

Things to Consider Before Making a StorySave Nomination and Being Part of a StorySave Production Committee

Each StorySave CD is produced by dedicated volunteers working with the StorySave Program Manager – a different group of volunteers, usually led by the nominator, for each StorySave teller. StorySave recognizes the importance of the work these production committees have been doing for many years to bring StorySave recordings into the world. Thank you! The StorySave program would not exist without this help.

Erin Beaubien is the Program Manager. She is hired by SC-CC and works with the StorySave Committee, the production committee and outside contractors to create CDs and podcasts that capture the voices of Canada's storytellers. Erin works closely with production committees and tellers, but her position is halftime, so volunteers are crucial to the program.

Producing a StorySave CD can be best understood as a series of manageable undertakings that add up to a completed project, under the guidance and with the assistance of the Program Manager.

No one does this alone. If you would like to nominate a StorySave teller, you must name at least one other production committee member when submitting a nomination. More committee members are welcome, depending on your project. Each StorySave project is different.

Feel free to ask questions before submitting your nomination by contacting the Program Manager at storysave@storytellers-conteurs.ca, or the StorySave Committee Co-Chairs, Sue Charters and Selina Eisenberg, at storysave-committee@storytellers-conteurs.ca.

Project Timeline – What's going to happen when?

The over-all commitment on the part of the production committee is approximately one year.

The teller and production committee will be working throughout with the StorySave Program Manager to set timelines specific to the project, but the timeline generally looks like this:

Following the nomination deadline of February 15th, the successful teller and their nominator are notified in writing in early March.

The teller signs a StorySave artist contract, and is announced at SC-CC's next annual conference. The selection is a secret until then!

The teller can begin to consider ideas for the album and an accompanying podcast, so ideas are ready for writing grant applications, which the Program Manager takes on, from August to October.

Local fundraising activities for the project, if needed, are organized by the production committee (StorySave can offer ideas and advice) and usually take place any time between the teller announcement and local album launch.

November/December: Recording studio should be chosen and booked. The Program Manager helps with this as needed.

January/February: Album recording is completed.

By the end of March, the Program Manager makes sure audio and graphic files are complete and sent to the CD manufacturing company.

The podcast/interview of the teller, as developed and arranged by the Program Manager, is made ready for publication by the launch date of the album.

Finished CDs are received prior to the annual conference, where the album is officially launched.

A local launch, if the teller decides to have one, is organized by the production committee. Funding may come through the project grant or through the production committee's fundraising activities.

Getting it Done – A Production Committee's Responsibilities

Funding

A StorySave project (including the album production and accompanying podcast) can cost anywhere from \$8,000 to \$16,000, including a \$1,500 artist's fee for the teller. Costs increase or decrease based on the number of CDs, charges of the recording studio, amount of additional mixing (sound effects, music), etc. This may sound daunting, but StorySave helps!

- Major grants are sought (and usually received) from the Canada Council for the Arts and provincial arts councils. SC-CC contributes some funds and proceeds from the annual StorySave quilt fundraiser also are usually contributed to the project.
- The Program Manager usually takes on much of the writing and final grant proposal preparation for larger grants being sought, and prepares a budget.
- Local fundraising beyond grant applications is at the discretion of the production committee. It is not obligated to organize fundraising and may choose to rely on funding from grants only, but might seek funds from community foundations, local businesses and corporations.

Supporting the Teller

Members of the production committee may work with the teller to develop the content of the album, may help with booking recording space, being with the teller during recording sessions, and drafting liner notes and finding graphics for the CD.

Promotion

The production committee usually arranges a local launch of the album, and may assist with a wider national launch as the project demands. The Program Manager and StorySave Committee plan the launch of the completed CD at the next annual conference.

The Role of the Program Manager – Who pulls it all together?

The Program Manager, in a part-time capacity, guides the project from conception to reality in cooperation with the teller, production committee, StorySave Committee and outside contractors – producing the CD, developing the podcast, administering the budget, posting, publicizing and promoting the album.

Understanding the process better – Who can help?

You may wish to consult with others who have managed production committees. The Program Manager can put you in touch with the appropriate person(s) who may best be able to provide you with follow up on how their projects and production committees were handled.

Producing a StorySave album is an incredibly satisfying and worthwhile endeavour, and well worth the effort. Thank you for considering becoming part of a StorySave production team!