

Tellabration!™

A Worldwide Storytelling Event

Promo Kit

*A trademarked program of the
National Storytelling Network*

www.storynet.org

1-651-703-8191

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Introduction

Included in this kit are promotional materials for your use to print from your home computer or to have printed by a professional. You may use any of the pages in this kit for your Tellabration!TM promotional needs.

Trademark

The Tellabration!TM logo and name are a registered trademark of National Storytelling Network. **You MUST use the Trademark symbol with the name or logo.** As a Tellabration!TM producer, you are required to register your event with National Storytelling Network. You may do so by completing the Tellabration!TM signup form on the official Tellabration!TM web site at www.tellabration.org OR by completing a signup form and sending it to the NSN office:

Tellabration!TM
National Storytelling Network
7338 Belleview Avenue
Kansas City, MO 64114-1220

Logo - Use the logo for cut and paste layouts when creating original promotional materials.

Font- The font for the Tellabration!TM logo is Informal Roman.

Trademark symbol - Control - Alternate-T will insert the TM symbol into text.

Letterhead - Make copies of the printout. Insert the copied letterhead into your printer to use with a word processing document as you would with traditional letterhead.

Tickets - When processed as a two-sided copy through a copier, each ticket will have a front with the Tellabration!TM logo and a back with the name, address portion. When cut apart, you will have 6 individual tickets per sheet. (You may consider using a poster-grade or cardstock paper for your tickets.)

Flyers/Posters - Make copies of the printout. Insert the copied flyer/poster form into your printer to use with a word processing document as you would with traditional letterhead. (You may consider using a poster-grade or cardstock paper for your flyers/posters.)

Drop-In Invitations and Postcards - For mailing purposes, you can purchase cardstock or postcard-grade paper for your invitations. The backside can be used for addressing and the invitation or postcard will act as a postcard mailer. When cut apart, you will have 2 individual invitations per sheet.

Bookmarks - When processed as a two-sided copy through a copier, each bookmark will have a front with the Tellabration!TM logo and a back with text. When cut apart, you will have 4 individual bookmarks per sheet. (You may consider using a poster-grade or cardstock paper for your bookmarks. Be creative: punch a hole in the top and add a tassel, yarn, or ribbon.)

Printed Program - We have offered several different forms for you to choose for your printed program. The program consists of one 8 1/2 X 11 sheet of paper folded in half. When folded down the middle, you have the outside "cover" of your program. You may use the "Blank Back" program cover, which has the Tellabration!TM logo on the right side and a blank back page for your needs is on the left side. You may also choose from two additional covers. One tells "What is Tellabration!TM" on the back cover and the other tells "What is National Storytelling Network" on the back. Remember, there is no right or wrong way to do this. Just let your imagination guide you. And be sure to have someone proofread before printing copies. It could save you much embarrassment later.

Recognition Certificate and Proclamation - For a more attractive certificate try using some of the specialty printing papers that are now available at your local office supply or paper supply stores. Many producers like to use the scrolled paper or parchment paper for the Proclamation for a more authentic appeal.

NSN Membership information - Promote the National Storytelling Network at your event. Membership is open to anyone interested in storytelling and this would be a great venue to encourage people to join NSN. If you are hosting an event for youth, you can also promote the National Youth Storytelling Showcase. You might also look at the Special Interest Groups and the Discussion Groups and promote these to your audience. A flyer about member benefits and a member form is included in the Promo Kit for you to copy.

*The official Tellabration!TM date for 2023 is
Saturday, November 18th
www.tellabration.org*

Planning Timeline

June (or sooner)

- ✓ Contact National Storytelling Network for your new Promo Kit at info@storynet.org
- ✓ Select your production staff
- ✓ Select your location
- ✓ Select your tellers
- ✓ Register your Tellabration!TM event with the National Storytelling Network

July

- ✓ Send letters of confirmation to your tellers
- ✓ Contact local agencies or businesses about creating partnerships for your event

August

- ✓ Meet with your public relations person to create publicity plans
- ✓ Call the lifestyles section editor at your local newspaper and discuss doing a color Sunday section cover article.
- ✓ Contact local media about the event - check dates for fall event calendars
- ✓ Set date for a Kickoff

September

- ✓ Get tickets printed
- ✓ Get flyers/posters printed
- ✓ Meet with the person doing the sound system
- ✓ Do a mailing (if one is planned)

October

First week:

- ✓ Arrange interviews with local radio and TV talk shows
- ✓ Hold a Tellabration!TM Kickoff

Second week

- ✓ Confirm story selection with tellers
- ✓ Distribute tickets to ticket sellers
- ✓ The first newspaper article should appear in local paper

Third week

- ✓ Send a calendar of events listing to newspapers, cable and local television stations, and radio stations

Fourth week

- ✓ Meet persons in charge of decorations and refreshments at the Tellabration!TM site

November

First week

- ✓ Deliver major press releases

Second week

- ✓ Ticket broker contacts staff regarding the status of ticket sales
- ✓ Decide on order of tellers
- ✓ Information for the printed program insert should be in the hands of the person responsible for it.
- ✓ If you are using an emcee, write a tight script
- ✓ Refreshments chairperson should remind people who have signed up to help
- ✓ Line up ushers, ticket sellers, someone in the parking lot to point the way

The Week of Tellabration!™

- ✓ Ask the ticket broker to check in with you and give an update on ticket sales every day or so.
- ✓ Follow through with news interviews that have been scheduled or have a member of the production staff do it.
- ✓ Check on programs to confirm they are ready

Countdown!

Friday (or the day before Tellabration!™)

- ✓ Decorate and set up the tables for refreshments, if possible
- ✓ Check on signage
- ✓ Be sure there are tables for tickets, tapes, or other promotional materials
- ✓ Include a place on the tables for information about joining NSN
- ✓ Be sure the programs are ready and at the site

Saturday (or the day of Tellabration!™)

- ✓ One co-producer should make sure the following are in place and that everything is running smoothly:
 - Ticket Sales
 - Ushers and other facilitators
 - Refreshments
- ✓ One co-producer should be in charge of the behind-the-scenes technicalities:
 - Lighting
 - Sound system and microphones
 - If the tellers aren't program listed according to when they are to perform, be sure to tell each one when he or she is to perform.

After you relax, but before you lose the excitement

- ✓ Complete your Tellabration!™ Survey and return it to NSN along with your materials, photos, and mementos for the Tellabration!™ archive.

- ✓ Write thank you notes to all of the people who helped make Tellabration!TM a success.

Tellabration!TM 2023

Sign Up Sheet

Please Print

Sponsoring group/
organization _____

Producer/Contact _____

Address _____

City _____ State ____ Zip _____

Phone (____) _____

Email _____

Member of NSN? _____

Co-Producer (If
applicable) _____

Address _____

City _____ State ____ Zip _____

Phone (____) _____

Email _____

Member of NSN? _____

Do you need a mentor? _____ Do you want to be a mentor? _____

Please record below the event being produced by the persons listed above.

(If your organization is producing additional events with different producers, please fill out a separate form.)

Event #1

Event
Site/Address _____

City and State of
Event _____

Date of Event _____ Time _____ AM or
PM

Phone: _____ E-mail _____
Website _____

(Note: Space provided for additional event listings on the back of this form)

NSN will send press release information to a maximum of two media sources in your area. Please complete below and submit to NSN by November 1. NSN would appreciate copies of any coverage you receive for the Tellabration!™ archives.

Name of newspaper/radio station _____

Address _____

City _____ State _____ Zip _____

Fax(____) _____

Contact Person _____

Email _____

Name of newspaper/radio station _____

Address _____

City _____ State _____ Zip _____

Fax(____) _____

Contact Person _____

Email _____

Fill out ASAP and return to

Tellabration!™
c/o National Storytelling Network
7338 Belleview Avenue
Kansas City, MO 64114-1220
info@storynet.org

All Sign Ups must be received by NSN no later than August 1, (insert current), to be included in the Tellabration!™ Site Listings featured in the NSNs website.

Available this year:

- ◆ Promotional Kit CD
- ◆ Tellabration!™ Manual and Guidebook CD (a complete "How-To" resource)

Both the Promotional Kit and the Manual and Guidebook are also available for downloading this year.

Call 1-651-703-8191 for credit card orders or make checks payable to NSN.

Mail checks to:
 Tellabration!™
 c/o National Storytelling Network
 7338 Belleview Avenue
 Kansas City, MO 64114-1220

Additional Event Listings:

Event #2

Event _____
 Site/Address _____
 City and State of _____
 Event _____
 Date of Event _____ Time _____ AM or PM
 Phone number _____ E-mail _____
 Website _____

Event #3

Event _____
 Site/Address _____
 City and State of _____
 Event _____
 Date of Event _____ Time _____ AM or PM
 Phone _____ E-mail _____
 Website _____

Event #4

Event

Site/Address_____

City and State of

Event_____

Date of Event_____ Time_____ AM or PM

Phone_____ E-mail_____

Website_____

Sample Staff Letter

(insert date)

Dear

Welcome to the Tellabration!TM staff. We are so happy you have agreed to join us. You will find that it will not take a lot of time, and the return on your time will be huge. Your primary job will be to sell tickets. In addition to ticket selling, we may call on you to help set up, usher...nothing very time-consuming.

Last year's Tellabration!TM was a complete sell-out. This confirms our belief that there are plenty of people who want to hear stories. With last year's huge success, we have decided to use the Public Library again for this year's event.

Our kickoff date is September , at 7:30 p.m. at the Public Library. This is our one and only meeting. We'll have a cup of cider, hear a story, renew acquaintances, and you'll receive your packet of materials. Short and sweet! Please let us know if you will be able to join us for the Kickoff. Call Jan at 123-4567 or Sue at 345-6789.

Sincerely,

Jan Smith
Sue Brown

Tellabration!TM is a trademarked program of the National Storytelling Network

www.storynet.org

Sample Ticket Letter

Thanks for Being a Part of our Seventeenth Annual Tellabration!™

About the Tellabration!™ Tickets

Please remember, our objective is to build our audience of people interested in storytelling. While Tellabration!™ is a benefit fundraiser for the Storytelling Guild, we are also interested in spreading the word about storytelling.

With this in mind, try to be sure the people you are selling to will actually be planning on attending and not just contributing to a worthy cause. We normally sell all of our tickets in the days leading up to the event, and wouldn't want to turn people away only to have empty seats on the night of our Tellabration!™ event!

To Whom Should You Sell Tickets?

Start with your own family. Then try your friends, co-workers, fellow parishioners, and other contacts. Think of those people who have told you, "The next time there's one of those storytelling events, let me know."

All The Nitty-Gritty Details

On the ticket sales record, please record to whom you have sold tickets, how many tickets each person bought, and whether he or she paid with cash or check. Having this information will make it much easier in the end!

The Ticket Broker Is:

Jane Smith
123 Anywhere Drive
Any Town, OH 98765
Telephone 123-456-7890

Call me if you need additional tickets, or if you have old tickets after November 9. Please return your money and ticket sales record to me in an envelope on the evening of Tellabration!™, or mail them to me. Keep the unsold tickets separate - we will probably need them that night! Make checks out to: Tellabration!™.

Sample Calendar Listing

Use the information below to create a calendar listing for your local newspaper and broadcast media outlets.

Attention: Calendar Listing

Event: Tellabration!TM

Date: (insert)

Time: 8 p.m. [insert time, if different]

Location: [insert name and address of site], [insert name of sponsoring organization] presents Tellabration!TM, an evening of storytelling, on [insert day and date], at [insert time]. [Insert names of tellers] will perform an exciting program of tales for all ages. Tickets are available at [insert telephone number of ticket seller]. Tickets will also be available at the door. For more information contact [insert name of spokesperson] at [insert spokesperson's telephone number].

Tellabration!TM is a trademarked program of the National Storytelling Network.

30 Second Public Service Announcement

Copy and paste the information below into a word processing document, insert the appropriate information, and output it on the Tellabration!TM Letterhead. Send it to your local broadcast media.

It's Time for Tellabration!TM - an evening when storytellers across the world will entertain audiences with exciting tales. Here in [insert name of town], [insert name of sponsoring organization] will host Tellabration!TM for our local community. The storytelling performances begin at [insert time] on [insert day of week and date] at [insert name of site], [insert address of site]. Tellabration!TM is a trademarked program of the National Storytelling Network. For ticket information, call [insert telephone number of ticket seller.]

Tellabration!™

Fact Sheet Sample

Use this document as a model for creating your own fact sheet to promote your Tellabration!™ event to radio and television producers. (Thanks to Jane Ainslie and Carol Connolly of Schenectady, New York, for sharing their promotional ideas.)

Get the name of a contact, either a TV personality or - sometimes better the producer of the news show. Call at least 5-6 weeks in advance.

Information you will want to have prepared:

Who are the producers?

Who is the organization sponsoring Tellabration!™?

Who are the storytellers on your program?

The history of the Tellabration!™ and that it is a worldwide event, trademarked by the National Storytelling Network.

The National Storytelling Network is a member organization for storytellers and story listeners. The website is www.storynet.org

When and where the event will be held

Ask for an interview with either the producers or one or more of the storytellers.

The conversation should go like this:

Introduce yourself.

Co-producing a major storytelling event on (insert date).

First-ever arts event of its kind in the Capital district.

It's an international night of storytelling for adults.

Called Tellabration!™, the event has been in existence for 18 years. This is the first year we've been designated as an official site by the National Storytelling Network. We're one of approximately 400 official sites around the world to hold this event, which will simultaneously be taking place in several countries - Scotland, Japan, Thailand, Australia, and New Zealand, to name a few.

We're really excited about this and have a lineup of nine tellers who are truly outstanding. Three of them have a national reputation.

One woman just performed at the Hawaii storytelling festival this August.

Another man just got back from being one of the headliners at the Detroit Story League's 23rd Annual Festival.

Both people have performed at the National Storytelling Festival in Jonesborough, Tennessee, which is the granddaddy of all storytelling festivals, known worldwide.

The third teller is an author who had a book of storytelling and teaching published last year and now is also on the Board of Directors of the National Storytelling Network.

Then we have another teller who is a member of the storytelling ensemble that was recently featured at the University of Rochester Storytelling Conference in the Northeast.

The other five tellers also have very solid regional and local reputations. So we think it's really going to be a great night. Great mix of ethnic tales, regional humor, original pieces, literary tales.

The beauty of this list is that these are all members of our Story Circle of the Capital District which is sponsoring this event. And we want the public to be aware of the kind of storytelling talent that resides in this area - it's quite remarkable.

So, I was wondering if we could arrange for an interview on your noon news during the week of the 19th.

The event will take place in Schenectady at the First Unitarian Society of Schenectady on Wendal Avenue.

Ticket News Release

Insert the appropriate information into the news release given below. Copy and paste it into a word processing document and output in on the Tellabration!™ Letterhead. Include it in your ticket packet.

Tickets for Tellabration!™ are [insert ticket prices]. They can be purchased at [insert names of ticket outlets] or by calling [insert name of ticket seller] at [insert telephone numbers of ticket seller].

“Tickets will also be available at the door for [insert ticket prices if different from above],” says [insert name of spokesperson]. “But we anticipate a sellout crowd for the event, so we’re encouraging people to purchase their tickets early.”

Tellabration!™ originated eighteen years ago as a means of building grassroots community support for the age-old art of storytelling. The worldwide event is coordinated by and a trademark of National Storytelling Network in Jonesborough, Tennessee.

“This local Tellabration!™ event is our way of sharing this traditional art within our community,” says [insert name of spokesperson].

Storytellers who will perform are [insert short biographies of tellers here].

END

Editors: For more information contact [insert name of spokesperson], [insert name of spokesperson’s organization], at [insert spokesperson’s telephone number].

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www.storynet.org*

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www.storynet.org*

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*A trademarked program of the National Storytelling Network
Bringing together and nurturing individuals and organization that use the power of storytelling in all its forms.
www.storynet.org*

Tellabration!™

A Worldwide Storytelling Event

Proclamation

*In the name of storytelling
(day of week, date of your event)
Is hereby proclaimed to be*

Tellabration!TM

The Worldwide Event of Storytelling

At this very moment

Across six continents

In 40 states

And nine countries

From Sacramento to Savannah

Boise to Barcelona

West Virginia to West Indies

(insert another location) to (your site here)

Over 300 audiences are gathered for

This spectacular storytelling event!

Without further delay,

In joy and anticipation...

Let the stories begin!

A trademarked program of the

National Storytelling Network

*Bringing together and nurturing individuals and organization
that use the power of storytelling in all its forms.*

www.storynet.org

Tellabration!TM

Survey

We would like to know about your Tellabration!TM event(s). Please take a few minutes to share your experience. If you produced more than one Tellabration!TM, please complete a separate sheet for each event.

(Please Print)

Sponsor/Organization _____

Site _____

City _____ State _____ Country _____

Producer _____

Address _____

Phone Number () _____ E-mail _____

1. How many years has your group produced a Tellabration!TM? _____
2. How many people attended your Tellabration!TM? _____
3. How many tellers told stories at your Tellabration!TM? _____
4. How long was the program? _____
5. What time of day or evening was your Tellabration!TM held? _____ AM _____ PM
6. What date was your Tellabration!TM held? _____
7. Which age group(s) attended your Tellabration!TM?

___ Young Children (0-5)

___ Primary Children (6-12)

___ Teens (13-19)

___ Adults (20-64)

___ Seniors (65+)

___ Family audience of all ages

8. What brought you the most success in filling your venue?

___ Individual ticket sales

___ Media support/announcements, etc.

___ Other - Please specify _____

9. What method of admission did you use for your Tellabration!TM?

___ Ticket Sales

___ Contribution/Donation

___ Free/Open to the public

10. What was your audience response?

___ Ecstatic

___ Enthusiastic

___ Positive

____Mediocre

11. May we print your comments in future NSN publications? Yes _____ No_____

12. Success Stories! Tellabration!TM

We will use your stories to generate excitement for Tellabration!TM next year. Please share your successes with us.

Please answer the questions that are relevant to your event.

Did you have a theme?

How did this year's event compare to last years?

Did you invite new storytellers?

Who were your storytellers?

What kind of stories did they tell?

How did the audience react?

What was the best thing about your Tellabration!TM event?

Did you do anything special this year? (example: raffle, workshop, give-aways, etc?)

How did your organization benefit from having Tellabration!TM?

Additional comments?

Please submit any photos/tapes, news articles, and event programs to:

**Tellabration!TM Archives
National Storytelling Network
7338 Belleview Avenue
Kansas City, MO 64114-1220**

1-651-703-8191

www.storynet.org

www.tellabration.org

Bringing together and nurturing individuals and organization that use the power of storytelling in all its forms.

Tellabration!™
A Worldwide Storytelling Event

Manual
&
Guidebook

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National Storytelling Network

www.tellabration.org

1-651-703-8191

Tellabration!™

A Worldwide Storytelling Event

Welcome to all *Tellabration!™* Producers Worldwide!

You've joined a group that began in 1987 when Connecticut yarn spinner, J.G. Pinkerton, launched his vision of a night of storytelling for adults.

In 1988 Tellabration!™ took place across Connecticut. The hard work of a volunteer network - 14 producers, 35 storytellers, and 102 production staffers made the events happen! More than 1,000 story listeners enjoyed that evening's performances. The following year Texas and Missouri joined Connecticut in a dedicated evening of story-celebration: 19 communities entertained a total of 3,000 audience members. In 1990, participants and audiences continued to grow as J.G. collaborated with the National Storytelling Association (NSA) to make the evening a nationwide event.

From his experience as a former corporate executive and arts producer, J.G. provided the necessary vision, and timing. And NSA furnished its networking and administrative skills. Working together, they succeeded in firmly establishing Tellabration!™ as a coast-to-coast celebration.

Since then, Tellabration!™ sites have joined hands around the world. In 2005, 160 sites, spun stories to thousands of story listeners. And Tellabration!™ has expanded to include a weekend of storytelling that builds appreciation and advocacy for the art form at storytelling centers, colleges and universities, schools, museums, libraries, performing arts centers, elder hostels, and even on trains and planes! Tellabration!™ is a trademarked program of the National Storytelling Network.

Also, the program has evolved at many sites from a showcase for storytelling to a community-support project. Funds from Tellabration!™ events now go to support schools, libraries, shelters for the homeless, Habitat for Humanity, food banks, and crisis centers.

National Storytelling Network (NSA's successor) is proud to welcome you into the circle of caring, proactive, service-oriented organizations using storytelling to serve both audiences and community needs, simultaneously.

Congratulations! We're proud to have you aboard!

Board of Directors
National Storytelling Network

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Tellabration!™ Logo

The Tellabration!™ logo and name are registered trademarks of the National Storytelling Network. You must include the trademark (™) symbol when using the name Tellabration!™ and the Tellabration!™ logo. As a producer you must register your event with the National Storytelling Network if you use the Tellabration!™ name and logo. Registration can be completed at www.tellabration.org. or by contacting the National Storytelling Network office at info@storynet.org.

A Night of Storytelling

Tellabration!™ is a worldwide benefit event held in communities throughout the world by a network of volunteers eager to build grassroots support for storytelling. Although the original scope of Tellabration!™ was intended for grown-up audiences listening to stories on the same evening, the event has evolved over the years. We encourage producers to tailor the event to suit the needs of the community. Traditionally, Tellabration!™ is held the Saturday evening before Thanksgiving. Producers are free to choose an alternative date or evening to host their events.

Tellabration!™ is open to everyone: storytelling organizations and centers, schools, libraries, colleges and universities, story swap groups, etc.

Tellabration!™ brings together storytellers and audiences in a shared experience designed to enhance and encourage the art form of storytelling. The event is designed to attract local, statewide and national attention and support for storytelling and storytellers.

Individuals serve as the producers and planners of the event. As a producer for your community's Tellabration!™, you will be joining a network of storytelling enthusiasts who have been producing events since 1988. This guide has been developed because of their experiences and is intended to help you in planning and producing your event successfully.

Tellabration!™ is a Benefit Event

Tellabration!™ is a perfect venue for a benefit event. Organizations that may benefit from the proceeds of Tellabration!™ include storytelling organizations, literacy programs, or providing funds for storytellers in the schools or local libraries. You also might consider homeless shelters, crisis centers, and food banks as beneficiaries.

The Westmoreland Weavers of the Word Storytelling Guild collected enough canned goods for 14 Thanksgiving baskets.

To encourage storytellers to participate in your event, inform them where the proceeds will go. Most storytellers will be happy to support your goals. Some producers are reluctant to invite professional tellers to perform gratis. Take a positive approach that the tellers will be honored to be a part of a worldwide storytelling event that is part of the modern storytelling revival.

The Chicago Storytelling Guild contributed part of their ticket proceeds to the Roof Raisin' project in memory of Ray Hicks. Judith Heineman, producer, wrote, "When I received the notice about your "Roof Raisin'" I knew we wanted to contribute in some way. I would love to be able to roll up my sleeves and bang a hammer and do whatever is needed to help actually build your addition. But since it doesn't look like I'll be able to come in person right now, I thought of another way to help."

Do not underestimate the importance of professional courtesy and hospitality since tellers may be turning away a "paying job" when they commit themselves to your Tellabration!™ event. Make the event worth their while. Allow more performance time for storytellers who are traveling a long distance. You can also:

- Get them publicity through press releases, social media, listservs, and TV and radio spots
- Submit their photos to the local newspapers
- Create a program that includes information about all the tellers
- Provide a space for displaying publicity materials
- Provide volunteers to sell tapes and books for the tellers.
- Attempt to get a guest teller a paying job. Contact the PTO Arts Representative at your local school or other local organizations who might hire a storyteller.

Above all, nurture your tellers. If the teller travels from a distance, offer a place to relax, a light meal before the event, or a place to spend the night.

Make your Tellabration!™ event one to remember and one that storytellers will want to return to or tell other storytellers about in the future.

"I've finally found the solution for producing a Tellabration!™ when you live in a storytelling community that does not have any storytellers - use kids! Our Tellabration!™ storytellers were twelve Grand Authors from four elementary schools in our spread out rural county. All the elementary school teachers, principals, parents, and community members really enjoyed this Tellabration!™ evening of stories by our young tellers - we appear to have a real winner here!!!! "

Marilyn Rudzki, Mariposa, CA

Promote NSN at your event!

Tellabration!™ events are a great place to promote the National Storytelling Network, your membership organization. Have a display on one of your tables about the National Storytelling Network. Have flyers available about memberships and benefits of being a member. There is a membership flyer and form included with the Manual & Guidebook and the Promo Kit. Run off copies and pass them out at your event.

Benefits of membership include

- Networking with other storytellers
- Special Interest Groups
- Discussion Groups
- Discount on Conferences
- Grants programs for members
- Broadcast e-mails about what is happening in the storytelling community

Planning Timeline

June (or sooner)

- ✓ Select your production staff
- ✓ Select your location
- ✓ Select your tellers
- ✓ Register your Tellabration!TM event with the National Storytelling Network

July

- ✓ Send letters of confirmation to your tellers
- ✓ Contact local agencies or businesses about creating partnerships for your event

August

- ✓ Meet with your public relations person to create publicity plans
- ✓ Call the lifestyles section editor at your local newspaper and discuss doing a color Sunday section cover article.
- ✓ Contact local media about the event - check dates for fall event calendars
- ✓ Set date for a Kickoff

September

- ✓ Get tickets printed
- ✓ Get flyers/posters printed
- ✓ Meet with the person doing the sound system
- ✓ Do a mailing (if one is planned)

October

First week:

- ✓ Arrange interviews with local radio and TV talk shows
- ✓ Hold a Tellabration!TM Kickoff

Second week

- ✓ Confirm story selection with tellers
- ✓ Distribute tickets to ticket sellers
- ✓ The first newspaper article should appear in local paper

Third week

- ✓ Send a calendar of events listing to newspapers, cable and local television stations, and radio stations

Fourth week

- ✓ Meet persons in charge of decorations and refreshments at the Tellabration!TM site

November

First week

- ✓ Deliver major press releases

Second week

- ✓ Ticket broker contacts staff regarding the status of ticket sales
- ✓ Decide on order of tellers
- ✓ Information for the printed program insert should be in the hands of the person responsible for it.
- ✓ If you are using an emcee, write a tight script

- ✓ Refreshments chairperson should remind people who have signed up to help
- ✓ Line up ushers, ticket sellers, someone in the parking lot to point the way

The Week of Tellebration!™

- ✓ Ask the ticket broker to check in with you and give an update on ticket sales every day or so.
- ✓ Follow through with news interviews that have been scheduled or have a member of the production staff do it.
- ✓ Check on programs to confirm they are ready

Countdown!

Friday (or the day before Tellebration!™)

- ✓ Decorate and set up the tables for refreshments, if possible
- ✓ Check on signage
- ✓ Be sure there are tables for tickets, tapes, or other promotional materials
- ✓ Include information about membership to the National Storytelling Network on your tables.
- ✓ Be sure the programs are ready and at the site

Saturday (or the day of Tellebration!™)

- ✓ One co-producer should make sure the following are in place and that everything is running smoothly:
 - Ticket Sales
 - Ushers and other facilitators
 - Refreshments
- ✓ One co-producer should be in charge of the behind-the-scenes technicalities:
 - Lighting
 - Sound system and microphones
 - If the tellers aren't program listed according to when they are to perform, be sure to tell each one when he or she is to perform.

After you relax, but before you lose the excitement

- ✓ Complete your Tellebration!™ Survey and return it to NSN along with your materials, photos, and mementos for the Tellebration!™ archive.
- ✓ Write thank you notes to all of the people who helped make Tellebration!™ a success.

Getting Started on the Right Foot

Plan a Tellebration!™ Kickoff

Create a party mood by throwing a Kickoff. Provide light refreshments and begin with a lively story. Ask the ticket broker to explain the ticket-selling process. Circulate sign-up sheets for refreshments, ushering and clean up on Tellebration!™ night. Keep the Kickoff meeting short.

Ask Everyone to Sell Tickets

Since the responsibility for your event's attendance rests with your production staff, we cannot overemphasize the importance of engaging a large and diverse staff.

Ticket sellers can be: individuals, teachers, librarians, friends, neighbors, relatives, groups, church choirs and choral groups, community theater companies, service clubs (such as Rotary, Kiwanis), business and professional organizations, hobby or arts-and-crafts clubs, reading groups and other discussion groups.

Why not ask each staff member to sell a quota of tickets, typically 10 each. If your goal is to have an audience of 250 at your event, you'll need 25 production workers who can sell 10 tickets each. When 25 people start contacting friends and neighbors, making phone calls, and talking about the event in your community, you will generate a lot of interest.

Who will buy those wonderful tickets?

Friends and family, of course! In fact, selling to these two groups is almost guaranteed to give you a quality Tellabration!™ because you will automatically have an audience of friends. Filling the audience with friends and family will assure a warm and friendly atmosphere for the storytellers.

Set the ticket price

You must set the ticket price. Some groups charge \$5.00 while others charge \$10.00. A good rule of thumb is to charge whatever the market will bear. What do people in your community pay for a movie or a theater ticket? Putting a lower price on Tellabration!™ tickets could send a message to your potential audience that you don't think the event is worth as much as other events.

Remember that ticket sales are only one option for admission. Proceeds such as canned goods and mittens are other examples of types of admission. These items can then be donated to a local homeless shelter or food pantry.

*Remember:
Sell tickets to your friends.
Friends go where friends are going.*

Selecting a Venue

The site of your Tellabration!™ is an important consideration and can affect the success of your event. You should consider the following possible locations:

Bookstores
Theaters
Community centers
Museums
College campuses
Cabaret settings
School auditoriums
Opera houses or art houses
Parks

Nature centers
Restaurant meeting rooms
Resorts
Hotels
Private homes
Libraries
Churches
Visitor centers
Activity rooms at senior centers

Cutting Costs

Since Tellabration!™ is a fundraising event, try to find a space that is free of charge or that requires only a modest fee. You might also "make a deal" or barter with a local organization. This might include exchanging story performances for the use of the facility. You could also pursue outside sponsorship. Jeanne Donato, former President of LANES, says, "When Barnes & Noble called to tell me that they would be sending a check to LANES donating a percentage of their sales that night, I was amazed. Their sales increased and the Cafe experienced record sales. Great things happen when corporations such as Barnes & Noble support the arts." Consider co-sponsoring an event with another organization. This can add to your audience and your visibility.

Size

Make sure your venue is large enough to accommodate the number of people you expect to attend.

Accessibility

Make sure the site is easy to find, accommodates the handicapped, provides adequate parking, has emergency exits and has adequate exterior lighting.

Artistic Requirements

For larger audiences, your venue should have a stage or platform, stage lighting and a sound system. Make sure you know what your storytellers need at the venue.

Liability Insurance

As a Tellabration!™ producer, you need to be aware of your event's possible liability exposure. In the present climate of litigation in this country, it is imperative that there be adequate liability insurance coverage. Most facilities where you may be holding your Tellabration!™ have umbrella liability coverage that protects them from liabilities that could arise from events held on their premises. However, if you find, for any reason, that your event does not have liability protection, we advise you explore your possible exposure risks with an insurance agent and take such action as is deemed necessary. Many insurance companies can provide you with liability coverage for one-time events such as Tellabration!™

Details about your Venue

You should know the answer to all of the following questions:

- What is the correct name and address of the site?
- Who will be my contact?
- What hour will the space be available?
- Can we put up a few simple decorations?

- Can we come in early to decorate?
- How do we get in? Who has the keys? Who locks up after we are finished?
- Where are the lights?
- How do we contact a custodian?
- How do we turn the heat on and off?
- Where are the tables for ticket sales, handouts and refreshments?
- Is it ok to serve refreshments?
- Where is the telephone in case of an emergency?
- Where are the restrooms?
- Is the site handicapped accessible?
- If the seating is not fixed, who is responsible for setting up and taking down the chairs?
- Is there enough power (amps) to support extra lights if we need them?
- Is there a sound system?
- Where are the electrical outlets?
- What are the cleanup requirements?

Confirm your final arrangements in writing. Specify cost, time, and hours of use. Get a guarantee regarding date and use of the facility.

Developing a Production Staff

As a producer, you shouldn't go it alone. Delegate! Delegate! Not only will delegating keep you sane, but it will give more people a stake in the evening's success. This in itself will build community. Always keep in mind - the more people you involve, the larger your audience will be.

Your production staff will assist you in all production activities, from publicity to cleanup, from ticket sales to counting the money. Your event's success hinges on their help. Together, you will build a wonderful event after which you can all take a collective bow.

Suggested Tasks for Production Staff Members

Ticket Broker and Sellers
 Decorations
 Refreshments
 Printed Program
 Clean Up
 Signage
 Teller Hospitality
 House Manager

Choose a Co-Producer

Two people can generate more ideas, divide up the responsibilities, support each other and make the task easier. However, having more than two producers seems to complicate matters. Two people can keep each other informed. With more than two, someone tends to get left out of the information loop.

Designate a Ticket Broker

You need a ticket broker who will manage the ticket sales. This person will organize the tickets' distribution to your production staffers and account for the collection of return tickets and money.

A designed ticket is included in the Promo Kit. On the front side of the ticket, there is space for printing your Tellabration!™ site, the time of your event, the ticket price, and the sponsoring organization. The reverse side is designed to hold the names and addresses of the purchaser.

Remember that the names and addresses of ticket buyers are of great value for future efforts.

Ticket Broker Responsibilities

- Who should the checks be made payable to?
- Count the tickets in bundles of 10 and distribute them to production staff
- Prepare a written set of instructions for production staff about selling tickets
- Hand out tickets and instructions at the Kick Off meeting in October
- Supply more tickets to staff members as needed
- Staff member contact for tickets and progress of sales
- Regular reports to the producer about expected audience size
- Set up and staffing for ticket sales at the door on the night of the performance
- Decide how to handle getting information about audience members on the night of the performance.

Appoint a Decorations Committee

With a few well-chosen decorations you will send a message that this will be a festive occasion. Because the time of year is autumn, many groups define their entrance with scarecrows, corn stalks, and pumpkins. Define the tellers' performance space with some sort of decoration. Some groups decorate with quilts, others with a larger plant surrounded by pumpkins or mums.

Designate a Refreshment Committee

Serving light refreshments at your Tellabration!™, such as cookies and punch will be a pleasant way to end the evening, giving your audience and tellers an opportunity to interact. Ask two people on your production staff to share the responsibility of planning the refreshments. Their duties should include asking staff members to bring refreshments, calling to remind people and setting up the refreshments for the event. Some Tellabration!™ sites provide refreshments as a hospitality. Others treat them as an individual money-raising option.

CAUTION: Serving alcoholic drinks involves too many liabilities.

Delegate a Clean-up Committee

One or two people shouldn't have to do all the dirty work. Arrange a committee or have every one on your production staff pitch in following your event. Cleaning up is fun if you share the wealth.

Find a Technician to Record the Event

Consider hiring or appointing a photographer to take pictures on Tellabration!TM night. You will be able to use them for many purposes later. Black and white photographs are most desirable for publications, but clearly-defined color shots work as well. These may also be used in NSN publications, for exhibits at national and state festivals, and for conferences. Photographs sent to NSN will eventually become part of the National Storytelling Archives.

Also, consider hiring a technician to audio or videotape your program. This is a wonderful luxury but will provide a production that can be used to promote your organization at future festivals and conferences. The tapes could also be used by individual tellers for publicity purposes later.

Prepare your Signage

Help your audience find their way quickly to the right entrance. Select someone to design and hang signs. Some groups place a large Tellabration!TM banner at the entrance of the parking lot. This also helps to publicize your event. Once inside the building, your audience may need additional directions. Don't forget these signs!

Pulling Together Your Printed Program

The staff member who puts together your program will need:

- biographical sketches of your Tellabration!TM tellers and producers
- the titles of stories being told
- the names of staff members
- historical information about Tellabration!TM
- information about your organization and the sponsors of the event

Ask someone to proofread. It could save you some embarrassment later.

The Promo Kit contains materials that will help you design your program.

Tip: The staff member who is responsible for the program should consult with the press release writer, since information contained in both items should match.

Producing a Drop-In: An Alternative to a Platform Tellabration!TM

Why should you produce a drop-in?

A drop-in is easy to organize, exposes people to the most intimate experience of storytelling and creates a safe place for new tellers where emphasis is on sharing.

What are the Host's responsibilities?

First, you will need to register your event with the National Storytelling Network. You must do this if you use the Tellabration!TM logo since it is a registered trademark. NSN will list your event as "Private" if you so choose. Select a small group of people to help with mailings, telephoning, hospitality, and clean-up. Send out invitations. Include all relevant information, e.g. time, location, directions. Use the Tellabration!TM logo. Ask for a story and a covered dish. If this is a fundraiser, list

the organization that will benefit. Follow up on invitations. Find out what people are bringing. If RSVP numbers are high, you may need to have more than one event.

Whom Should You Invite?

Members of your local storytelling group, members' families and friends, your family and friends. Invite many more than you want to come; usually only 50% of those invited actually attend. Consider guests from diverse backgrounds. This will provide a good mix of stories.

How Much Time Should Each Teller Have?

Some drop-in hosts expect everyone present to tell a story. Other hosts open it up to anyone who volunteers a story. The host or emcee should tell first to set the tone. Some groups have tellers take a number as they enter. The host chooses randomly from the duplicated set. How much time should be allotted for each storyteller? Between 8-10 minutes. Work out a system at the beginning to signal time.

Filling Your House

Divide and Conquer

Because the prospect of trying to publicize an event overwhelms most people, it's often difficult to find someone willing to take on this task. So, divide the work into small pieces!

Explore Block Booking Possibilities

Check your community Calendar of Events to see if there is going to be an event such as a convention or conference on the same evening as your Tellabration!™ The sponsors of these events might want to include your event on their agendas as a way to entertain participants.

Target Repeat Audiences

Build on your previous years' audiences by simply keeping in touch with them. Following each year's event, create a database of attendees from information recorded on the backs of tickets. Designate members of your staff to contact these specific people by mail and telephone. There are materials to assist you in the Promo Kit.

Get Local Tellers Telling

Ask members of your own storytelling community to tell a story and talk about Tellabration!TM. Going to college classes, particularly children's literature classes and education classes, is ideal. If the teachers of these classes have not been introduced to storytelling as an important element of education before, now is a good time. Offer tickets to students as a reduced rate. Many service clubs will likewise be happy to "squeeze in" an entertaining moment.

Prepare a News Release

Producers who try to generate an audience through newspaper publicity alone are often disappointed. However, this type of publicity does serve as an important function - it creates awareness of storytelling in your community, and recognizes, honors, and gives publicity to tellers.

Begin by deciding which staff member should write the release, then provide that person with photos, biographical information on the performing tellers and general information about the event, such as time, date, and location.

Make multiple copies of the release after it is written and designate a second person to deliver them in person to the media. When distributing news release materials, remember that speaking in person to an editor goes a long way!

Tap into Radio and Television

Use your local radio and television stations by offering them some free tickets to your event as give aways on the air. Locate your local affiliate for National Public Radio and National Public Television and cable stations, and tap into those.

Having members of your storytelling community tell stories and talk about Tellabration!TM on the air might be the best publicity you receive.

Promotional Materials

Utilize the materials in the Tellabration!TM Promo Kit. Fill in your specific information on masters, then duplicate and distribute copies to staff members, ticket sellers, and places in town (e.g. libraries, book stores, community centers). Use the flyers as posters around town and as mailings to previous Tellabration!TM attendees and potential new audience members.

Crafting your Evening

Get the Right Mix of Tellers and Tales

The key word in both of these important areas is variety. When planning your program, make sure you include tellers of diverse ages, races, cultures, and storytelling styles.

Also, include a variety of story length and story types (humorous, serious, personal, folk tales). Consider inviting local musicians to participate, and always encourage and develop new tellers. The following are some important tips and considerations when planning your program.

Program Order

Carefully sequence your variety of tellers and stories. Try to begin with humor and end with humor, and follow up long stories with short stories.

Program Length

Limit your program to an hour and a half. Know the length of each story ahead of time, and make sure you've included time for the Tellabration!TM Proclamation, the emcee's narrative (if you have an emcee), applause, laughter, and announcements of storytelling activities.

Emcee

The role of the emcee cannot be overstated. In her book *And Now, Would You Please Welcome...*, Susan Klein states: "Equal to the storyteller themselves, for the assurance of a successful performance event is the emcee...Because the first person the audience sees is the emcee, the impression must be one who is at ease, in control, and filled with delight." You can purchase this book at the NSN marketplace.

Intermission

You may not need an intermission if you've crafted your evening properly, selected a variety of tellers and stories, limited your programs to the recommended 90 minutes, and given your audience a chance to stretch in the middle of your program. The decision to have an intermission is up to you. Keep in mind, however, that an audience's mood can flatten during intermission.

Audience Stretch

If you decide not to have an intermission, make sure the audience gets a chance to stretch, by getting them out of their seats. This will make for a more comfortable, enjoyable evening.

Fine Tuning Your Event

Set the Right Tone

As your audience gathers, consider having something entertaining underway, such as a singer or someone to greet people as they enter.

At one Louisville, Kentucky site, a clown greeted and mingled among the people, making everyone feel at ease. Already, the crowd knew they were in for an entertaining evening.

Tellabration!TM Proclamation

Begin your program by reading the Tellabration!TM Proclamation. This will provide a moment for unifying in spirit all Tellabration!TM event sites, making each audience member aware of the untied effort to further the cause of storytelling around the world.

Provide Good Sound and Lighting

As a rule, if you plan on an audience of 100 people or more, you will need a sound system. If you can't borrow a system, then you'll need to rent one. Try your system out on site before the event. Don't risk sending the audience home wishing they could have heard the stories.

Seeing the face of the teller is essential for a successful Tellabration!TM. If adequate lighting isn't available on site, import some. Sometimes local schools or theater groups are helpful in this area.

Contact Information

Email: info@storynet.org

Register your event through Dot

*A Trademarked Program of
National Storytelling Network*

7338 Belleview Avenue

Kansas City, MO 64114-1220

651-703-8191

Website www.tellabration.org

*Tellabration!*TM