

Building Adult Venues and Audiences for a Storytelling Guild

A workshop originally given at Sharing The Fire, Saturday, March 23, 2002

Summary

Description of the process and success in expanding venues for storytelling to adults; building profitable storytelling opportunities regionally; expanding listener base; and sharing lessons learned during seven seasons of a dinner storytelling series: "Story Sundays at the Glen Sanders Mansion." Includes how-to ideas about promotion, marketing, logistics and expansion, as well as example postcards, flyers, press releases, etc.

Outline

Situation in Fall 1999

1. Story Circle of the Capital District of New York had produced 3 successful Tellabration (audiences 300-400 per Tellabration, 30 volunteers per Tellabration)
2. Mailing list established (500 names)
3. Story Circle organized in 1983 as a social support group providing informal feedback for works in progress
4. Most venues geared mostly to children/youth, schools and libraries
5. Little shared marketing, although much energy

Plan and Implementation

1. A chance remark, made before Tellabration '99, becomes a pilot
 - Picked strong performers with local followings
 - Sent direct mail to our storytellers and Tellabration mailing list
 - Chose the dates to fit around Tellabration 2000
2. "Story Sundays at the Glen Sanders Mansion" monthly adult storytelling dinner series
 - Historic site, excellent reputation regionally for ambiance, and it has its own story
 - Service and food quality an attractive draw by themselves
 - Viewed as a private party by the Glen Sanders Mansion www.glensandersmansion.com
 - Viewed as "filler" by the Glen Sanders Mansion management when other banquet/wedding opportunities sparse (i.e. fall/winter/early spring)
3. Logistics
 - Usually 2 tellers/theme/evening (see list of programs in Appendix 1), 50-100 listeners per evening.
 - 5:00 PM to 8:00 PM, cash bar and dinner. Four courses story interwoven with three courses of food (salad, main course and dessert). The plates for each course are picked up before the next story set starts. No coffee/tea service during the stories either.
 - Cost: originally \$20, now \$25 for regular evenings; setting cost \$9 above the cost of the meals works well for us
 - After meals paid for, balance split 75% / 25% tellers/production costs (with 70 paid tickets, each of the two tellers gets \$180 and a free meal, with family meals sold at cost)
 - Shared promotion with Tellabration in Fall for October and January shows
 - Reservation telephone number and email address for menu selection (only 3 choices for cost control). People pay at the door.
 - There is a stage (needed for our short listeners) and a microphone (needed for our elderly listeners). The rectangular tables are placed with their narrow ends of the tables pointing toward the stage. While the tables can seat 10, we normally only seat 8 per table, removing the 2 seats nearest the stage, where the listeners would have their backs to the tellers.
 - Recent promotion to attract new listeners: Save \$5 if you've never come to Story Sundays (a welcome to Story Sunday discount). Save \$5 if you bring someone who has never come to Story Sundays (a thanks for bringing someone new discount). Only one \$5 discount per person.
 - See Appendix 2 for explicit instructions on how to run a Story Sunday.
 - Reserve banquet rooms for the Sept.-May season the previous June. Start booking tellers. Establish the menus for the entire season.

4. Early success/feedback
 - Tellabration audience clearly wanted more storytelling
 - Glen Sanders Mansion a draw
 - Interested and supportive staff at Glen Sanders Mansion
 - Tellers enthusiastic
 - Producing is “work”; need help and infrastructure – **not** a one person job
 - Programs enhanced by music, although not every program includes music
 - We tried expanding to a second restaurant 10 miles away, but we never established a new listener base there.

Story Circle as Production Company

1. Story Circle Productions Ltd. coincidentally forming a not-for-profit production company to sponsor Tellabration; share/use infrastructure
2. Distinct from monthly meetings
3. Overhead support from Tellabration earnings
4. Web site on Albany Times Union newspaper’s communities pages:
www.timesunion.com/communities/storycircle
5. Jobs: go with the strengths of your people

Producer (big picture person, well connected)

- Shapes direction and growth of the series
- Interfaces with Glen Sanders Mansion and tellers
- Greets and sells tickets at the door with a helper
- MC most months
- Involves community organizations

Co-producer (detail person, organized)

- Produces high quality postcards (see Appendix 3) and flyers (see Appendix 4)
- Press releases (see Appendix 5) emailed for each program to local newspapers’ entertainment editors as well as to that month’s tellers. All these editors prefer email.
- Mailings for each program to local newspapers’ entertainment calendars. One paper requires faxes – always ask first how information should be sent and to whom before sending information to a newspaper.
- Maintains mailing list (currently 1,238 names) and email list (373 names) -- not including Story Circle members. See Appendix 6 for the structure of the mailing list
- Each month provides a packet for each table: 6 copies of the most recent flyer, plus a satisfaction survey for each person (see Appendix 7) , plus a join our mailing list form (see Appendix 8).
- Helps with on site registration, MC’ing, etc.

6. Where our audience comes from
 - Word of mouth – our most important source
 - Tellabration
 - Mailings
 - Newspaper calendars
 - Senior groups
 - Library staffs
 - Couples groups
 - Book clubs
 - Not-for-profit benefit programs
 - Church groups

Evaluation/Feedback/Lessons Learned After Six and a Half Seasons

1. Over 50 Story Sunday dinner productions (3,500 listeners)
2. Successful combination: storytelling with good food and ambiance
3. Handicap access required for this mature audience
4. Vegetarian selection needed

5. Conversation at the tables is usually vibrant, involving everyone at the tables, including those who were strangers at the beginning of the evening
6. Open invitation to Story Circle members for monthly program: theme and tellers. Producers clear the proposals
7. Connection to service groups and fund raising to build audiences
8. Value in shared marketing with Tellabration and storytelling at other venues – we swap ad space in programs of a nearby Tellabration and a festival
9. Shared support of production company essential for long-run
10. Choose a restaurant with a separate banquet room and experience in catering private parties
11. Reduce productions costs as much as possible – postcards now sent out via www.usps.com/maillingonline/

Changes Made After Our First Seasons

1. Growing Tellabration:
 - Moved to a professional theater in 2001, 10 miles east in Albany. We reluctantly left it in 2005 as our audience dwindled. Returning to our home turf, Tellabration 2005 had 80 more listeners than in 2004.
 - Produced a CD of the performance, mostly as a promotion tool
2. Expand production base to other locations
 - Summer Story Sundays in local park which has entertainment events almost every summer evening. This draws a mixed crowd, some families, some adults, usually 100 listeners per event. These events are half subsidized by the park.
 - Launch an Albany restaurant location to better connect regionally. Unfortunately we never developed a following there, so we no longer use that venue.
3. Have a storytelling “jubilee” at Story Sundays once a year to involve 5 or more tellers -- broaden base of performing tellers within Story Circle. It also draws all those tellers’ family members and friends to Story Sunday.
4. Sponsor national teller(s) at least once a year for storytelling community – teller conducts a workshop for Story Circle members, underwritten by their membership dues
5. Include a double-sided flyer each fall (one side advertising Tellabration, other side advertising the first half of the Story Sunday season) in the local county arts council newsletter. We only pay for the flyers, the arts council pays for the postage. Their patrons are a target audience for us.

Biographies

Storytellers Joe Doolittle and Kate Dudding have been producing storytelling events in New York State’s Capital Region since 1997. Over 6,000 people have attended their 60 productions.

Alden T. (Joe) Doolittle has used storytelling in staff development, training and graduate education. As a health care management consultant, he employs storytelling with clients and regional audiences and with diverse audiences as a Sunday school teacher at Schenectady’s First Reformed Church and volunteer chaplain at the Albany Medical Center.

Alden (Joe) Doolittle, 112 Maplewood Drive, Scotia, New York 12302 (518) 399-0499

aldenjoe@att.net

One night in 1989, Kate Dudding's young son demanded a new bedtime story. So she told him how she had accidentally locked her parents out of the bathroom when she was just his age. Since then, Kate has been telling many kinds of stories to all ages. A particular interest of hers is telling stories set in history -- giving a voice to people from the past. She has told stories at many venues in the Northeastern USA, including The New-York Historical Society (New York City, NY), First Night Saratoga (Saratoga Springs, NY) and The Norman Rockwell Museum (Stockbridge, MA).

Kate Dudding, 8 Sandalwood Drive, Clifton Park 12065 (518) 383-4620

kate@katedudding.com www.katedudding.com

Appendices

Appendix 1: Seven Seasons of Story Sunday Programs

Seventh Season 2005 - 2006		
Sept. 25	School Daze	Lorraine Hartin-Gelardi and Karen Pillsworth
Oct. 23	Sharing The Circle:An Evening of American Indian Songs And Stories	Joseph Bruchac
Dec. 11	Winter Wonderings: Stories of Holidays and Home	Kate Dudding and Sandy Schuman
Jan. 8	Storytelling Jubilee: A Story Potpourri	Alma Alvarez, Kathleen Gill, Janet Glanz, Lorraine Hartin-Gelardi, Lois Foight Hodges, and Joe Peck
Feb. 12	Lovers and Other Lunatics	Elizabeth Ellis
Mar. 19	Grace O'Malley, the Pirate	Marni Gillard
Apr. 23	Secrets for Living the Good Life	Jack Maguire
May 21	Spring Tonic	Joe Doolittle and Christie Keegan
Sixth Season 2004 - 2005		
Sept. 19	September Song: Stories of Precious Days	Jane Ainslie and Mary Murphy
Oct. 24	Voices From the Past: Stories of Real Men and Women	Kate Dudding and Nancy Marie Payne
Dec. 5	Christmas in Paradise: Surprising Stories of Giving and Getting at Christmas	Tom Weakley and Joe Doolittle
Feb. 13	Stories From the Heart of the Matter	Elizabeth Ellis
Mar.13	In the Teeth of the Wind: Stories to Chew on	Susan Fantl Spivack and Jeannine Laverty
Apr. 17	Spring Forward (Fall Back)	Sandy Schuman and Amy Spaulding
May 1	From the Adirondacks to Africa	Marni Gillard and Fran Yardley
May 15	A Bouquet Of Stories To Welcome Spring	Fran Berger, Dee Lee and Frank Wind
	<i>Stories in Freedom Park</i>	
June 26	Stories for a Sultry Summer Evening	Dan Testo and Barbara Chepaitis
July 17	Terrific Tales From Around the World	Micki Groper and Christie Keegan
Aug. 28	Home From Camp	Kent Busman and Joe Doolittle
Fifth Season 2003 – 2004 at Glen Sanders Mansion and Century House		
Sept. 28	Food for Laughter	Jackson Gillman
Oct. 19	Oh Swear Not By the Moon --Stories of Love and Lunacy	Mary Murphy and Nancy Marie Payne

Nov. 2	Stories of (and told by) Strong, Sassy, Sage Women	Kate Dudding
Feb. 1	Oh Wouldn't It Be Lovely: Love Stories of All Sorts	Barbara Chepaitis and Christie Keegan
Feb. 22	Falling into the Ocean of Love...	Pleasant DeSpain
Mar. 14	Irish Tales and Whimsy	Bairbre McCarthy and Frank Orsini
Mar. 28	Manly, Yes, But I Like It Too: Tales For an Irish Spring	The Storycrafters: Jeri Burns and Barry Marshall
Apr. 25	Story Sunday Jubilee	
May 16	Stories From the Heart of the Matter	Elizabeth Ellis
Fourth Season 2002 - 2003 at Glen Sanders Mansion and Century House		
Sep. 22	Sparks!	John Porcino
Oct. 20	Strange Tales From The Ozark Hills	SweetLand Storytellers: Lois Foight Hodges, Becky Holder, Jeannine Lavery and Susan Fantl Spivack
Jan. 19	Winter Story Sunday Jubilee	Marni Gillard, Becky Holder, Hilary McLellan, Bethany Mifsud, Nancy Marie Payne, and Bob Racey
Feb. 2	The Snows Fade But Love Lingers	Christie Keegan and Frank-Lee Speaking (Dee Ellen Lee and Frank Wind)
Feb. 9	Your Heart's Desire	Peggy Cimino and Carol Connolly
Mar. 2	Shades of Green	Mary Murphy and Nancy Marie Payne
June 15	Stories of Fathers: Families, Fun and Faith	Marni Gillard and Sandy Schuman
	<i>Summer in the Park</i>	
	Irish Tales and Wonder	Betty McCanty and Bairbre McCarthy
	Stories to Bring a Smile and a Tear	Frank-Lee Speaking (Frank Wind and Dee Ellen Lee)
	Tales Down By the Riverside	Joe Doolittle and Marni Gillard
Third Season 2001 - 2002		
Sept.	Echoes in Our Hearts and Minds:	Marni Gillard and Nancy Marie Payne
Oct.	Sharing the Shivers	Arlene Brown and Betty McCanty
Jan.	Winter Story Sunday Jubilee: Stories to Warm a Cold North Night	Tony Carbone, Peggy Cimino, Kathleen Gill, Lois Foight Hodges Christie Keegan, and David Rubin
Jan.	Stories to Warm a Winter's Night	Jeannine Lavery and Tom Weakley
Feb.	Three Spirits Tell Love Stories	Kent Busman, Joe Doolittle and Harlan Ratmeyer

Feb.	Stories and Songs of Ireland	Bairbre McCarthy and Frank Orsini
Mar.	Shades of Green	Carol Connolly and Mary Murphy
Apr.	It's About Time	Kate Dudding and Christie Keegan
Apr.	Three Spirits in Springtime	Alan McClintock and The Storycrafters
May	Stories From the Heart of the Matter	Elizabeth Ellis
June	My Father Was a Storyteller	Fran Combs, Joe Doolittle, Sandy Schuman
July in Park	From Sunshine and Shadow: Stories of Growing Up and Older in NY State	Arlene Brown and Betty McCanty
Aug. in Park	You Never Know Who You'll Meet:	Joe Doolittle and Nancy Marie Payne
Second Season 2000 - 2001		
October	A Harvest of Stories	Becky Holder and Tom Weakley
January	Three Spirits in Winter	Kent Busman, Joe Doolittle and Harlan Ratmeyer
February	For Better, For Worse: Love Stories, More or Less	Four Stories High
March	Shades of Green	Bairbre McCarthy and Frank Orsini
April	Stories of Home and From Down the Street	Elizabeth Ellis
May	Stories Your Mother Never Told You	Arlene Brown and Kate Dudding
June	Stories for the Lazy Hazy Days of Summer	Carol Connolly and Mary Murphy
July	Summer Winds and Tales of the Arabian Nights	David and Gregory Rubin
July in the Park	Stories of Home and the River	Joe Doolittle and Kate Dudding
August in the Park	Stories for Families	Nancy Gifford and Christie Keegan
First Season 1999-2000		
October	Stories of Harvest and Home	Becky Holder and Jeannine Lavery
January	Winter Tales	Kent Busman and Joe Doolittle
February	Love Lights: Tales for a Valentine's Eve	Marni Gillard and Alan McClintock
March	Shades of Green: Irish Tales and Lore	Carol Connolly and Mary Murphy
May	Growing Ups and Downs: Stories of Families	Kate Dudding and Lois Foight Hodges
July	Midsummer Night's Dream: Tales of Whimsy and Magic	Barbara Palumbo and Nancy Marie Payne

Appendix 2: How to Run a Story Sunday

On arrival at The Glen Sanders Mansion

- 1) Introduce yourself to the servers and the bartender
- 2) Put out flyers and satisfaction surveys on the tables (8 people per table)
- 3) Put a Reserved Sign on a table for the tellers and on other tables for any group of 4 or more
- 4) Put the following on reception table:
 - Meal tickets (all 3 flavors (beef, chicken, veggie), numbered tickets/flavor in order) – used to keep track of how many people are attending
 - Extra pens
 - Tellers' CDs and tapes for sale
 - \$35 in petty cash
 - Reservation list from Joe Doolittle
- 5) Make sure there's a step to the stage near the FRONT edge of the stage (so tellers don't clunk their heads on the low ceiling) and that the mic is on.

Meet and Greet the Tellers

- 1) Show them where they'll be sitting and telling
- 2) Do a mic check
- 3) Get the timing for their sets (before salad, before entrée, before dessert) and give this info to the head server
- 4) Ask how they want to be introduced and who is starting each set
- 5) Give them each a meal ticket and take one for yourself and for your helper
- 6) Share with them how the listeners appreciated Tom Weakley when he visited each table during the meal

Greeting Story Sunday Listeners

- 1) Smile and welcome people
- 2) Ask if they are attending for the first time. If so,
 - They get in for \$20
 - If they were brought by someone who has attended Story Sunday before,
The bringer also gets in for \$20 (a finders' fee)
- 3) NO DISCOUNTS can be added up: everyone pays at least \$20, except family members of the tellers who pay what the meal costs -- \$16
- 4) Have the listeners make their checks out to "Glen Sanders Mansion"
- 5) If they absolutely must pay by a credit card:
 - Remember what the person looks like!
 - Take the credit card to the bartender in the Maquas Lounge (across from the ballroom) and get the credit card slips for the dinners
 - Have the person sign the credit card slips
 - Return credit card to person
 - Include merchant's credit slip with cash and checks used to pay the bill

- 6) Check off their names on the reservation list
- 7) Have each listener take a meal ticket (beef, chicken or veggie) – they can make changes from their reservation – it all works out.
- 8) Start the storytelling when there is no longer anyone coming in and hopefully everyone who has made a reservation has arrived. But there are some no shows, so don't wait for everyone. Start by 5:15 at the very latest.
- 9) Also walk-ins are also OK. They counterbalance the no-shows.
- 10) MAKE A NOTE ON THE TALLY SHEET OF HOW MANY ARE EATING EACH TYPE OF DINNER. If the topmost tickets are: Beef 22, Chicken 14, Veggie 6, then note down Beef 21, Chicken 13, Veggie 5

During the Program

- 1) Introduce the First Set
 - Welcome people and thank them for telling their friends about Story Sundays
 - Explain the 4 courses of stories interwoven with 3 courses of food
 - Introduce the tellers
- 2) Introduce the Second Set AFTER all the salad plates have been cleared
- 3) Introduce the Third Set AFTER all the dinner plates have been cleared
Go over the handouts on the tables, especially talking about the next Story Sunday
- 4) Introduce the final 2-3 minute bit by 7:50 (people will probably be eating dessert still)

After the Program

- 1) Ask the head server for the bill. We pay \$16 per dinner, no tax nor gratuity charges.
- 2) Put the \$35 petty cash back in the Story Sunday box (just a small box 8.5 x 11 x 2 from Office Max)
- 3) Make sure the bill is for no more dinners than the dinners you know about – see the tally sheet
- 4) Pay the bill using the checks and credit card slips, paying the balance in cash
- 5) Pick up the leftover flyers and satisfaction surveys and return them to the Story Sunday box
- 6) Spilt the remaining cash 75% to the teller (rounding up), 25% to Story Circle (to pay for the postcards)
- 7) Put the cash for Story Circle, the Glen Sanders receipt and the tally sheet the Story Sunday box

Appendix 3: Monthly Postcard

Sent via <http://www.usps.com/mailingonline/>

Story Sunday at The Glen Sanders Mansion

Jan. 8, 5:00 – 8:00 pm *Storytelling Jubilee: A Story Potpourri*

with	Alma Alvarez	Kathleen Gill	Janet Glanz
	Lorraine Hartin-Gelardi	Lois Foight Hodges	Joe Peck


Come hear stories from around the world and around the corner, told by six of our most delightful storytellers. Start the new year right with heartfelt and humorous stories.

Story Sundays, a storytelling dinner series for adults, is in its seventh season. Over 3,400 people (family and friends, club members, people celebrating birthdays or anniversaries, etc.) have enjoyed our special banquets which combine splendid stories with fabulous food.

Price: \$25.00, including dinner. Entrée Choices: Brisket of Beef with Pan Gravy, Chicken Marsala, or Vegetable Stir Fry

Discounts: **Save \$5 if you've never come to Story Sundays.**
(Only one discount per person) **Save \$5 if you bring someone who has never come to Story Sundays.**

***Reservations: (518) 384-1700 or
sc@katedudding.com***

Story Circle Productions, Ltd. www.timesunion.com/communities/storycircle	
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Return Address:

Story Sundays
c/o Kate Dudding
518-383-4620
8 Sandalwood Drive
Clifton Park, NY 12065-2700

<<<<<<<<<<<<<< personal contact
<<<<<<<<<<<<<< a telephone number to call to change address (hopefully)

Appendix 4: Half Season Flyer

(Please ignore a minor flaw in our logo in the bottom left corner – not present in the actual flyer)

Printed on brightly colored paper – worth the extra expense for visibility on bulletin boards, etc.

STORY SUNDAYS



5:00 p.m. to 8:00 p.m. **1 Glen Avenue, Scotia, NY**

Story Sundays, a storytelling dinner series for adults, is now starting its seventh season. Over 3,400 people (family and friends, club members, people celebrating birthdays or anniversaries, etc.) have enjoyed our special banquets which combine splendid stories with fabulous food. The Glen Sanders Mansion is an historic home which is now one of the finest restaurants/hotels in the area.

4 courses of stories interwoven with 3 courses of food (a banquet menu with salad, 3 choices for entrée, and dessert)

  	Jan. 8 Storytelling Jubilee: A Story Potpourri <i>Alma Alvarez, Kathleen Gill, Janet Glanz, Lorraine Hartin-Gelardi, Lois Foight Hodges, and Joe Peck</i> Brisket of Beef with Pan Gravy, Chicken Marsala, or Vegetable Stir Fry
  	Feb. 12 Lovers and Other Lunatics <i>Elizabeth Ellis</i> Home Style Pot Roast, Mediterranean Chicken, or Eggplant Parmesan
	Mar. 19 Grace O'Malley, the Pirate <i>Marni Gillard</i> Comed Beef and Cabbage, Chicken Dijon, or Spinach and Cheese Lasagna
 	Apr. 23 Secrets for Living the Good Life <i>Jack Maguire</i> Sliced Sirloin with a Garlic Gorgonzola Demi Glace, Chicken Pomodori, or Vegetable Napoleon
 	May 21 Spring Tonic <i>Joe Doolittle and Christie Keegan</i> Sliced London Broil with Hunters Sauce, Chicken Primavera, or Penne Pasta with Summer Vegetables



Story Circle of the Capital District
a group of people who love stories
www.timesunion.com/communities/storycircle

Reservations: (518) 384-1700
Price: \$25.00, including dinner
Money Saving Opportunities: (Only one \$6 discount per person)
Save \$5 if you've never come to Story Sundays
Save \$5 if you bring someone who has never come to Story Sundays

Appendix 5: Monthly Press Release

FOR RELEASE
Jan. 1, 2006

Contact:
Kate Dudding
518-383-4620 (day)
518-383-4620 (eve)
kate@katedudding.com

Storytelling Jubilee: A Story Potpourri **Storytelling Dinner Series Continues Its Seventh Season**

WHAT: Story Sundays, a storytelling dinner series for adults, is presenting the fourth of eight programs at The Glen Sanders Mansion. Storytellers Alma Alvarez, Kathleen Gill, Janet Glanz, Lorraine Hartin-Gelardi, Lois Foight Hodges, and Joe Peck will delight their listeners with stories from around the world and around the corner, including:

The Witless Wolf

A cautionary tale from Eastern Europe

Bringing Home the Grain

A true story of how a mundane trip to Saratoga became a never forgotten adventure

Myrtle and Edward

A folk tale about an older married couple, from both the Jewish and Japanese traditions

WHO:

Producers: Joe Doolittle of Scotia, and Kate Dudding of Clifton Park

Storytellers:

Alma Alvarez is a Mexican American actress and storyteller born and raised in California and a 16 year resident of upstate New York's Adirondack Mountains. With a large repertoire of folk tales and legends collected from many years of travel in Asia, Latin America and the United States, she endeavors to create an understanding of the many cultures of the world through the use of the Oral Tradition. She has appeared in many venues for both adults and children including schools, libraries and community events. She is currently Director of the Town of Chester Public Library.

The Story Walker, Kathleen Gill, first heard stories from both sides of her Irish family, tales of The Great Hunger, coffin ships, the mills, and the family farm in northern New York. She learned other ethnic stories while teaching reading on the Blackfeet Reservation in Montana and at migrant camps in New York and Colorado. The Story Walker is an avid hiker, both on and off the trail, and continues to collect stories from the people she meets on her travels. Kathleen is the author of two published books and two CDs. She has told stories in many local venues as well as teaches workshops.

Janet Glantz, a native Californian, tells folk tales, literary tales, tall tales, and myths to a variety of audiences. She has told stories in libraries, classrooms, churches, coffee houses, state parks, senior centers, and many other venues. Janet began telling stories in 1963 while working as a substitute children's librarian, in the Los Angeles Public Library System. She is a retired children's librarian, but continues to pass on her love of story by coaching a youth storytelling group, at the Unatego Central School. She has over 17 years of experience in teaching students to tell stories and will start with a new group of enthusiastic youth storytellers in January, 2006. She is a member of the Storytelling Center of Oneonta, The Story Circle of the Capital District, and the National Storytelling Network.

Lorraine Hartin-Gelardi's eclectic mix of folktales, literary tales, myths and tall tales enables her to tell stories to all manner of audiences, both young and old, in libraries, churches, retirement homes, schools, conferences and festivals. Lorraine particularly enjoys combining art and story in unique hands-on workshops for children and adults. Lorraine and artist Johanne Renbeck received a Dutchess County Arts Council 2003 Arts-In-Education Grant for Visual Narratives - The Artists' Workshop. Selected appearances include: IBM's Fall Fling, Tellabration! 2003 and 2004, Under A Celtic Moon: An Evening of Irish Stories, Faces of Courage: Presbyterian

Women's Synod of the Northeast, and Story Tsunami – Storytelling Benefit Concert for Tsunami Victims.

Lois Foight Hodges tells folk tales, tales of her own making, and literary tales by other writers. For all ages, young children, school ages, teens and adults, she combines entertainment and age-old wisdom as she welcomes her listeners into the spellbinding community of Story. Lois performs at the New York State Museum, the Iroquois Indian Museum at Howes Cave, in public and private schools, libraries and churches. She has been a guest teller for the Hotevilla-Bacavi School, Hopi Nation, Arizona, and the Carnegie Library of Pittsburgh and in Bradford, Pennsylvania.

Joe Peck, dairy farmer, humorous speaker and amateur cow psychologist, lives on Peckhaven Farm near Saratoga Springs, NY. He is the author of "A Cow In The Pool & Udder Humorous Farm Stories" and "A Tractor In The House & Other Smashing Farm Stories." (To order, see www.joepeckonline.com) Joe wrote a humorous column "Peck's Peckings" for eight years in the *American Agriculturalist* magazine. A member of the National Speakers Association and Toastmasters, Joe has been entertaining audiences for years with a combination of enlightened inspiration, homespun yarns and stand-up comedy, drawn from a lifetime of farm experience. His newest venture is storytelling, recounting his amusing adventures growing up on a small dairy and fruit farm in the '40's and '50's.

Media Sponsor: WMHT.

WHY: Over 3,400 people (family and friends, club members, people celebrating birthdays or anniversaries, etc.) have enjoyed these special banquets which combine splendid stories with fabulous food. The Glen Sanders Mansion is an historic home which is now one of the finest restaurants / hotels in the area.

WHERE: The Glen Sanders Mansion, 1 Glen Avenue, Scotia, NY

WHEN: 5-8 p.m., Sunday, January 8, 2006

HOW: Reservations: call (518) 384-1700 or email sc@katedudding.com .

The dinner consists of 4 courses of stories interwoven with 3 courses of food: salad, entrée, and dessert.

Entrée choices: Brisket of Beef with Pan Gravy, Chicken Marsala, or Vegetable Stir Fry

Price: \$25.00, including dinner.

Money Saving Opportunity for Newcomers:

Save \$5 if you've never come to Story Sundays.

Save \$5 if you bring someone who has never come to Story Sundays.

(Only one \$5 discount per person)

For more information about storytelling, see **Storytelling – It's News!** <http://www.storynet-advocacy.org/news/> . The summaries of over 230 recent articles on storytelling, from publications including *The Times* (London, England), *The Harvard Business Review*, *The New England Journal of Medicine*, *The LA Times* and *US News & World Report*, are listed there.

Story Circle Productions, Ltd., a not-for-profit corporation registered with the NYS Department of State, was created to promote the appreciation, understanding and enjoyment of storytelling in and around the Capital District through literary, educational and cultural activities.

Story Circle Productions, Ltd.
8 Sandalwood Drive
Clifton Park, NY 12065-2700
518-383-4620

Visit our web site: www.timesunion.com/communities/storycircle

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Appendix 6: Microsoft Access Database

This is used to keep track of who has attended which performances and to generate mailing labels and list of email addresses. We only send postcards to those without email addresses.

We also used this database to examine the habits of our audience. We discovered that not many people attend both Tellabration and Story Sundays. We're now sending Story Sunday postcards to the recent Tellabration audiences, in addition to highlighting Story Sundays in the Tellabration program.

Columns (Fields) in the Database:

- First Name(s)
- Last Name
- Street Address
- City
- State
- Zip
- Email Address
- Tellabration 99
- 1st Season
- Tellabration 2000
- 2nd Season
- Tellabration 2001
- 3rd Season: Scotia
- 3rd Season: greater Albany
- etc.

Appendix 7: Monthly Satisfaction Survey

Story Sunday Satisfaction Survey

Since there's always room for improvement, would you please help us by answering these questions?

Please rate the food. (One being lowest, ten being highest)

Beef										
Chicken										
Vegetarian										

How would you describe this evening to a friend?

What one thing would you change?

Do you have any specifics comments for our tellers?

How did you hear about Story Sundays?

Thank you so much, both for coming and for your comments. Joe Doolittle, Producer, Kate Dudding, Co-Producer

Story Circle of the Capital District Mailing List

If you'd like to hear about future performances, please sign below. Thanks.
(We do not rent or sell our mailing list to any other organization.)

Name	Email	
Street		
Town	State	Zip

Name	Email	
Street		
Town	State	Zip

Name	Email	
Street		
Town	State	Zip

Name	Email	
Street		
Town	State	Zip

Name	Email	
Street		
Town	State	Zip

Name	Email	
Street		
Town	State	Zip