



Written and Audio Storytelling 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
Written and Audio Storytelling Guide.....	p.4

PART II. Supporting Materials

Telling Your Story Worksheet

Storytelling Quick Tips

Consent and Release Agreement and Assignment of Copyright

Audio 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 are found in our communities and cause a lot 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 write or create an audio recording of 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.Shot by Shot.org to view examples of stories already completed.

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

With sincere thanks,

Catherine Martin

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, rotovirus, 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 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 audio formats do you accept?

The following formats are best: MP3, WMA, WAV, MIDI. Shot by Shot also will accept cassette tapes. We will return your recordings at your request, however, Shot by Shot cannot be responsible for recordings that are lost or damaged in the mail.

How long should a written story be?

Usually written stories are anywhere from a few paragraphs to a few pages long.

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 story, recording, 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 who was involved with creating your testimony before it 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 Audio Identification is also needed for audio testimonies.

Do I need to edit my testimony?

It is not necessary to edit your testimony. We can help with editing to meet the Shot by Shot project structure after you mail us your story. We may edit your testimony into different lengths for different education purposes.

What do I do with my story when I am done writing or recording it?

Please mail your written story, audio recording, photographs, and 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)
- Photographs (we will return your photographs at your request if you provide your address)
- Your written or audio recorded story (we will return at your request)

WRITTEN AND AUDIO STORYTELLING GUIDE

This Guide is your resource for how to create a great written or audio recording of your story.

The Guide has 3 sections:

1. Story Preparation
2. Audio Recording Issues
3. Follow Up

SECTION 1: STORY PREPARATION

Map Out Your Story

Before you start recording or writing, go over your story in your head. Use the questions below as a guide to help you think about what to say. They are also on the [Telling Your Story Worksheet](#) in the back of this Kit. (See the [Storytelling Quick Tips](#) also at the end of this Kit for more ideas to help you tell your story.)

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?

Create a Clear Picture for the Viewer

If you are writing or creating an audio recording of your story where people will not be able to see you talking, you will want to help people picture your story through your words. Here are some tips to bring people connect with your story:

1. Create a clear picture of your/your loved one's world *before* getting the disease
2. Share specific details
3. Remember actual things people said (direct quotes)
4. Share what you were thinking and feeling
5. Include your/your loved one's photograph (see next section)

Gather Photos and Mementos

Photographs and mementos can bring your story to life by helping viewers picture your story. These can include photos from before the disease, at the hospital, or of you after the disease; scanned doctor's notes or newspaper articles; or anything else you feel helps tell your story. If you send us your photos, we can help put together the visuals to go with your story. The more images the better.

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 testimony and photos for educational purposes and public awareness campaigns. A signed CARA is needed by anyone who contributes to your testimony before it can be included in the storybank. This document constitutes a legally binding contract between anyone involved with making your testimony 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 signing.

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

- you (and anyone else on the recording)
- production staff (anyone working on the testimony)

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.

SECTION 2: AUDIO RECORDING ISSUES

There are some issues specific to creating an audio recording of your story.

Gather Recording Equipment

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

Necessary:

- Recording equipment (There are many types of formats that can record at a good quality these days like MP3, WMA, WAV, MIDI players.)
- Fully charged battery, with ability to plug in or recharge (It is best to keep it plugged in.)
- 1-2 blank tapes or other media

Recommended:

- Separate microphone (Avoid the built-in microphone if possible.)

Pick your location

Choose a place indoors to record your story. Often a carpeted room works best. (Outdoor locations can be too noisy.)

Day of Recording

On the day you plan to record your story, follow these steps:

1. Turn off Potential Background Noises

Before you begin your audio recording, turn off potential background noises, like the telephone, answering machines, cell phones, clock chimes, noisy appliances, the radio and television. Tape a "Do Not Disturb" sign to your door.

2. Test Tape

You will want to do a test recording before you begin telling your story. Turn on the recording equipment and say a few sentences into the microphone. Stop, rewind, and review the sample recording to make sure everything is working and to check the sound quality.

3. Beginning Your Story

At the beginning of your recording, start by clearly saying the following information to identify your tape:

- Your name
- How your name is spelled
- The date
- The city where you live

4. Complete the [Audio Identification](#)

Step 1. Read the Audio Identification aloud on the recording.

Step 2. Next, anyone else whose voice is on the recording or who helped to make the recording needs to say his or her name aloud on the recording.

After this, take a deep breath, relax, and let your story flow. Remember to speak clearly and slowly.

5. Recording Tips

- 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.
- Keep taping if there are noises, like the telephone rings. Simply repeat what you said, and then continue.
- It is natural to have long pauses and emotional moments. Do not stop recording. You do not need to be perfect. The point is to be natural and sincere.

SECTION 3: FOLLOW-UP

Congratulations, you did it! Thank you for sharing your story! You do not need to edit your testimony. The CIC will make any needed edits.

Please mail the story and 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)
- Photos and mementos
- Your written story or recorded story
- Label each story with:
 - o Date of recording _____
 - o Your name _____
 - o Tape # ____ of _____ (if you did an audio recording and 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 others 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 were your/their hopes and dreams?

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 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): _____

AUDIO IDENTIFICATION

Instructions:

Step 1. Please read the audio identification statement below into the recording equipment.

Step 2. Next, please have the following people say their name into the recording equipment:

- everyone whose voice was on the recording,
- who helped create the recording (such as an interviewer),
- who wrote any of the words spoken, or
- who made any other contribution to this recording.

Audio 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 recording.

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

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

TELLING YOUR STORY CHECKLIST

BEFORE TAPING

Preparation

- Map out 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](#)
- Sign the CARA
- Create a "Do Not Disturb" sign
- If you are taping yourself:
 - Gather equipment needed
 - Practice with the recording equipment

DAY OF TAPING

Bring with you:

- Telling Your Story Worksheet and notes
- Storytelling Quick Tips
- Tissues (optional)
- 1 bottle of water (optional)
- "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 recording yourself:

- Equipment:
 - Audio recorder
 - Microphone
 - Extra blank tapes or other media

Don't forget to:

- Turn off the telephone ringer, cell phones, etc.
- Test the equipment
- Review the Storytelling Quick Tips
- Relax and tell your story
- Collect all signed CARAs (such as yours, anyone on/helping with the recording)

AFTER THE INTERVIEW

- Turn the telephone ringer back on
- Label the tape(s)
- Mail the following items to the Shot by Shot project:
 - The signed CARAs
 - Your telephone number and email (in case there are questions, this will not be made public)
 - Photos and mementos
 - Your written story or recorded story