



Tell Your Own Story Kit

TABLE OF CONTENTS

PART I. Tell Your Own Story Guide

Letter from Catherine Martin, Director of the California Immunization Coalition.....p.1

Frequently Asked Questions.....p.2

Tell Your Own Story Guide.....p.4

PART II. Supporting Materials

Telling Your Story Worksheet

Storytelling Quick Tips

Consent and Release Agreement and Assignment of Copyright

On-Camera Identification

Telling Your Story Checklist

Dear Friend,

Thank you for sharing your personal story with a vaccine-preventable disease for the **Shot by Shot: Stories of Vaccine-Preventable Diseases** project (Shot by Shot).

Shot by Shot is a collection of stories from people who have been touched by vaccine-preventable diseases. With the success of vaccines, people do not see diseases like meningitis, polio, and hepatitis as often as their parents or grandparents did, but they still cause a huge amount of suffering and death worldwide.

The Shot by Shot collection of videos and stories will form an online storybank to be used for education, training, and awareness purposes. Stories like yours leave a lasting impression and will help new generations of people understand what these diseases are like and why it is so important to prevent them.

This tool kit will help you share your story in a powerful, clear, and comfortable way. Feel free to use all of it or to pick and choose among the ideas. Visit www.ShotbyShot.org to view examples of stories already filmed.

The California Immunization Coalition feels privileged to add your videotaped story to the Shot by Shot: Stories of Vaccine-Preventable Diseases project. We greatly appreciate your time and contributions.

With sincere thanks,



Catherine Martin

Director

California Immunization Coalition

FREQUENTLY ASKED QUESTIONS

What is the Shot by Shot: Stories of Vaccine-Preventable Diseases project?

Shot by Shot is a collection of stories from people who have been touched by vaccine-preventable diseases. These stories will help others understand the human experience of diseases that have become less common, but still are found in our communities and cause a lot of suffering and death in the world. Some of the stories are from people who have survived a disease; others are from people whose loved ones have had a disease. This online storybank will be used for training, education, and awareness purposes.

What is a vaccine-preventable disease?

These are serious diseases that now can be prevented by getting immunized (also known as vaccinated, inoculated, or a shot). These diseases include measles, mumps, rubella, polio, diphtheria, tetanus, pertussis, meningitis, hepatitis A, hepatitis B, HPV (human papillomavirus), chickenpox, influenza, Hib, rotavirus, shingles, and pneumococcal pneumonia, among others.

What is the California Immunization Coalition (CIC)?

The CIC is a non-profit, public-private partnership working to achieve and maintain full immunization protection for all Californians to promote health and prevent serious illness.

Do people really want to hear my story?

Yes! What's more, we feel others *need* to hear your story. Stories of people who have been touched by a vaccine-preventable disease leave a heart-stirring and lasting impression. This helps new generations of people understand these diseases and why it is so important to prevent them.

What should I say?

Your own story in your own words. People usually share their story in order of what happened starting with what life was like before the disease, through the disease experience, to life after the disease. Often people end their video with reflective topics, like how the experience changed their lives or messages to others. This Kit has tools to help guide you in telling your story.

What should I wear?

The goal is to have people focus on your story and not be distracted by what you are wearing. Also, some shiny materials can cause glare for the camera. Here are some ideas on what to wear:

What **to** wear:

- Dress simply.
- Solid colors.
- Pastels, neutrals, and earth tone colors. Blues, beiges, pinks, brown, dark cream, are the best colors to wear.
- Simple jewelry.
- Contact lenses, not glasses (when possible), so it is easier to connect with your eyes.

What **not to** wear:

- Very bright colors, red, bright yellow, and all black or all white.
- Small prints, like checks, small stripes, or herringbone.
- Clothing with large logos or brand names.
- Large or shiny jewelry.
- Very shiny fabric.
- Hats, employee badges, pens in the pocket.

What is the Consent and Release Agreement and Assignment of Copyright (the "CARA")?

The CARA is a legal permission for CIC and its partners to use, and permit others to use, your video, story, and photos for educational purposes and public awareness campaigns. Partner organizations help promote Shot by Shot to reach more people. A signed CARA is needed by anyone appearing in your video before your video can be included in the Shot by Shot project. This document constitutes a legally binding contract between you and the CIC. You are invited to have your attorney review it before you sign. An On-Camera Identification is also needed.

Do I need to edit my video?

It is not necessary to edit your video. We can help edit your video for the Shot by Shot format after you upload or mail it to us. Finished videos average anywhere from 2-10 minutes. We may edit your video into versions of different lengths for different education needs.

What do I do with my video when I am done filming?

If you are the only one appearing in or helping to make your video, you can either upload your video directly to the Shot by Shot website (www.ShotbyShot.org) or you can mail it to us. You will find easy instructions on the website for uploading your video. You will be prompted to sign an online CARA when uploading. The process may take a few weeks.

What if I want to mail Shot by Shot a hard copy videotape?

If anyone else appeared in your video or helped you make the video, or you prefer to mail us a hard copy (instead of uploading it yourself), please mail the video and hard copy, signed CARAs to:

Shot by Shot Project
Immunization Branch
850 Marina Bay Parkway
Bldg. P, 2nd Floor
Richmond, CA 94804

Checklist of items to mail:

- ☐ The signed CARAs
- ☐ Your telephone number and email (in case there are questions, this will not be made public)
- ☐ The videotape:
 - ☐ If you are using a hard-drive camcorder, please transfer to another medium (DVD, CD, or Mini-DV format)
 - ☐ If you are using videotapes, be sure to punch the safety catch to prevent accidental recording
 - ☐ Label each videotape and tape case with:
 - Date of filming _____
 - Interviewee's name _____
 - Tape # ____ of ____ (if there is more than one tape)

TELL YOUR OWN STORY GUIDE

This Guide is your resource for how to create a great video of your story.

The filming process has four stages:

1. Preparation – Before Filming
2. Day of Taping Set Up
3. Videotaping Your Story
4. Follow Up



Filming Issues

You can find tips on filming throughout this Guide; however, when possible, we suggest you have someone you know videotape you telling your story. That way you can tell your story without thinking about filming issues. A separate [Videographer's Guide](#) has more details on how to film a great video.

STAGE 1: PREPARATION – BEFORE FILMING

Map Out Your Story Timeline

Before the day of taping, go over your story in your head. Start with life before getting sick. Think about what you want to share to bring your story to life, like specific details, things people said (direct quotes), and what you were thinking and feeling. Use the questions below as a guide to help you think about what to say.

The questions below are also on the [Telling Your Story Worksheet](#) in the back of this Kit. We recommend you use it to write down just notes and do not write out full answers. What you say the day of your filming is better coming from the heart, instead of a memorized script.

1. What was life like before the disease? How old were you/they? What year was it?
2. What did you/your loved one look like before the disease?
3. Share a special memory from before the disease.
4. How did you/your loved one get the disease? What were the first signs something was wrong?
5. Tell us what happened after you/your loved one got sick? How did the disease progress?
6. What was it like for you? What were you thinking and feeling when you/your loved one was sick?
7. How did other people treat you/your loved one? How did this illness affect the family?
8. How has your experience changed your/their life? How are you/your loved one doing now?
9. Is there anything you would like to say to people who are questioning immunizing their children/getting immunized?
10. Do you have any closing thoughts or wishes for the future?

See the [Storytelling Quick Tips](#) at the end of this Kit for more ideas on how to tell your story in the most engaging way possible.

Gather Photos and Mementos

Before filming, gather any photos or mementos you want to share that can help viewers picture your story. These can include photos from before the disease, photos at the hospital, doctor's notes, newspaper articles, prosthetics, or anything you feel helps tell your story. You will film these items in a special segment after you tell your story. This segment can be very powerful.



Filming Issues

Gather video equipment

Whether you own, buy, or borrow the equipment, there are some basic equipment needs to film a video. We strongly suggest that you practice with the equipment before you film your story.

Necessary:

- ☐ Camera that records (There are many types of cameras that can record good quality videos these days like a camcorder, the Flip camera, a web cam, the movie mode on a digital camera.)
- ☐ Tripod, or other stable surface with adjustable height, for example, books on a table
- ☐ Fully charged battery, with ability to plug in or recharge (It is best to keep it plugged in.)
- ☐ 1-2 blank tapes
- ☐ Enough lighting

Recommended:

- ☐ Clip-on microphone or a boom mike (Avoid the built-in microphone if possible.)

Pick your location

Choose the best place to film your video. Here are some hints for picking the right spot:

- ☐ Film indoors, in the quietest place possible. Often a living room or other carpeted room works best. (Outdoor locations can be too noisy.)
- ☐ Do **not** have a flat wall behind you. Choose a location that allows for depth, possibly with a view of your home in the background.
- ☐ A window with soft drapes behind you is okay, but stay away from very bright, sunny

Review the [Consent and Release Agreement and Assignment of Copyright \(the "CARA"\)](#)

The CARA is a legal permission for CIC and its partners to use, and permit others to use, your Shot by Shot video, story, and photos for educational purposes and public awareness campaigns. A signed CARA is needed by anyone appearing in a video before it can be included in the storybank. This document constitutes a legally binding contract between anyone appearing in/involved with making the video and the CIC. You are invited to have your attorney review it before signing it. Follow these steps with the CARAs:

Step 1. Review CARA – It is important that everyone has a chance to review the CARA before filming.

Step 2. Sign CARA – The following people need to sign two original copies of the CARA before filming:

- you (and anyone else in the video)
- production staff (the videographer and anyone else working on the video)

Step 3. Distribute Signed CARAs – Send an original copy of each signed CARA to the Shot by Shot project. Each person who signs a CARA should also keep an original copy of their signed CARA for their records.

[Note: If you upload your video directly to www.ShotbyShot.org and no one else appeared in/worked on making your video, you will be prompted to sign an online CARA. If other people appeared in/worked on making your video, you need to mail your video and hard copies of all of the CARAs, including your own.]

Review the [On-Camera Identification](#)

At the start of filming, you will read the On-Camera Identification Statement into the camera to identify yourself and acknowledge you have signed the CARA. Then the videographer and anyone else appearing in/working on the video will say their name on camera for the same purpose.

STAGE 2: DAY OF TAPING SET UP

What You Will Need for Filming:

- ☐ "Please Do Not Disturb" sign (to tape to the front door)
- ☐ Tape
- ☐ [On-Camera Identification](#) statement/instructions
- ☐ Tissues (optional)
- ☐ 1 glass of water (optional)

If you are taping yourself:

- ☐ Equipment:
 - ☐ Camera
 - ☐ Camera plugs, extra battery
 - ☐ Tripod
 - ☐ Microphone
 - ☐ Extra lighting
 - ☐ Extra blank videotapes



Filming Issues

There are four issues to consider during set up to create a great looking video. The goal is to reduce distractions so people can most easily focus on your story.

1. Location

- ☐ Set up a stable chair (that does not swivel, have wheels, or arms) to sit in your chosen location.
- ☐ To avoid shadows, place the chair a few feet (about 3+) from the background, if possible.

2. Camera set up

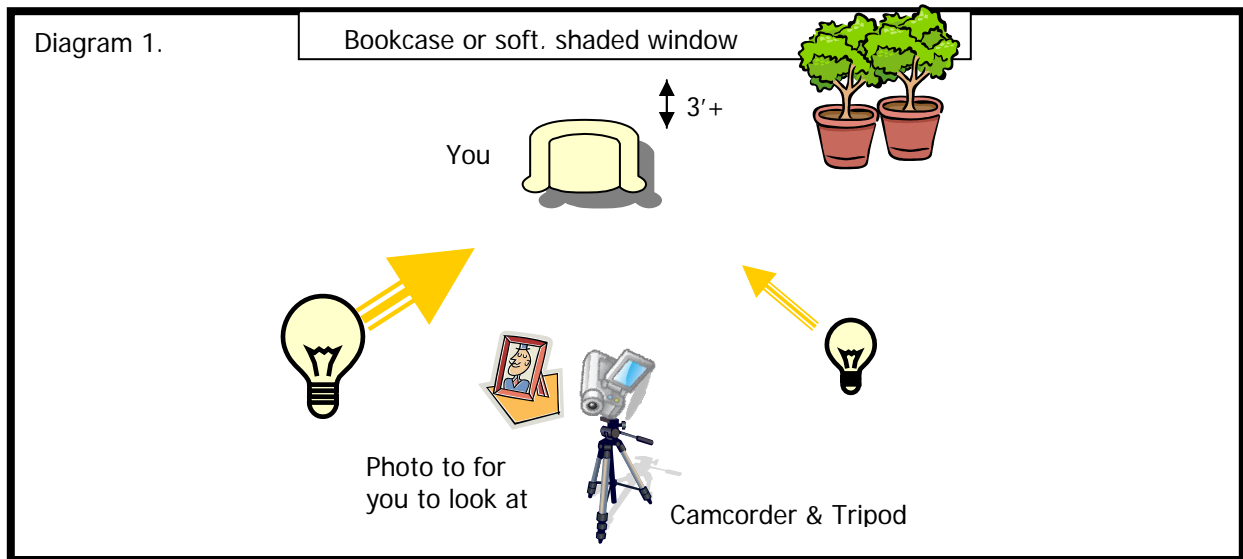
- ☐ Position the camera so it is at your eye level when you are sitting down.
- ☐ Adjust the zoom to focus on your upper body and face. You also can position the zoom to show more of your body, for example, if you want to show you are in a wheelchair because of the disease.
- ☐ If you are not comfortable talking right into the camera, place a photograph or have a friend sit right next to the camera and at the same height as the lens. You can then look at your friend or the photograph while you are telling your story.

3. Sound

- ☐ Turn off potential background noises, such as the telephone, answering machine, cell phones, clock chimes, or noisy appliances.
- ☐ Tape a "Please Do Not Disturb" sign to the front door.
- ☐ Be aware that noises like rustling paper or fiddling with your jewelry can be distracting on camera. If you are using a clip-on microphone, make sure your jewelry cannot touch it.

4. Lighting

- ☐ Turn on all the lights in the room to make sure there is enough light.
- ☐ Natural sunlight in the room is good, but look out for shadows.
- ☐ Make sure there is not too much backlight (as when a bright window is behind you).
- ☐ Two lights, one of either side of the camera, will help get rid of shadows. (See Diagram 1.)



STAGE 3: VIDEOTAPING YOUR STORY

Test Tape

Before you tell your story, do a test tape. Turn on the camera and say a few sentences with the camera rolling. Stop, rewind, and review the sample filming to make sure the sound is good, everything is working, and there is enough light (and no shadows). Also, check to see if anything in the background is distracting.

Beginning Your Story

1. At the beginning of the first tape, you should pronounce and spell your name aloud one time on film. Then read the [On-Camera Identification](#) aloud on film.
2. Next, the videographer and anyone else appearing in the video or helping to make the video needs to appear on camera and say their name.

After this, take a deep breath, relax, and let your story flow...

Tips for Telling Your Story

Be yourself. Approach the filming with an open heart. Your story is important and people want to hear what you have to say. Some basic tips:

- ☐ Try to ignore the camera, pretend you are telling your story to a friend or a person in a similar situation.
- ☐ Do not hold photos and mementos when you tell your story. You will film them at the end.
- ☐ Share what happened, as well as what you were thinking and how you were feeling.
- ☐ You do not need to be perfect. Relax. The point is to be natural and speak from your heart. We can help edit out any "goofs" later.

Filming

1. Keep the camera in the same position throughout the shoot. Do not zoom in and out.
2. Keep taping if there are noises, such as if the telephone rings. Simply repeat what you said, and then continue.
3. It is natural to have long pauses and emotional moments. Do not stop videotaping. You do not need to be perfect. The point is to be natural and sincere.

Tape Changes

Keep track of how much time is left on the tape. If there are only a few minutes left, stop and change the tape. At the start of a new tape, wait 7 seconds, say your name and the date, then continue your story.

Photographs and Mementos Segment

The photograph and mementos segment is videotaped after you finish telling your story.

- ☐ Lay out each item in order of what happened on a flat surface, such as a table.
- ☐ Film each item by itself on the table, without holding it. Start with all four edges of photographs/items in the shot and then zoom in for details, if necessary.
- ☐ Describe each item while you are filming it, such as when and where a photo was taken. Stay off camera while you are talking, but still use the microphone so only your voice is heard on tape.

STAGE 4: AFTER FILMING FOLLOW UP

Congratulations, you did it! Thank you for sharing your story! You do not need to edit the video. The CIC will make any needed edits. You may either upload the video yourself or mail it to the Shot by Shot Project.

Uploading Your Video

If you are the only one appearing in or helping to make your video, you can either upload your video directly to the Shot by Shot website (www.ShotbyShot.org) or you can mail it to us. You will find easy instructions on the website for uploading your video. You will be prompted to sign an online CARA when uploading. The process may take a few weeks.

Mailing Your Video

If anyone else appeared in your video or helped you make the video, or you prefer to mail us a hard copy (instead of uploading it yourself), please mail the video and hard copy, signed CARAs to:

Shot by Shot Project
Immunization Branch
850 Marina Bay Parkway
Bldg. P, 2nd Floor
Richmond, CA 94804

Checklist of items to mail:

- ☐ The signed CARAs
- ☐ Your telephone number and email (in case there are questions, this will not be made public)
- ☐ The videotape:
 - ☐ If you are using a hard-drive camcorder, please transfer to another medium (DVD, CD, or Mini-DV format)
 - ☐ If you are using videotapes, be sure to punch the safety catch to prevent accidental recording
 - ☐ Label each videotape and tape case with:
 - Date of filming _____
 - Interviewee's name _____
 - Tape # ____ of ____ (if there is more than one tape)

SUPPORTING MATERIALS

TELLING YOUR STORY WORKSHEET

1. What was life like before the disease? How old were you/they? What year was it?
2. What did you/your loved one look like before the disease?
3. Share a special memory from before the disease.
4. How did you/your loved one get the disease? What were the first signs something was wrong?
5. Tell us what happened after you/your loved one got sick? How did the disease progress?
6. What was it like for you? What were you thinking and feeling when you/your loved one was sick?
7. How did other people treat you/your loved one? How did this illness affect the family?
8. How are you/your loved one doing now? How has your experience changed your/their life?
9. Is there anything you would like to say to people who are questioning immunizing their children/getting immunized?
10. Do you have any closing thoughts or wishes for the future?

STORYTELLING QUICK TIPS

The best told story is when you let the viewer feel like they are going through the experience with you. These tips and sample questions can help you tell your story in the most engaging way possible.

1. Start with warm-up questions to help you relax

- What is your name? What is the name of the person who had the disease?
- What is your relationship to that person? How old were you/the person?
- What year was it? What season was it?

2. Create a clear picture of life before the disease

- What did you/your loved one look like?
- What were your/their favorite things to do? What was your/their work, school, social life like?
- What were your/their hopes and dreams?
- Share a special memory.

3. Walk the viewer through what happened play by play

- Tell us about the day you first noticed something wasn't right
- What happened next? What do you remember about each development?
- What was it like when you...? (...first got sick, were told xyz, realized you could have died?)

4. Bring the story alive with colorful details

- What was the hospital room like? What did it smell like?
- What did the doctor look like?
- Describe...

5. Tell your story in plain language

Stay away from or explain language or medical terms that most people will not understand.

6. Share direct quotes

Try to remember people's actual words.

- What did the doctors say to you?
- What did you say when you heard...?

7. Share your feelings

Sometimes people speed through painful parts of their story or tell their story as simple facts. Slow down. Share your feelings and thoughts. It is okay to talk about hard topics.

- What was it like for you when you saw...?
- How did you feel when the doctor said...?
- At any time did you think you could have died?
- What do you miss the most about your loved one?

8. End your story by reflecting on your experience

- How are you/your loved one doing now?
- How has this experience changed your/their life?
- Is there any special message you want to tell people when you tell your story?
- What would you say to people who are questioning immunizing their children/themselves?

9. The final word

Before stopping, share anything else you would like to add. It does not matter if it is out of order.



CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT (The "CARA")

Thank you for sharing your story of Vaccine-Preventable Diseases, or assisting others in sharing their story by providing video, audio, writing or other technical assistance (hereinafter such stories are referred to as "THE STORY") for use by the California Immunization Coalition, a non-profit 501(c)(3) organization with offices in Sacramento, California, ("CIC")'s Shot by Shot: Stories of Vaccine-Preventable Diseases project ("Shot by Shot") and for permitting the CIC to add THE STORY to its collection.

THE STORY may consist of an audio, video and/or written description of how you or others have been touched by a vaccine-preventable disease, and includes your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), written work submitted with this Consent and Release Agreement & Assignment of Copyright (hereinafter such agreement is referred to as the "CARA"), and/or any writing, technical or other contribution you made to THE STORY, its telling, or its memorialization (hereinafter all of the foregoing are collectively referred to as "YOUR WORK").

In exchange for CIC agreeing to review and consider YOUR WORK for inclusion in Shot by Shot, and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, you hereby grant and assign to CIC the entire right, title and interest in and to YOUR WORK, including without limitation, all copyrights on YOUR WORK, the right to copyright YOUR WORK in the name of the CIC, and the right to license and assign YOUR WORK to others without giving you additional consideration.

By way of example and not limitation, included in this grant are the following:

1. CIC is granted the right to (a) use; (b) license others to use; and (c) edit, publish, and display YOUR WORK, your name, likeness, narrative story, video presentation, audio presentation (including any written transcript of any audio or video presentation), and/or written work submitted with this CARA, edited or unedited, by itself or combined with other interviews or with other materials, in any medium including literary, print, audio, audio-visual, web-based, computer-based or any other medium now known or created in the future, for any purposes.
2. CIC may create derivative works based upon YOUR WORK, and all rights granted herein to CIC shall also apply to such derivative works. Derivative works include, without limitation, plays, motion pictures, live performances, photographs, television or Internet programs, and all other works for all other media, existing or yet to be invented. All rights and grants herein shall also apply to said derivative works.
3. All rights and grants herein are worldwide and perpetual.

4. Notwithstanding the foregoing or any other provision of this CARA, nothing herein shall obligate CIC to use, publish or display YOUR WORK or any aspect thereof; and is under no obligation to include your name with YOUR WORK (but may do so, if CIC wishes). The rights and grants herein shall not be construed so as to grant the CIC the exclusive right to your life story, but only the rights to YOUR WORK.

By signing this CARA you represent and warrant that all aspects of YOUR WORK is your own original work; that no individual or entity has any rights in or to YOUR WORK (except for those who sign this CARA and recite the On-Camera Identification), and that you have not entered into any agreement concerning the rights to YOUR WORK other than this CARA.

If a videographer, sound or video technician, writer and/or others assisted in any way with the preparation of YOUR WORK (hereinafter such individuals will be referred to as "PRODUCTION STAFF") or if other individuals incorporated their own description of how they have been touched by a vaccine-preventable disease into the audio, video or written work that includes YOUR WORK (hereinafter such individuals will be referred to as "OTHER SPEAKERS"), it is understood that the contribution of such PRODUCTION STAFF and OTHER SPEAKERS is not included in the preceding paragraph.

By signing this release, you hereby warrant that you are either of legal age or have permission from a parent or legal guardian to submit material directly to this site and have every right to contract in your own name in the above regard. You state further that you have read the above authorizations and release prior to its execution, and that you are fully familiar with the contents thereof. This CARA shall be binding upon you and your heirs, legal representatives, and assigns.

The California Immunization Coalition (CIC) appreciates your time and contributions to the Shot by Shot: Stories of Vaccine-Preventable Diseases project (Shot by Shot).

**This document constitutes a legally binding contract between you and the CIC.
You are invited to have your attorney review it before you sign.**

Your signature below will show that you have read, understand, and agree to the terms of this CARA.

Printed Name: _____

Signature: _____

Date: _____

Email: _____

Phone Number: _____

Interviewee's Name (if other than yourself): _____

ON-CAMERA IDENTIFICATION

Instructions:

Step 1. Before you begin telling your story, please videotape yourself reading the on-camera identification statement below into the camera.

Step 2. Next, please videotape the following people saying their name into the camera:

- everyone who appeared on camera,
- worked behind the camera (videographer and interviewer),
- wrote any of the words spoken, or
- made any other contribution to this video.

On-Camera Identification Statement:

My name is _____. I just signed the CONSENT AND RELEASE AGREEMENT & ASSIGNMENT OF COPYRIGHT, and agree to all of its terms. I understand I have granted the CIC all rights to this video.

Other than myself, the only people who I am aware of to have participated in or contributed to the production of this video are now on camera with me.

By saying their name on camera, each of them are also stating that they have signed the CARA.

TELLING YOUR STORY CHECKLIST

BEFORE TAPING

Preparation

- ☐ Map out a timeline of your story (use the [Telling Your Story Worksheet](#) and [Storytelling Quick Tips](#))
- ☐ Gather photos and mementos, from before and during the disease
- ☐ Review the [CARA](#) and the [On-Camera Identification](#)
- ☐ Sign the CARA
- ☐ Create a "Do Not Disturb" sign
- ☐ If you are taping yourself:
 - ☐ Gather equipment needed
 - ☐ Practice with the video equipment

DAY OF TAPING

Bring with you:

- ☐ Telling Your Story Worksheet and notes
- ☐ Storytelling Quick Tips
- ☐ On-Camera Identification statement/instructions
- ☐ Tissues
- ☐ 1 bottles of water, for you and the interviewee
- ☐ "Please Do Not Disturb" sign
- ☐ Tape (to tape the sign to the front door)
- ☐ Extra paper
- ☐ Pens (to sign the CARA and label videotapes)

If you are taping yourself, bring:

- ☐ Equipment:
 - ☐ Camera
 - ☐ Camera plugs, extra battery
 - ☐ Tripod
 - ☐ Microphone
 - ☐ Extra lighting
- ☐ Extra blank videotapes

Don't forget to:

- ☐ Turn off the telephone ringer, cell phones
- ☐ Test the video equipment
- ☐ Make sure you have plenty of light from above or in front of you (not behind)
- ☐ Review the Storytelling Quick Tips
- ☐ Complete the On-Camera Identification (You and anyone else appearing in/helping with the video)
- ☐ Relax and tell your story
- ☐ Film the Photographs and Mementos Segment after you have finished your story
- ☐ Collect all signed CARAs (such as yours, the videographer's)

AFTER THE INTERVIEW

- ☐ Turn the telephone ringer back on
- ☐ Label the tape(s)
- ☐ Mail the signed CARA to the address on p.10 in the Guide
- ☐ Upload the video to the Shot by Shot website, or mail it together with the CARA