

Ottawa StoryTellers Partnership Policy



Co-Presenting Partnerships

These are partnerships for which both OST and the partner are directly involved in the production of a program, in terms of either time or money. These partnerships must be approved by the Performance Committee, according to the Committee's terms of reference for approving new series, or by the director of the applicable series.

Co-presented programs should be included in OST mailing list emails and advertised the OST website.

Examples: Series (Billings, Bytown, Once Upon Slam initial season), single productions (2 Women Productions - Odyssey and Iliad, The Rectory Art House - Nuit Blanche), etc.

Publicity Partnerships

These partnerships represent an exchange of promotional efforts between OST and an individual, a group, or an organization that has a clear audience crossover (whether through oral performance, program themes, or cultural links). The values of this exchange are to be negotiated by the Artistic Manager or other OST publicity representatives. These partnerships must be approved by the Publicity Committee Chair.

The Artistic Manager or Publicity Committee will negotiate recognition of these partnerships and associated events in the following areas: physical flyers/presence at OST events, OST program content or inserts, OST Twitter and Facebook, OST website, OST mailing list.

Examples: Folk Festival, Company of Fools, National Arts Centre, English Language Theatre, etc.

It is understood that publicity partnerships must directly benefit OST in some way.

When a publicity partnership is instigated by a member of the Publicity Committee, that member must present the partnership to the Committee using the following outlines:

What OST Might Gain

- New audience/ specific audience
- Enhanced image by association

- Cachet for grants/sponsorship
- Good will for future considerations
- In kind donation of time or product

What OST Might Give

- Table space for material, promotion or sales at an OST event
- Print recognition (in programs, inserts, etc.)
- Website recognition
- Mention in events emails to mailing list

In order for an event to be considered for a publicity partnership with OST, the dates of that event must not conflict/compete with existing OST event dates.

The Committee will then vote to determine if OST should undertake the partnership, with the understanding that the Gains should be higher than or equal to the Gives.

The Committee recognizes that quantifying the Gains and Gives for OST is subjective, but the Committee will strive for transparency regarding the process and decisions made.

OST Members wishing to alert other members and audiences about upcoming non-OST-partnered events that relate to storytelling may post such events on the OST Facebook group page and use the @ottawastory link on Twitter (#ottstory). Information may also be sent for consideration for inclusion in the OST Newsletter, but must be received one month in advance of publication and will be included at the discretion of the newsletter editor.