an OurStoryBridge project?
Launching an OurStoryBridge project typically takes six months to one year, from the “planning and approval phase” through the “preparation phase” to the “early implementation phase.” You can expect to collect, produce, and share your first stories within this time frame.
See Section IV: Suggested Timetable for Planning and Implementation

What is the cost of an OurStoryBridge project?
There is no set cost for an OurStoryBridge project. Any proposed budget is highly variable, as it depends on levels of expenses, revenues, and volunteer services available in and to your individual community. A sample budget can be found in our User Guide, for informational purposes only.
See Section VI: Budgeting, Grants, and Fundraising

How is an OurStoryBridge project funded?
Your library or regional library consortium may approve financial support of your community’s story project. Other non-profit organizations, historical societies, local governments, foundations, local businesses, corporations with local presence, educational institutions, media outlets, and individual donors can also be solicited for funding. Use your community network to brainstorm creative funding ideas and opportunities.
See Section VI: Budgeting, Grants, and Fundraising

What types of organizations can run OurStoryBridge projects?
Libraries and historical societies are the most obvious sponsors for your audio history project, but any organization, either profit-based, not-for-profit, government, or educational, can run a story project.
See Section VII: Partnerships

Is it important to pursue partnerships?
Forming partnerships, both internal and external to your community, can help you to raise and sustain funding, increase the number of storytellers, assist in the obtaining of photographs, increase website traffic, and provide any number of opportunities to maximize the project. You can ask partners and potential partners to join your Planning Committee and attend events.
See Section VII: Partnerships

What are the personnel needs of an OurStoryBridge project?
Each OurStoryBridge project will vary in personnel dedicated to the project, depending on the use of paid staff and volunteers. The Personnel Responsibilities Chart provided in the User Guide presents a sample breakdown of the core team—their roles and responsibilities—and recommendations for supplementary assistance.
See Section V: Personnel
How are storytellers recruited?
The most effective recruitment tool is word-of-mouth, as well as in-person communication at events and locations throughout the community. Following up these interactions with emails, texts, and/or calls to schedule storytelling sessions works well. The Storyteller Worksheet is used to log potential storytellers and record their involvement and serves as a live document to recruit storytellers. Likewise, a variety of marketing efforts can create awareness of your story project by sending people to the project’s website, which in turn demonstrates the impact of stories collected.

See Section X: Recruitment of Storytellers

Are storytellers paid for their stories?
No, this is a volunteer effort. On a related note: storytellers who may be wary of participating or especially nervous consistently complete their storytelling sessions by saying, “This was fun; I have to tell my friends!”

Are stories protected by copyright?
Storytellers agree to the terms set forth by the individual story project. Typically, this involves storytellers giving your story project the right to edit, publish, and share their stories. The project itself then holds the copyright to all the stories.

See Section X: Recruitment of Storytellers

How much technical expertise do the Program Manager and Story Aide need?
You will find that most of the technology and procedures are intuitive, with the majority of the experience needing to be with now-commonplace platforms such as Gmail, Google Drive, and Microsoft Office Suite (or Google’s equivalents). The more idiosyncratic platforms for recording and posting stories, creating podcasts, etc. have their own Help Centers to assist you, and tutorials for all of these can be readily found online. The OurStoryBridge User Guide provides ample detail to assist you as well, and to place the technical needs of the project into context.

See Section VIII: Technology Recommendations: Hardware, Software, and Services

Can the story project have more than one Story Aide?
Personnel recommendations are just that, recommendations. Each OurStoryBridge project will vary in personnel dedicated to the project, dependent upon use of paid staff and volunteers, speed of story collection, funds available, etc. Jobs can be combined and several people can collect stories, as long as they are carefully trained and monitored and processes are in place for coordination—e.g. use a shared Google calendar with storytelling sessions scheduled and storytellers assigned by color.

See Section V: Personnel
What are the technology and service provider needs for an *OurStoryBridge* project?

There are many options to choose from for your *OurStoryBridge* hardware, software, and service provider needs. Strive to balance your choices by considering what is most appropriate, user friendly, and cost effective for your project. Because technology evolves rapidly and hardware and software are subject to periodic updates and changes, Project Managers would be wise to consider technology outlook and trends to facilitate longer shelf life for hardware and software. In evaluating service providers, assess the provider’s history and ability to incorporate or adjust to technology developments.

The *OurStoryBridge User Guide* describes specific vendors, software, and services for informational purposes only.

See **Section VIII: Technology Recommendations**

How long does it take to record and publish a story?

Recording one story takes three to five minutes. However, there are other steps to account for, such as recruiting the storyteller, working with them to prepare and practice their story, obtaining photographs, and reviewing and posting the story. This entire process can take up to ninety minutes in total, but is usually shorter, and can be stretched over several days. For repeat storytellers it usually takes no more than 30 minutes total.

See **Section XI: Collecting, Processing, and Posting Stories**

Does an *OurStoryBridge* project involve a lot of traveling to collect stories?

Travel tends to stay within the community served. Stories will often be collected from a dedicated space provided by the program sponsor (such as your local library), but this is not required. Because the equipment is portable, story collection can be done anywhere that has sufficient internet access. A link can also be sent to an individual storyteller if they wish to self-record their story, but this is not recommended due to a lack of control over the recording quality.

Can individual storytellers record and submit their own stories?

Absolutely! The *OurStoryBridge User Guide* outlines how to accomplish this.

See **Section XI: Collecting, Processing, and Posting Stories**

How important is marketing to the success of an *OurStoryBridge* project?

Very important! The suggestions for communications, marketing, and public relations presented in the *OurStoryBridge User Guide* are extensive. Be sure to adapt this information to the availability of personnel resources in your community and for your story project, and to the opportunities/venues for sharing the collected stories.

See **Section XII: Communications, Marketing, and Public Relations (CMP)**
How many individual stories make up a single podcast for an *OurStoryBridge* project?
Podcasts work well with four related stories, so that the podcast runs less than 30 minutes to retain audience attention.

See *Section IX: Using the Recommended Software*

**Does an *OurStoryBridge* project have an end point?**
As long as the minimal funding required to continue a story project after its first few years is available, along with the personnel to run it, there is no definite end point. As an historical resource, it is hoped that each local story project continues as long as possible.
IV. Suggested Timetable for Planning and Implementation

Launching an OurStoryBridge project typically takes six months to one year, from the “planning and approval phase” through the “preparation phase” to the “early implementation phase.” You can expect to collect, produce, and share your first stories within this time frame.

The table below presents a general timeline and recommended task list for the implementation of your community story project. We recommend that you adapt this task list into a detailed Action Plan, including staff assignments, expected dates of completion, and status.

6 – 12 months: Planning and Approval Phase


2. Pitch OurStoryBridge to library trustees (or other non-profit organizations); commit to constructing project plan and funding options before approval.

3. Form a planning committee with library personnel, at least one trustee, and members of potential partnerships.

4. Hold the first planning committee meeting, led by the project manager: introduce the project; organize focus groups; work through budget and funding options; draft project plan; determine staffing options; coordinate meeting schedule.

5. Gain approval of library trustees (or other non-profit organization leadership).

6. Finalize project plan and funding options; circulate to library trustees (or other non-profit organization leadership).

7. Gain tentative commitments for staffing.

8. Raise initial funds.

9. Draft and execute focus group marketing plan.

10. Set program name and draft boilerplate project mission and vision.

11. Hold focus groups to determine story categories; determine initial storytellers; create community interest; utilize social media.

12. Share focus group recommendations.

13. Prepare hard copy loose-leaf to develop your own user guide/manual; include all relevant documents.
6 – 9 months: Preparation Phase

14. Continue planning committee meetings; oversee and troubleshoot issues.

15. Continue fundraising; solidify funding for “preparation” and “early implementation” phases; submit reports as required by funders.

16. Fill staffing needs; determine whether they are volunteer or paid.

17. Contract with Memria or other web-based platform for story collection.

18. Adapt web-based platform to your story project by setting up Story Requests.

19. Set up URL and Google Suite, including Gmail, Calendar, and Drive.

20. Determine website builder (e.g. Strikingly); design website outline.


22. Draft and create website.

23. Draft and begin implementing marketing plan for year one.

24. Purchase and set up equipment.

25. Set up area in which to collect stories.

26. Train staff.

27. Set goals for number of stories posted within specified time frames.

28. Collect photographs from local library, archive, and/or historical society, with permissions.

29. Determine kick-off date for collection of first stories.

30. Recruit first storytellers; work with Story Aide(s) on techniques and administrative tasks.

31. Post first stories to website after pictures are collected; do not make website public yet.

32. Continue updating hard copy loose-leaf of your user guide/manual; include all relevant documents; add transcripts.
6 – 12 months: Early Implementation Phase

33. Continue planning committee meetings; oversee and troubleshoot issues.

34. Follow marketing plan to announce website release date and URL. Continue outreach through social media and other plan components.

35. Set up website analytics and schedule to update; use Sheets in Drive.

36. Hold website release celebration; invite community to learn about the project, hear first stories, and participate.

37. Aggressively schedule storytelling, collect photographs from storytellers and other resources, and post stories. Complete all related administrative tasks.

38. Continue implementing marketing plan to raise awareness of the project; recruit storytellers; promote website views.

39. Plan budget for next year.

40. Plan community event to celebrate milestones, e.g. 75 stories recorded.

41. Hold second celebratory event.

42. Start list of potential podcasts; create podcasts.

43. Continue updating hard copy loose-leaf of your user guide/manual; include all relevant documents; add transcripts.
V. Personnel

Each *OurStoryBridge* project will vary in personnel dedicated to the project, depending upon use of paid staff and volunteers. The Personnel Responsibilities Chart below presents a sample breakdown of the core team and their roles and responsibilities.

<table>
<thead>
<tr>
<th>Personnel Responsibilities Chart</th>
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<tbody>
<tr>
<td><strong>Project Manager (PM)</strong></td>
</tr>
<tr>
<td>Lead Planning Group</td>
</tr>
<tr>
<td>Write grant proposals and reports; be contact</td>
</tr>
<tr>
<td>Coordinate with LD; provide updates</td>
</tr>
<tr>
<td>Oversee CMP and SA</td>
</tr>
<tr>
<td>Set up, communicate with Memria</td>
</tr>
<tr>
<td>Provide and update budget; coordinate with Fiscal Manager/LD</td>
</tr>
<tr>
<td>Hire, train, and oversee staff and volunteers</td>
</tr>
<tr>
<td>Plan, implement, and update website</td>
</tr>
<tr>
<td>Post stories to website</td>
</tr>
<tr>
<td>Draft, update project manual</td>
</tr>
<tr>
<td>Purchase equipment</td>
</tr>
<tr>
<td>Set up story area / equipment</td>
</tr>
<tr>
<td>Recruit storytellers and record stories, in addition to SA</td>
</tr>
<tr>
<td>Publish stories</td>
</tr>
<tr>
<td>Schedule, lead events</td>
</tr>
<tr>
<td>Send emails to storytellers and other lists, as relevant</td>
</tr>
<tr>
<td>Obtain initial buy-in and liaison from partners; make plans</td>
</tr>
<tr>
<td>Raise funds to assure sustainability</td>
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</tbody>
</table>
In addition to the core team outlined above, consider the following (including, but not limited to) as supplemental personnel needed to help you execute your story project:

<table>
<thead>
<tr>
<th>Planning Group</th>
<th>Archivist</th>
<th>Fiscal Manager</th>
<th>Web-based Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Meet to review plans and progress</td>
<td>■ Participate in Planning Group</td>
<td>■ Project accounting</td>
<td>■ Provide platform and technology recommendations</td>
</tr>
<tr>
<td>■ Accept and complete tasks, as agreed upon</td>
<td>■ Find photographs for stories, as requested</td>
<td>■ Updates to PM/LD</td>
<td>■ Help with start-up</td>
</tr>
<tr>
<td>■ Recruit storytellers</td>
<td>■ Assist with transcripts</td>
<td></td>
<td>■ Troubleshoot assist, and upgrade, as requested</td>
</tr>
<tr>
<td>■ Participate in events</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liaison with Historical Society</th>
<th>Liaison with Relevant Schools, Other Partners</th>
<th>Liaison with relevant libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Update, liaison, and provide suggestions</td>
<td>■ Work with PM to communicate with faculty and students</td>
<td>■ Coordinate with PM and SA on storytelling on-site</td>
</tr>
<tr>
<td></td>
<td>■ Integrate program into school activities</td>
<td>■ Publicize project</td>
</tr>
<tr>
<td></td>
<td>■ Help recruit student storytellers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Coordinate with PM; publicize program</td>
<td></td>
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</tbody>
</table>

**Note:** Maintain up-to-date contact information for all personnel associated with your project.

For the *Adirondack Community* story project, a volunteer serves as Project Manager. This person has an extensive background as an executive, is a librarian, and has technical expertise. While this level of experience is not required, continued commitment is. In addition, *Adirondack Community* raised funds to hire a paid, part-time Story Aide and to obtain communications/marketing/public relations (CMP) assistance. Story Aides and CMP together work approximately 25-35 hours per month for *Adirondack Community*. Project Manager hours, by contrast, have not been logged; they are heavier in the planning stage and the project’s first year. Likewise, the Keene Valley Library has a part-time Archivist and an Assistant who both help to obtain photographs and log the hard-copy transcripts of each recorded story.

Again, your project may look different, but all of the above can help you to think through the personnel resources needed.
VI. Budgeting, Grants, and Fundraising

Before laying out a sample estimate of the costs needed to launch, maintain, and grow an OurStoryBridge project, it is important to note the following:

- Organizations who choose to participate source their own funding.

- The Adirondack Community sample budget below serves as a model. Our experience offers an outline and an example of options available for your OurStoryBridge project and is intended for informational purposes only.

- A proposed budget for a story project can be highly variable, dependent on levels of expenses, revenues, and volunteer services.

- At the core of the sample budget are variables including level and skills of volunteer services for leadership, grantsmanship, financial management, planning, human resources services, marketing/communications/public relations, story collection, administrative tasks, implementation, and sustainability.

- As OurStoryBridge moves forward, we expect to offer remote and in-person training and technical assistance to communities as in-kind contributions to help you plan and implement your own story projects. Our work is dependent on funding, but substantial services are supplied by volunteers.

- Be sure to visit www.ourstorybridge.org for additional resources.

<table>
<thead>
<tr>
<th>Initial Expenses: First Year of Implementation, Based on Adirondack Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology &amp; Equipment</strong></td>
</tr>
<tr>
<td>Memria Subscription/Transcripts</td>
</tr>
<tr>
<td>Website/domain name</td>
</tr>
<tr>
<td>Office supplies, printed materials, events</td>
</tr>
<tr>
<td>Equipment</td>
</tr>
<tr>
<td>Overhead</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>In-kind Project Manager</td>
</tr>
<tr>
<td>Webmaster</td>
</tr>
<tr>
<td>Marketing/Communications/Public Relations</td>
</tr>
<tr>
<td>Story Aide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sample Expenses Beyond Year One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology, Equipment, Personnel</td>
</tr>
</tbody>
</table>
### Revenues: Adirondack Community

<table>
<thead>
<tr>
<th>Year</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Humanities New York Vision Grant</td>
</tr>
<tr>
<td></td>
<td>Project planning: Marketing/communications/public relations services to publicize and recruit for focus groups, plus overhead</td>
</tr>
<tr>
<td>2019</td>
<td>Humanities New York Action Grant, Northern New York Library Network, and the Glenn and Carol Pearsall Adirondack Foundation, plus small community funding</td>
</tr>
<tr>
<td></td>
<td>Project implementation: Technology and services, events, supplies, marketing/communications/public relations, and part-time Story Aide; set aside to create a base of sustainability for future years</td>
</tr>
<tr>
<td>2020-2022</td>
<td>Raised from community in first year to sustain Adirondack Community for future years</td>
</tr>
<tr>
<td></td>
<td>Funding for the next three years (thru 2022): In addition to excess 2019 funds, specific community members were solicited (without conflict-of-interest with donations to the library), plus a memorial fund bequest</td>
</tr>
</tbody>
</table>

**Note:** As funding needs are reduced each year, due to the elimination of one-time expenses (such as equipment and URL purchase), it is expected that the library will integrate the story project into its operating budget, or that additional funds will be solicited. Most importantly, the sample implementation costs for the Adirondack Community story project may not reflect the amount of funding needed to start an OurStoryBridge project.
Grants and Fundraising

1. Create a document describing your program, its goals, and the resources needed.

2. Characterize what the program will do for your community and its sponsors.

3. Create and build on a list of possible donors and network in the community to gather ideas.

4. Keep records of all you do.

Sources for grants and fundraising vary for each library or non-profit organization. The ability to fundraise in the community, through corporations, local organizations, and community programs is dependent upon knowledge of existing resources:

- Ideally, the library or non-profit organization will build the story project expenses into their budget.

- Work with others in the community to brainstorm ideas for fundraising: Are there local, state, or national corporations that might want to attach their names to the project (e.g. an internet provider or grocery store chain) and/or provide matching donation benefits for their employees (for those who have a connection to your community)? Does a school or college want to support you? Are there local merchants who can help? Non-profit organizations? Does someone in the community own a large business that might offer assistance? Is there a local citizen who supports community efforts?

- Grants programs exist on federal, state, regional, and local levels.

- Presentations about the project in the community and externally can be helpful to raise awareness and generate contributions.

- Training from Grantspace (https://grantspace.org) or similar providers can help you start applying for grants.

- Research through the Foundation Directory Online (https://fconline.foundationcenter.org) can be helpful. A tool to research grantors to libraries in particular can be found [here](https://fconline.foundationcenter.org).
VII. Partnerships

Forming or enhancing relationships through collaborative partnerships or informal affiliations, both internal and external to your community, can help you to raise and sustain funding, increase the number of storytellers, assist in the obtaining of photographs, increase website traffic, and provide any number of opportunities to maximize the project. You can start by asking partners and potential partners to join your Planning Committee and attend events.

Here are some common sources of partnerships to pursue, using the *Adirondack Community* story project as our working example:

**Local Schools (K – 12)**

See Sample [School Introduction for Administration PPT](#) and [Sample School Introduction for Students PPT](#).

Schools should be considered the most important partnership. Keene Central School (KCS), K – 12 school for the Town of Keene, NY, is the most important partner for *Adirondack Community*; this partnership builds on our project goal to build civic pride and engagement among our student population and to encourage their growth and retention as involved community members. To secure this partnership for *Adirondack Community*, a PowerPoint presentation was created to explain the project to KCS’s principal. He then agreed to appoint a teacher liaison, encourage students to tell stories, and integrate stories into the curriculum. A second PowerPoint, complete with recorded stories, was later presented to grades 9 – 12, in a manner that encouraged interaction with the project. Additionally, these stories are continuously used as performative examples of autobiographical storytelling within library classes and discussions with students. A Teacher’s Guide, explaining why and how to integrate stories into lesson plans, is being developed and is expected to be posted soon.

**Colleges and Universities**

See [Sample College Assignment](#).

Colleges and universities in your area provide great opportunities for the integration of community stories into curricula. The first Story Aide for *Adirondack Community* was also an instructor at Paul Smith’s College and Clarkson University. This provided an excellent opportunity to integrate the story project into her courses (e.g. Adirondack History, Interpersonal Communications, and Environmental History and Social Justice). Students were assigned stories to listen to for homework, and some of the storytellers themselves were invited to class meetings as guest speakers. This provided an excellent learning experience and led to students recording their own stories as a follow-up assignment.
Local Historical Societies

Historical societies can be sponsors or partners of OurStoryBridge. They are valuable resources for communicating the project and its needs, recruiting storytellers, providing opportunities to present stories, and obtaining photographs. In addition to providing material resources for Adirondack Community, the Keene Historical Society contributed a member to the project’s Planning Committee—a great way for us to liaison.

Libraries

See Sample Library Website.

In addition to the sponsoring library, other libraries in your area can be enthusiastic partners with your project. Community events, public flyers, sponsored book talks, and more can all be used to publicize the project. While the Adirondack Community project is sponsored by the Keene Valley Library, from inception we included the Town of Keene’s other library, Keene Public Library. This included a seat on the Planning Group and pairing promotional activities at both libraries. Libraries can also check with their public, school, or multi-type regional systems for possible sources of collaboration or funding.

Library Systems

The Northern New York Library Network (NNYLN) is a regional multi-type library agency primarily dedicated to cooperatively providing support and services necessary for all its members to meet their individual goals. NNYLN serves libraries in seven counties of New York for the ultimate benefit of the library user. NNYLN was an important sponsor of Adirondack Community, awarding us an Innovation Grant, opportunities to communicate with other libraries, and continued guidance. For OurStoryBridge, their guidance continues.

Businesses

Research local, state, or national corporations that might want to become involved. Network in your community to determine if anyone might have an appropriate connection. Likewise, local merchants may want to help.
Senior and Assisted Living Centers
Capturing the stories of the eldest in the community should be a priority. One of the goals of the Adirondack Community story project is to capture the rich cultural history of the High Peaks Region of the Adirondacks, with a focus on recording older generations before their history is lost. Senior and assisted living centers are therefore great resources. Adirondack Community maintains contact with our local Neighborhood House, an assisted living center. It may be difficult to obtain stories from the oldest of the seniors, but patience, a relationship developed with staff, and word-of-mouth between the residents help to support the effort.

Cultural Institutions and Civic Groups
Commerce, service, arts, music, sports, and other local organizations can be approached to help spread the word, sponsor activities, and be sources of funding.

Museums
Local and regional museums can publicize your project and provide great opportunities for partnerships. For example, Adirondack Experience: The Museum on Blue Mountain Lake (http://theadkx.org/) is creating an exhibit, “Wilderness to Warfront: The Adirondacks and World War II.” Adirondack Community provided its recorded World War II stories to be used in the exhibit as well as helped to facilitate the local collection of artifacts. We expect that additional opportunities to collaborate will occur.
VIII. Technology Recommendations

There are many options to choose from for your OurStoryBridge hardware, software, and service provider needs. Strive to balance your choices by considering what is most appropriate, user friendly, and cost effective for your project. We hope our research and experience can help to expedite your decision-making process.

Technology evolves rapidly and hardware and software are therefore subject to periodic updates and changes. Project Managers would be wise to consider technology outlook and trends to facilitate longer shelf life for hardware and software. In evaluating service providers, assess the provider's history and ability to incorporate or adjust to technology developments. Prices and service terms will vary. Adirondack Community, for example, was approached as an independent project. Some communities may be able to leverage existing resources.

Disclaimer: This User Guide describes vendors, software, and services. Information and statements regarding any specific vendor, commercial product, process, or service specifically refers to successful use in the Adirondack Community story project and does not constitute or imply an endorsement, recommendation, or favoring by the sponsors of Adirondack Community or OurStoryBridge, its directors, or employees.

HARDWARE

Acer Chromebook R11

- Purchased from Amazon for about $200.
- Includes touchscreen, onscreen keyboard, and camera, and functions either as a regular laptop or with the screen rotated into different positions.
- The Chromebook should be a dedicated device for your community story project, with access limited to the core team and relevant bookmarks maintained (e.g. OurStoryBridge User Guide, your project’s Gmail account and website, the Google Drive, the Story Log and its individual storyteller folders, the Storyteller Worksheet, Memria, the project website, Strikingly, etc.

Acer Wireless Optical Mouse

- Purchased from Amazon for about $20.
- Keep the mouse with the Chromebook; do not detach the USB receiver.
- Note: Some users prefer the trackpad, so this is not a necessary purchase.
**Mpow Wired USB Headset**
- Purchased from Amazon for about $20.
- Plugs into a USB port.
- The top microphone button turns blue when on; the two middle buttons are for volume (keep at the highest); the bottom button mutes.
- Note: If you detach the USB connection to listen to a story after the storyteller has finished, be sure to reattach it before the next story is told or you will lose the story.

**Story Booth: Clearsonic Isopac T Tabletop Vocal Booth Kit**
- Purchased from Adorama for about $360.
- The story booth is not a required piece of hardware, but it can assist with clearer sound, impede ambient sounds from interfering, and helps to visually define the space in which stories are told—i.e. the “story booth.”

**SOFTWARE**

**Memria (www.memria.org)**
- Web-based platform used to record and house stories and photographs, generate links to stories, download them, produce transcripts, etc.
- Cost to organizations in *OurStoryBridge* is currently $1,000 per annual subscription.
- To learn about Memria and arrange for purchase of a subscription, contact Louis Bickford at louis@memria.org, and visit the Memria User Manual for more how-to information.

**Strikingly (www.strikingly.com)**
- Website provider.
- Multi-year agreement is recommended, about $230 for two years.
- Contact them for discount code for non-profit organizations.
- They help you to obtain your domain name, which must be renewed annually for about $25; email reminders should be sent by Strikingly.
- Relevant emails are sent to an address you select (e.g. the project’s Gmail address).
- Visit Adirondack Community’s website (www.myadirondackstory.org) as a model, noting that for story layout three across with a maximum of 18 – 24 stories per page works best.
**Password Locker** ([www.1password.com](http://www.1password.com))

- Recommended for all staff at a cost of approximately $48 per year.
- Because there will be several passwords and multiple staff using them, it is important to use a password locker for security and efficiency. You only share the main password and all other passwords are then available.
- Chromebook, Google Suite, Strikingly, and Memria all require passwords and they should not be the same.
- Never write down a password for others to share.

**Anchor.fm** ([www.anchor.fm](http://www.anchor.fm))

- Podcast generator, free service. Automatically posts podcasts on common platforms. The link to the podcast and its name is posted to the podcasts page of the story project website.
- The software is intuitive and easy to learn.
- You can also download apps to your smartphone and tablet to create the podcasts.
- Narrations are recorded as MP3’s, using various programs, including Voice Recorder on a Windows computer, Voice Memos on an iPhone, or other options. The MP3’s can be combined with stories downloaded from Memria.
- Options for musical interludes are provided.

**SERVICES**

**Webmaster**

- Jason Wallace works remotely and can be reached at jason@jasonbwallace.com or (704) 794-7069. His website is [www.jasonbwallace.com](http://www.jasonbwallace.com).
- Jason understands the intricacies of making the connection between Memria and the story project website, and can be helpful with other needs.
- After the initial setup, your staff will post stories to the website and communicate with Jason (or another webmaster) to make changes and updates, if/when needed.

**Security**

- The Chromebook has security protections installed.
- All usual preventions should be implemented. For example, do not download anything or click links from an unknown sender.
IX. Using the Recommended Software

WEB-BASED PLATFORM— e.g. Memria
- Memria is the web-based platform used by Adirondack Community.
- It records and houses the stories and photographs; generates links to stories; allows for downloading; generates transcripts (at $1.50 per audio minute of transcription); etc.
- This User Guide contains detailed instructions for how to employ this platform in your story project.

Note: Memria’s own User Manual contains additional information on how to use their platform, but it is not to supersede the information presented here in the OurStoryBridge User Guide.

WEBSITE BUILDER— e.g. Strikingly
- Use Strikingly or another website builder to plan and create a website to host and publicize your stories. Review the Adirondack Community website (www.myadirondackstory.org) for an example.
- Staff can design and update it, or you can hire a webmaster like Jason Wallace.
- Choose an address that reflects your specific project, is intuitive, easy to spell and memorable. If certain URL’s are already taken, you may need to cycle through a few options, so we recommend that you have alternative configurations available as additional viable options.
- The home page of your website should explain the project at a glance, as well as include a straightforward navigation menu and short video or photo array.
- Your website will ultimately host the three- to five-minute stories you collect (organized by category), podcasts you create, publicity materials, background history on how and why your story project got started, contact information and additional resources, etc. This User Guide contains detailed instructions for marketing your story project.

PODCASTS— e.g. Anchor.fm
- Anchor.fm is a free, user-friendly program that generates podcasts and is very intuitive.
- Create a spreadsheet with themes (perhaps in line with the categories you have chosen to reflect your community or using a different thread between stories that becomes evident) for individual podcasts and include reference numbers from your Story Log of the relevant stories.
- Write out a script: 1) include a standard introduction and conclusion, explaining the project, the website address at which to find individual stories, and an email address to contact for further information; 2) draft introductions to each story; 3) add podcast titles and numbers.
- Narrations are recorded as MP3’s, using various programs, including Voice Recorder on a Windows computer, Voice Memos on an iPhone, or other options.
Record the introduction to the podcast series for your OurStoryBridge project, with an explanation of the specific podcast topic. Four stories are usually best, creating a podcast of 20 to 25 minutes.

Next, record the specific introduction to the first story, then record separate introductions to the second, third and fourth stories.

Be sure also to record the generic conclusion, adding language relevant to the topic.

Download the actual stories from Memria by clicking the download button for each story. Add the downloaded stories, plus the MP3’s, to the Podcast folder on your Google Drive labeled with the number of the podcast.

Set up a free Anchor.fm account. Use the instructions on the Anchor website to create the podcast by giving it a title and uploading all the parts from your computer or the Google Drive folder.

Within your Anchor.fm account, select music from their selections for transitions.

Place the parts in the proper order; it is easier to arrange the parts of a podcast on a tablet, even if you construct it on a computer.

After you review your podcast, publish it per the instructions on Anchor.fm and a link will appear for you to upload the finished podcast to your website.

GOOGLE SUITE

The Google Suite, with its many applications, is a great resource to store and share all of your project documents with staff, and to control access to edit, update, and otherwise use these documents.

Free tutorials from Google are readily available to teach you how to use them.

From the Google home page, click the box with nine black squares in the upper right to select your app, as described below. You will need to sign in to your story project Google account, if you haven’t already. Next to the boxes is a circle with a letter or logo showing which Google account is being used. Be sure you are entering the appropriate account, as other Google accounts you have (such as a personal account) may be active. You can click the circle of the Google account and add/login with the correct project email address and password, when necessary.
The following Google Apps are recommended for your OurStoryBridge project:

**Gmail**
- Set up a Gmail account using an email address tied to the name of your program. *Adirondack Community* uses myadirondackstory@gmail.com, for example.
- Bookmark the URL on the Chromebook.
- All project communications should use this email address, including between staff. This allows everyone to share the same information and store emails for later reference. Use by multiple individuals can be confusing, so set guidelines.
- Do not delete emails. File completed emails and responses appropriately, after relevant staff have seen them and/or responded. Suggested folders (in alphabetical order): “business,” “marketing,” “photographs,” “storyteller requests,” “staff,” and “transcripts.”

**Calendar**
- Staff should include all their appointments with storytellers or other related activities.
- Bookmark the URL on the Chromebook.
- Assign colors to individual staff, obtained by right clicking the appointments.
- Staff meetings and events should be designated with their own color.

**Drive**
- A Google Drive should contain all project documents (including the OurStoryBridge User Guide and your specific project manual, if you draft one).
- Bookmark the URL on the Chromebook.
- Share the Drive with staff as relevant.
- Create folders to organize the documents you will need. Suggestions include “budget and grants,” “implementation,” “story log, photographs, and transcripts,” “CMP [marketing/communications/public relations], and “podcasts.”
Recruitment of Storytellers

The following Storyteller Worksheet should reside on the shared Google Drive. This document will quickly become the fulcrum on which your story project turns. As the resource used to recruit storytellers and record progress, it must be continuously updated and referenced.

**STORYTELLER WORKSHEET**

<table>
<thead>
<tr>
<th>Date Added</th>
<th>First</th>
<th>Last</th>
<th>Email</th>
<th>Cell</th>
<th>Other</th>
<th>Notes</th>
<th>Scheduled</th>
<th>Story #</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/2/18</td>
<td>Sue</td>
<td>Ashe</td>
<td><a href="mailto:abc@gmail.com">abc@gmail.com</a></td>
<td>518-123-4567</td>
<td>518-123-4577</td>
<td>Student</td>
<td>33, 96</td>
<td></td>
</tr>
<tr>
<td>3/7/19</td>
<td>Mary</td>
<td>Ayres</td>
<td><a href="mailto:def@gmail.com">def@gmail.com</a></td>
<td>518-123-4568</td>
<td>518-123-4578</td>
<td>Merchant</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>1/2/19</td>
<td>Linda</td>
<td>Austin</td>
<td><a href="mailto:ef@gmail.com">ef@gmail.com</a></td>
<td>518-123-4569</td>
<td>Merchant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/7/20</td>
<td>Yvonne</td>
<td>Ayers</td>
<td><a href="mailto:ghi@gmail.com">ghi@gmail.com</a></td>
<td>518-123-4580</td>
<td>518-123-4581</td>
<td>wait</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/31/19</td>
<td>Candy</td>
<td>Bailey</td>
<td><a href="mailto:jkl@gmail.com">jkl@gmail.com</a></td>
<td>518-123-4571</td>
<td>518-123-4582</td>
<td>6/2/20 3:00 PM</td>
<td></td>
<td></td>
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<tr>
<td>11/3/19</td>
<td>Bob</td>
<td>Banks</td>
<td><a href="mailto:mno@hotmail.com">mno@hotmail.com</a></td>
<td>518-123-4572</td>
<td>518-123-4583</td>
<td>6/20/20 2:00 PM</td>
<td>43</td>
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<tr>
<td>4/14/19</td>
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<td>518-123-4573</td>
<td>518-123-4584</td>
<td>House/family</td>
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<td><a href="mailto:tui@gmail.com">tui@gmail.com</a></td>
<td>518-123-4574</td>
<td>518-123-4585</td>
<td>From Sury</td>
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<td></td>
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<tr>
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<td>Bell</td>
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<td>518-123-4575</td>
<td>518-123-4586</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/14/19</td>
<td>Tony</td>
<td>Berger</td>
<td><a href="mailto:vwh@ae.com">vwh@ae.com</a></td>
<td>518-123-4576</td>
<td>518-123-4587</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**USING THE STORYTELLER WORKSHEET**

View [How to Use the Storyteller Worksheet](#).

- Construct the Storyteller Worksheet to contain the following: date the potential storyteller was added, first and last names, email address plus cell and other telephone numbers, additional notes and suggestions for stories, scheduling information, and numbers of stories told.

- Collect names and data before you are ready to record the first stories, and continually expand and update this data pool. For example, when you hold focus groups to identify story categories, solicit names of potential storytellers with contact information; this will help to jump start the generation of data. Add names that are prominent in your area, e.g. families with long histories, town leaders, local business owners, etc. Reach out to friends who can help you by telling their stories early on or suggest additional storytellers. Initiate a network of communication to help connect you with storytellers, known and unknown.

- Determine a threshold number of names for your Storyteller Worksheet. Once reached, then select from among those individuals who you will contact first to tell their stories.

- Color code the worksheet to facilitate work flow and record keeping. For example, Adirondack Community assigns specific colors to individual staff to designate who pursues which storyteller. In addition, we code each story with “red” if they have told one story, “blue” if after one story they have the potential to tell more, purple if they are an excellent
prospect for a first story, and grey if they are seniors and a great prospect. And as the final column revealing story numbers is updated, the color of the first column is updated as well. This helps to streamline follow-up communications. The email column has “yellow highlighted” cells for missing email addresses or telephone numbers.

RECRUITING AND SCHEDULING STORYTELLERS

■ The most effective recruitment has been from in-person opportunities at community events and locations in town, followed up by an email, text, and/or call to schedule. Clearly, in-person communication takes more time, but its effectiveness cannot be emphasized enough.

■ Using the Storyteller Worksheet, select a potential or previous storyteller. First contact can be in person, via email, telephone, or text. More often than not, email or text is the preferred method of contact, but with seniors, telephone calls can prove more effective.

■ Storytellers can be nervous about committing; assure them the process is straightforward and supportive, and that their story is a significant piece of the project. The number of times storytellers for Adirondack Community have said they are nervous, but that we make it easy for them to contribute, is astounding!

■ Look at emails saved to “storyteller requests” in Gmail for ideas, making each email as personal as possible. For example, suggest a topic that they may want to talk about, given what you already know or have learned about them, and suggest a few possible times to record. State that it will take about 45 minutes and that they do not need to be prepared; you will help them.

■ Note each attempt to contact on the Storyteller Worksheet.

■ When scheduling, be precise about the date/time of commitment, and that you will be waiting at the library (or other determined location in a specific place). Note the agreed upon date/time in the scheduled column of the Storyteller Worksheet.

■ Upon scheduling, ask that the storyteller bring or email relevant photographs, if possible. Include outreach language such as “please bring or email up to five photographs that we can use to accompany your story.” If necessary, after the story has been recorded, thank the storyteller and remind them about the photographs.

■ Send a reminder email, text, or call a day or two before the appointment.

■ If someone does not respond, try again. Be persistent, yet respectful. Maybe reach out to mutual friends to help gain a response, even a commitment.

■ Keep all emails, filing in “storyteller requests” after the storyteller has come in.
XI. Collecting, Processing, and Posting Stories

Our experience with the Adirondack Community story project serves as the working template for the step-by-step instructions that follow in this section. Be sure to adapt them as needed for your own OurStoryBridge project.

START BY CREATING STORY REQUESTS IN MEMRIA

View [How to Create Story Requests.]

- **Note:** These are not the same as the “storyteller requests” that go to individual storytellers asking them to tell their stories. Memria uses the same language for both: the information for each category (process described below) is called a story request.

- Purchase a subscription to Memria and create a password to sign in, as instructed. Begin by clicking the user icon at the bottom left of the navigation page and complete the basic information. Once you are enrolled, Memria will guide you as you set up the platform for your story project.

- The password should be saved on the Chromebook and entered in the Password Locker. If there is a problem, obtain the password from the Password Locker or Project Manager.

- Go to Requests in the navigation pane on the left.

- Click Create Story Request and the wizard will walk you through the steps to complete a separate story request for each category of stories.

- Under Story Content write a concise description of what you are looking for in a story in the category, an example, and the final sentence: “Make your story as personal as possible, keep it under five minutes, and use the questions provided for ideas on how to start.”

- Choose Edited, Published and Shared.

- Then add one, or maybe two, questions to help your storyteller get started.

- Click Audio Recording and maximum of five minutes. Then click Add.

- The storyteller to receive the request is whomever set up Memria for your project. Make it public, invite only. Click Yes for embedded on a website. Click No for private group.

- Keep clicking through the steps, as some are irrelevant for OurStoryBridge projects. For example, you do not need to write invitations until later on, if you choose to do self-recorded stories.

- Repeat the process for each category. Story requests can be edited later on.
PREPARE THE STORYTELLER

- If necessary, remind the storyteller not to be nervous. They can practice their story a few times, even practice recording and re-record.

- If your storyteller wants to listen to a story or two first, to get the feel of it, go to your project website and listen to previously recorded stories and/or visit Adirondack Community for examples.

- Discuss with the storyteller what they want to talk about.

- Help the storyteller pick a short, possibly catchy name for their story.

- Ask them to think of three or four things they want to be sure to say and jot them down on an index card.

- Add beginning and final sentences to their notes. The beginning sentence should start with their name and then something about the topic of their story, possibly in an interesting way.

- Discuss how, in three- to five-minutes, they will add words to what they have written in order to make their talking points into a fluid story.

- Have them practice the story with you once or twice, before you record. Provide gentle hints to improve the narrative and discuss how to keep the story short, if needed. Encourage the inclusion of names and dates (or approximate time periods). We recommend an hourglass timer as a visual to estimate time, so that you are not distracted by additional technology.

- Note: Some storytellers may want to fully prepare their stories ahead of the recording. This is not recommended, because this can make the storytelling sound as if they are reading rather than telling their story naturally.

COLLECTING STORIES

View How to Use Story Booth Mode to Collect Stories.

- After signing into Memria, click the orange circle with the initial or profile picture at the bottom of the left panel.

- Select Story Booth Mode. We recommend using Story Booth Mode because the personal contact made while sitting with the storyteller is most effective.

- Select one of the categories for stories, dependent upon discussion with the storyteller. To help you select the category, a hard-copy list of categories with descriptions and prompting questions should be posted in the area you collect stories. For posting on the website, we recommend that stories be in one, two, or three categories.

- Click Get Started.

- Be sure that the microphone is attached to the computer by USB, with the cable connected and the blue light on. Volume should be set at the highest level; click the + to increase.
Tell the storyteller that they can view how much time of the maximum five minutes they have used by glancing at the screen, and that you will give them a warning at one minute and then again at 30 seconds when they are running out of time.

Remind them that they should begin as soon as you click Record, in order to avoid dead space at the beginning. Remind them to start with their greeting beginning sentence, introducing themselves with their full name before the story’s introductory sentence.

Click Record and make a start motion with your hand.

If at any time the storyteller gets flustered or wants to start over, click Stop, wait for the story to upload, then start again by clicking Re-record.

You can click the Take Photo button to access the webcam on Chromebook, although we do not do this in Adirondack Community. Click Allow and take a photo of the storyteller. It will automatically be added to their story. If the storyteller does not want their photo with the story or you think that other photographs will be enough, that is fine. Only the photographs selected later from your archive, that the storyteller supplies, or that you obtain from other sources will appear with the story.

When they are done recording, click Save and Preview at the top of the page.

The preview screen will allow you to play the story before it is submitted. Always listen to the beginning of the story in the presence of the storyteller to be sure that the recording quality is good. Wait until it uploads. If you detach the microphone to listen together, be sure to plug it in before recording again.

To re-record, if needed, click Back to go to the Tell Your Story page and click Re-record.

Have the storyteller enter their full name and complete the permissions questions for displaying their name, allowing you to edit, publish, and share the story, and signifying that they have read the Terms of Service and Privacy Policy documents. Click Submit.

An email will automatically be sent to the project Gmail account when each story is submitted.

Close and thank the storyteller. Tell them their story will be approved soon, with their own photographs and/or photographs from the archive added to it, and it will then be released in about one week for them to View and hear on your story project’s website.

Ask for photographs (if they did not bring them to the recording session or send them beforehand). Be sure to set a deadline for them to send them to you at the project’s Gmail address. Follow up with an email, call, or text if they do not send them within one week. Move on after you receive the photographs, in order to concentrate on the next storytellers.

**Note:** Other than those with program responsibilities, no one should be touching the program equipment or software.

**Note:** Only children 13 and older can record stories without parental permission. At the early stages of your project, we recommend that you choose to allow only 13 and older children to tell stories. You can adjust this later, using parental/guardian permission forms. Of course, listening to stories is recommended for all ages!
SELF-RECORDED STORY COLLECTION

View How to Collect Self-recorded Stories.

- Although OurStoryBridge works best with a Story Aide working in-person with the storyteller, you can send an email to the storyteller with a link for the story to be told using their own computer or tablet.

- Communicate with the storyteller by email or telephone to determine the possible category for the story and to understand their ability to record the story on their own. Because you can choose the category or categories, this is only relevant because of the prompting questions that will appear on their screen. You can tell them to ignore these.

- You may want to help the storyteller construct and practice their story.

- Open Memria and go to Requests on the left side of the page.

- Select the most likely category for the story and click the name.

- Got to Manage Storytellers, Add Contacts, and add the information for the storyteller.

- Click Edit Invitation.

- The email generated by Memria will include a link and specific information for what to do to record the story. In addition, we recommend that the body of the invitation be edited to include relevant information for each category in use. For example:

  Dear [first name],

  Thank you for offering to tell your story. The link below will start you on the process. A few helpful hints:

  - If you have headphones, please use them (although it is not required).
  - Please email any relevant photographs to [add project Gmail address].
  - Remember to write out the first line introducing yourself, an ending, and a few points you want to be sure to touch on as you tell your story.
  - You might also want to think of a title as you plan your story.
  - Don’t hesitate to email me with questions at [add project Gmail address again].

  Thank you again for doing this,

  [your name]

- Select the storyteller from the list and click the Send Invites button. They will then receive your email invitation and all the information they need to record their story.

- When the storyteller has recorded the story, you will be notified by email in the same manner as when you use Story Book Mode.
Collecting, Processing, and Posting Stories

Note: You can also include a Tell Your Story button on your story project’s website, using the same generated link as in the emails you send. When visitors to your site click on the button, they will be taken to the public version of the story request. This contains the Tell Your Story button, which will require the user to create an account (with an email address and password). Once this account is created, users will View a Record page that looks just like Story Booth Mode. (Given Adirondack Community’s success with in-person storytelling and recording, we do not recommend this option for widespread use to execute your OurStoryBridge project. However, this option can allow for increased access to stories due, for example, to distance, comfort, mobility, or crises like the coronavirus pandemic.)

PROCESSING STORIES

View How to Use the Story Log, How to Add Photographs and Publish Stories, and How to Generate Links and Embed Codes.

Immediately upon submitting the story, complete an entry in the Story Log, bookmarked on the Chromebook. This is the resource used to keep track of stories—update continuously. Enter the story number, title, storyteller, email address, telephone number, categories to post in, date published, transcript status, and status of photographs. Keep this updated as you move through the steps. When the Embed Code is added, it should be highlighted in yellow until the posting is completed.

Sample Story Log shows you how to construct your Story Log.

When entering data into the Story Log, also add one, two, or three relevant categories for website posting. Try not to use any one category too often.

If you have an arrangement with an archive or other resource, immediately email them requesting up to five (four if there is a storyteller photo) relevant photographs related to the story description you write. Send key words to help in the archivist’s search. Indicate that you need the stories within one week after the story is recorded. Remind either the archivist or storyteller, as needed.

The photographs must be digital; photos of photographs taken on a smart phone are adequate, but be careful of shadows and lights that impede photo quality.
If you cannot obtain photographs from others or take them yourself, search the internet, but check for copyright and other intellectual property claims before posting. Credit photographers contributing to the site as you download them to the story, using the option supplied in Memria. A Creative Commons (CC) license is one of several public copyright licenses that enable the free distribution of a copyrighted work. Several sites offer Creative Commons search tools for creators seeking to discover and reuse free resources, such as https://ccsearch.creativecommons.org/. When in doubt, check with the website from which images are taken.

- You can receive photographs by email, then download to insert into Memria.
- Store the photographs on the Google Drive under “Story Log, Photographs, and Transcripts.” Make a folder for each story, using the number from the Story Log and storyteller name, then input the photographs, and later the transcripts if you get them. For storytellers with multiple stories, you can use one folder, adding the story numbers to the folder name.
- Add/change the photographs by clicking Edit Photo(s):
  - To add photographs, go to the story, browse to the photo location, then upload the photographs, one by one.
  - To remove or change a photo, follow a similar process.
  - To edit or add a caption, click on the photo and make changes in the caption text box. You can use this box to credit photographers.
  - When you are finished, click the pink Save and View story button at the top of the page. This will return you to the story.
- Update the Storyteller Worksheet with appropriate story numbers.
- After the photographs are uploaded, email the Project Manager to publish. The Project Manager should listen to each story before it is published to assure that quality and content are appropriate. You can then decide whether the Project Manager or other staff should continue processing and posting the story.
- Update the Story Log to indicate the date that the story is published, and add the Embed Code from Share to the last field, highlighted in yellow (to signify that it is not posted yet).
- Add the story number to the notes field in the Story Log, then click Add.

TRANSCRIPTS

- To continue processing the story, click the Transcript button to have a transcript generated from the audio recording (if you want one).
- An email will be sent to your project’s Gmail address when the transcript is ready (usually within 30 minutes); the email will contain a View Your Story link to download the story. You can also download later on by going to the story in Memria and clicking Download Transcription File.
Collecting, Processing, and Posting Stories

- Open the **Story Log** on the Google Drive to see the list of stories in order. When the email about the transcript arrives, denote in the appropriate box on the **Story Log** that the transcript is completed.

- Add the transcript to the Google Drive, in the folder “**Story Log, Photographs and Transcripts**,” under the appropriate number and storyteller.

- Change the name of the transcript document by adding the story number and deleting the date, so that what remains is the story number and storyteller.

- Print the transcript and place into the loose-leaf binder in story number order, writing the story number on the top right of each page.

- **Note:** Memria will invoice you monthly, at the rate of $1.50 per audio minute transcribed.

- **Note:** You may decide not to collect transcripts, leaving out these steps; they can also be requested at a later date.

**POSTING STORIES**

- View: [How to Post Stories in Strikingly](#) and [How to Generate Links and Embed Codes](#).

- By clicking the Share button on the story on Memria, social media buttons will appear in order to post the story directly onto Facebook and Twitter, along with a website link to the story and HTML code for website posting. That HTML (Embed) Code is used to post the story on your website.

- To post on the project website, sign in to [Strikingly](#) or another website builder, bookmarked on the Chromebook.

- Click Edit.

- On the left where you see Home, click to find the category pages indicated on the **Story Log** for the story you want to post. You will do this several times, dependent upon how many categories you have chosen for the story.

- Be sure that stories are presented three across, with no more than 18 – 24 stories per page.

- When a page has reached the maximum number of stories, add a new page. This should be done by whomever updates the website.

- When you are in the appropriate category, scroll down to the last story posted. Maintain the three columns of stories by right clicking the plus sign (+) located under the story that you want to post.

- Find the Embed Code from the **Story Log**, highlighted in yellow because it has not been posted yet.

- Choose HTML, then Edit, then HTML.

- In the custom HTML Code Box, paste the Embed Code from the **Story Log**. Then click Save. Remove the yellow highlighting from the cell with the Embed Code.

- Check that the story, with the photographs rotating, appears on the page.
Repeat this process for all relevant categories, then click Publish. The exclamation point denotes that there are unpublished changes to the website.

**Note:** The changes will not appear on your website until you close out of Strikingly and refresh the browser for the website.

If you make a mistake, click the garbage can on the upper right of a story. Delete, then click Publish.

**Note:** The Public Stories tab in Memria’s navigation menu on the left will show all published stories, with a public URL you can get from Memria; this is not the preferred way for stories to be viewed by the public, because this link shows all stories without the organization by category.

### WEBSITE METRICS/ANALYTICS

Strikingly provides for such metrics as unique users for different periods, most viewed pages, countries of viewers, etc. Strikingly collects data in 90-day intervals, so we recommend that you use Google Sheets to collate this running data. These numbers are useful to promote your project.

Google Analytics is a free service with deeper analysis. Free online tutorials are available.

#### Sample Metrics

The following metrics are calculated from the first six months after the *Adirondack Community* story project launched and its website went live.

<table>
<thead>
<tr>
<th>Category</th>
<th>#</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>754</td>
<td>Unique website users, within first 3 months</td>
</tr>
<tr>
<td></td>
<td>1,295</td>
<td>Unique website users, within first 6 months</td>
</tr>
<tr>
<td><strong>Storytelling</strong></td>
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<td></td>
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<tr>
<td></td>
<td>100</td>
<td>Storytellers</td>
</tr>
<tr>
<td></td>
<td>157</td>
<td>Stories collected</td>
</tr>
<tr>
<td></td>
<td>95</td>
<td>Stories collected from storytellers 70 years old or older</td>
</tr>
<tr>
<td><strong>Community Engagement</strong></td>
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<td></td>
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<tr>
<td></td>
<td>7</td>
<td>Podcasts produced</td>
</tr>
<tr>
<td></td>
<td>130</td>
<td>Storytelling sessions</td>
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<td></td>
<td>2</td>
<td>Community celebratory events</td>
</tr>
<tr>
<td></td>
<td>80</td>
<td>Participants in celebratory events</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Classroom visits</td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>Participants in school events</td>
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<tr>
<td></td>
<td>1</td>
<td>Presentation to regional library network</td>
</tr>
<tr>
<td></td>
<td>238</td>
<td>Total participants in <em>Adirondack Community</em>-related activities</td>
</tr>
<tr>
<td><strong>Marketing &amp; Publicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Poster designs created and displayed</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Press releases</td>
</tr>
<tr>
<td></td>
<td>34</td>
<td>Facebook posts</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>Community e-newsletter posts</td>
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<tr>
<td></td>
<td>1,000+</td>
<td>Reactions to posts and e-newsletters</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Major print media stories, including front page placement</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Media-created podcast</td>
</tr>
</tbody>
</table>
XII. Communications, Marketing, and Public Relations (CMP)

*Adirondack Community* utilizes one part-time staff, in conjunction with the volunteer Project Manager, to execute the CMP responsibilities. These are especially important in project planning and during the first year. Ideally, staff would have relevant experience. It may be possible to combine the CMP responsibilities with those of the Story Aide.

**PROJECT NAME**

Agree on a concise, catchy name for your project and use it for the website, Gmail address, in grant proposals, and all project communications. Our example is *Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are*. Colloquially, and for branding purposes, we refer to this as *Adirondack Community* or, simply, the story project.

*Note:* You may want to suggest a tentative project name with which to convene focus groups and generate feedback (see below).

**FOCUS GROUPS**

Hold focus groups during the initial planning phase: 1) finalize project name; 2) determine story categories; 3) list initial storytellers; and 4) engender community interest. Market the focus groups through word-of-mouth, posters, email, social media, community e-newsletters, press releases, etc., and recognize that personal and in-person contacts are the most valuable.

Focus group work from *Adirondack Community* can help you to conduct the process. See **Sample Focus Group Agenda**, **Sample Focus Group Email**, **Sample Focus Group PPT**, **Sample Focus Group Summary**, and **Sample Story Categories**.

We recommend using an experienced meeting facilitator in your community to conduct the focus groups, being especially careful to guide participants to focus on the types of stories that are relevant to your community. (And be careful not to let them get sidetracked telling stories to each other so the process gets sabotaged!) There is an excellent guide online for meeting facilitation prepared by the American Library Association: [Leading Conversations in Small and Rural Libraries](#).

Document everything discussed at the focus groups. Determine story categories based on focus group consensus. Circulate the final category summary, and be sure to include appreciation for everyone’s participation.

Create the *Storyteller Worksheet* from the names of potential storytellers collected. Update and research email addresses and telephone numbers.
BOILERPLATE PROJECT DESCRIPTION

Develop and use one boilerplate project description for all related project work. This description should be simple and clear yet detailed enough to fully describe the project. It should captivate your audience and generate brand recognition.

Be sure to include language required by funders, such as your sponsoring library or other such organization. It is easy to forget that this boilerplate work has been done, so be careful not to re-invent language. Use this document has a central reference.

See Sample Boilerplate and Grantor Information.

MARKETING PLAN

See Sample Marketing Plan.

As detailed below, your marketing plan should be developed from the boilerplate project description to include the items below, with tools, details, personnel assignments, and status of completion.

- **Marketing Goals**
  Draft marketing goals. Generally, the first goal will focus on *story collection* by creating awareness of the project before and during implementation and making the recruiting storytellers high priority. The second goal should relate to *inspiring listeners to go to the website* to listen to stories. Together, these two goals can help you to generate brand recognition, attract more storytellers, network for publicity, and increase opportunities for ongoing funding.

- **Marketing Targets**
  List who you are targeting in your marketing: who are the audiences for your story project? Make a list, e.g. potential storytellers, the community, the press, potential partners, etc., and include contact information where possible.

- **What to Market**
  List initial expectations for what you can market. For example, *Adirondack Community* markets its grant awards; project implementation milestones; events; opportunities to record stories; our email address to learn more about storytelling; our web address to listen to stories, specific stories and podcasts, etc.

- **Story Goals**
  Set ambitious, yet realistic goals for the number of stories by specific dates, e.g. launch, monthly (taking into account seasonal issues), and annual. Your *OurStoryBridge* project story goals should reflect your initial understanding of the capacity and engagement of your community. You can adjust the story goals as needed once the project is underway.

Each *OurStoryBridge* project can determine their community’s resources and how best to employ them. The CMP work for *Adirondack Community* remains crucial to its success, and should be updated continuously.
POSSIBLE MARKETING TOOLS
Marketing tools like those described below are recommended for inclusion in the Marketing Plan, with descriptions, personnel assignments, and status of completion.

- **Logo**
  See **Sample Logos**.
  Design a colorful logo that exemplifies your project and use it often to gain brand recognition. Be sure to make it adaptable to and attractive in different media, and in an electronic format that is easy to use (e.g. PDF also in vector format, JPEG, and PNG).

- **OurStoryBridge Logo**
  See **OurStoryBridge Logo**.
  Each OurStoryBridge project must include the logo and conform to use requirements. Obtain details and permission form by emailing createyourstoryproject@gmail.com.

- **Project Website**
  See **Sample Adirondack Community Website**.
  Buy a domain name appropriate to your OurStoryBridge project as soon as it is agreed upon. Draft an outline and navigation for the website’s design and content; add text and links; collect photographs; and include the logo. Hire a webmaster or ask experienced staff or a volunteer to follow the recommendations in this User Guide to put it together. Keep it attractive and straightforward and continually updated. **Do not publish until the first stories are posted.** An “In the Media” tab can be used to post news stories and publicity about your project and links to the project Facebook page or other related social media sources can be added. Most importantly, keep your story project website current and use it to communicate ongoing and future activities and events.

- **Library or Other Organization Website**
  See **Sample Library Website**.
  If a library or other organization is your sponsor, be sure to provide them a link to your website so that they can help promote your project. Any partnerships you cultivate can add to your exposure; be sure to ask them to place a link to your OurStoryBridge project on their websites.

- **Social Media**
  See **Sample Social Media and Digital Community Platforms**.
  Assuming social media is a good way to communicate in your community, use it! Links on each story’s page in Memria can help you. **View How to Generate Links and Embed Codes**. Develop your social media persona. Create a master list of social media outlets (including digital community platforms), organize a posting schedule, and follow up on any engagement. Post and cross-post links to stories with frequency, publicize events and engagement opportunities, post press releases and media coverage, etc. Use photographs.
  You may be able to post under the organization sponsoring the project, e.g. library or other non-profit organization, or as the story project itself. Adirondack Community created a
dedicated Facebook after stories reached the 150 milestone because resources weren’t available earlier. A specific marketing plan similar to that for the entire project was drafted to clarify objectives, targets, what to post, how to create followers/likes, posting frequency, how to generate links, etc. The page has been successful, not only in increasing website views/story listening in the local area, but interest with beyond the community. Ads using minimal resources were carefully targeted and added to interest. See Sample Facebook Page and Sample Facebook Marketing Plan.

- **Business/Appointment Cards**
  See Sample Business/Appointment Card.
  A business card with the logo, website address, Gmail address, and a space to write tentative or scheduled storytelling appointments can be very useful. Distribute them widely. Vistaprint is one of many easy resources to prepare and print such cards.

- **Banner**
  See Sample Banner.
  Make a banner with the logo, project name, website address, and project email to display at events.

- **Emails**
  Use the Storyteller Worksheet, Story Log, or other project-associated lists available to you to periodically email groups (using blind copy [bcc]) to update them on progress, invite them to events, show your appreciation, ask for assistance, etc. An email marketing company, like Mailchimp, can be used to manage and design your email/newsletter blasts. Keep in mind that this can incur additional cost.

- **Public Relations**
  Keep copies of all press work, as outlined below, in the Google Drive in sub-folders.
  - **Media Contacts List:**
    Create and continually update a Media Contacts List that includes the publication name, type of media, individual reporters, title, email address, phone number, and website address of publication. The list should include traditional and online media, radio and television, social media, and any community e-newsletters.
  - **Press Releases:**
    See Sample Press Releases.
    Draft and circulate press releases to highlight (and show appreciation) for funding, publicize events, celebrate milestones, ask for community assistance, etc. Be sure to use approved boilerplate language and provide appropriate contact information. All press releases should be approved by the Project Manager as well as anyone quoted therein. Use the Media Contacts List to initially circulate press releases, preferably by email, but call reporters to develop relationships to make it personal.
● **Coverage:**

  See [Sample Media Report](#).

  Keep copies of all traditional coverage and samples of social media and e-newsletters. This is especially important to provide to funders with grant and other requests.

- **PowerPoint Presentations**

  See [Sample Focus Group PPT](#), [Sample Planning Group PPT](#), [Sample School Introduction for Administration PPT](#), [Sample School Introduction for Students PPT](#), [Sample 1st Story Release Celebration PPT](#), and [Sample 100 Story Celebration PPT](#).

  Prepare PowerPoint presentations and adapt for specific audiences. For Adirondack Community, we created several presentations—e.g. for the focus groups, the Planning Group, the local K – 12 school, and community celebrations.

- **Events**

  See [Sample Posters Including Events](#), [Sample 1st Story Release Celebration PPT](#), and [Sample 100 Story Celebration PPT](#).

  Hold events for the community, and invite your press contacts (using your Media Contacts List). For example, celebrate milestones and storytellers with a presentation of select stories accompanied by refreshments and a brief update on the story project’s progress. You can also set up your story booth or other recording area with your equipment in order to demonstrate how the storytelling process works. Adirondack Community uses name tags with storyteller numbers from the Story Log, rather than individual names, to help start conversations and encourage storytellers to be proud of their efforts.

  Be sure to record the names of all event attendees, with email addresses and phone numbers to solicit as potential storytellers. Count attendees for follow-up press releases. Create a festive, celebratory environment. Use the banner and hand out business cards.

  Attend other events in the community, ask if you can set up a table, show the booth, and solicit names with email and phone numbers to schedule storytellers. Speaking at events outside the community can help with fundraising.

- **Posters**

  See [Sample Posters Including Events](#).

  Draft posters to be placed in prominent locations throughout your community as well as in your library, historical society, or other sponsoring organization. Replace the posters regularly to keep the messages fresh and laminate them, if possible, to keep them in good condition. Always include your story project’s logo to generate brand recognition; the website address to attract visitors to the site for more information; and the Gmail project address to field questions or receive volunteer storytellers. Also list all upcoming events that you are hosting or attending.
HARD COPY LOOSE-LEAF FOR INTERNAL COMMUNICATION
Maintain a hard copy, loose-leaf binder for staff and volunteers. Include the *OurStoryBridge User Guide*, the Story Categories document, the *Story Log*, transcripts of stories, contacts, and other relevant documents. Update this binder as you progress through your community story project.
OurStoryBridge: Connecting the Past and the Present

“This project weaves together the different threads of our community’s history into one beautiful tapestry, that is ever expanding.”

— Katherine Brown, Keene, NY

www.ourstorybridge.org
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