



ORAL HISTORY PUBLICATION INCLUSION PROCESS

Overview:

The preservation of unique stories, experiences, and memories for future generations through our expertly crafted Oral History Project publications is our passion. At PCI, we want to ensure that your publication accurately reflects the diverse experiences of your alumni and members.

Rating the Stories:

Once your Oral History Project is underway, our expert story guides will rate each story on a scale of one to five so we can choose the best stories for inclusion in your publication. To date, our story guides have collected more than 2.8 million stories and have gotten very good at identifying stories that will help build a meaningful legacy. Here are the basic criteria they use to determine the quality of a story:

ONE and TWO STAR RATING: Stories rated 1 or 2 stars have little to no detail or emotion. These stories do not have a strong tie to the school or organization and are typically very short.

THREE STAR RATING: Stories rated 3 stars have a fair amount of detail and emotion, but are not overly striking or memorable.

FOUR and FIVE STAR RATING: Stories rated 4 or 5 stars include a lot of detail and emotion, as well as specific names, events, details, and emotion that draw the listener in. Stories rated 5 stars are stories that best facilitate a strong connection with the storyteller and the school or organization.

ENGAGEMENT AT SCALE. ALL AT NO COST TO YOU!



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Putting Your Oral History Publication Together:

Before the storytelling even begins, we identify family members within your alumni base or organization based on the data you have provided. During the storytelling process, our storytelling guides will also be listening for additional mentions of family members who are also part of your organization. In those instances, your story guide will link the records to ensure when a story is shared by the family member, we can note the association in the publication. This helps promote the strong family legacies that run in your organization.

Again, to ensure we include the best, most diverse information possible, at the conclusion of the story sharing, we run a final set of inclusion evaluations on all stories where publication consent was granted by the storyteller to ensure:

1. All buyers and their their tagged family members are included
2. Any story associated with an alumnus/a or member who is tagged as a VIP or staff is included
3. Stories flagged as “truly outstanding” – ones that have a lot of detail or heartstring appeal

If there is space remaining, we will include additional highly rated stories.

All stories (per consent) are included on the digital version.

Thank you again for your interest in the Oral History Project and for helping us deliver an extraordinary and inclusive publication.

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