FRIENDS OF WISCONSIN SINGERS, INC. LAUNCHES
iSTUDIO VIDEO STORYTELLING PROJECT
TO INVOLVE ALL 50 YEARS OF WISCONSIN SINGERS

March 2019

Dear fellow Wisconsin Singers,

Fifty one years and counting…and we’re calling on your memories to help us tell our story.

Get your smartphone out. Pick out a nice, well-lit space. Close your eyes and think about that magical Wisconsin Singers experience you had way back when…or just yesterday. Open those eyes wide, smile that sincere “Wisconsin Singers” smile, and press record.

Seriously. Take minute to read the attached outline about an exciting new storytelling program created by the Friends of Wisconsin Singers, Inc.—Wisconsin Singers iStudio Project. You can become one of our storytellers – and it’s such an easy way to give back to an organization that made a difference in your life.

But hurry! Your submission is due by May 1, 2019.

Call Robin Whitty-Novotny 608.332.8245 or me 561.603.0257 if you need more information.

Now, get ready for your close up…

Warm regards,
Everyone has a story.

WHAT’S YOURS?

SAMPLES OF OTHERS’ WORDS

Sometimes, someone else’s ideas are just enough to prime the pump for your thoughts and ideas to flow. These examples might help:

▪ 50th Anniversary testimonial slides are available for viewing here.
▪ Links to recent alumni sample videos: Alyssa Mohr
  Rob Zirkel

AND FOR FUN, CHECK OUT THESE VIDEOS

▪ Audition video THIS IS US
  https://youtu.be/DzdSU_roJgc
▪ Audition video PROMO
  https://youtu.be/l4A9CehQXFE

SEND YOUR VIDEO FOOTAGE TO US BY MAY 1, 2019

▪ Recommended Video Format: The recommended Smartphone video format is MP4.
▪ By Internet: Click this link

Or: Cut and paste the following link text into your browser:

https://goo.gl/forms/L1nflipB0eNW
PVu92

You’ll then be asked to fill out a brief form and use the upload button to send your video to us.

REMEMBER: Have fun, make a ton of videos, and send as many stories as you wish! Your deadline is still...

▪ MAY 1, 2019

© Copyright 2019. All rights reserved. All Studio–video content becomes and remains the sole property of Friends of Wisconsin Singers, Inc.

FoWS-iStudio-Testimonials Project-030519.docx
4/13/2019 4:37:00 PM

WISCONSIN SINGERS
iSTUDIO PROJECT CONCEPT

Even if we live for another 50 years, we cannot begin to tell all the stories we know about the first 50 years of the Wisconsin Singers!

So we want to learn your story—today!

Why? Because storytelling is so vital to our culture, our mission, and our immediate need to raise awareness and funds so that we can sustain the organization and become a truly valued “100-year-old” institution—worthy of the ongoing support of others.

Friends of Wisconsin Singers, Inc., the nonprofit 501(c)(3) sponsor of Wisconsin Singers, introduces the "Wisconsin Singers iStudio Project" to collect video stories from former and current Wisconsin Singers that dramatically highlights what a troupe member being has meant to you—personally and professionally.

The goal is for each of you to be part of the “StoryCorps” of the Singers; to become the oral historians of our organization, and to help preserve the colorful history of the troupe.

If you have any questions or suggestions, please reach out to the project coordinators.

Please join us, won’t you?

Gregory W. Schultz, ’70
voxpopuli@bellsouth.net
Wisconsin Singers Company Manager ’67-72
FoWS Client Partner, Community Engagement

Robin Whitty-Novotny, ’74
mwhitnovotny@wisc.edu
Wisconsin Singers Producer-Director Emerita
FoWS Development Committee Chair

HOW TO PARTICIPATE IN THE WISCONSIN SINGERS iSTUDIO PROJECT

Here’s a checklist of what to do for your iStudio video:

▪ Write a brief outline of your “memory” or “impact” story.
▪ Get out your smartphone and find a quiet place to make your video.
▪ Pay attention to the background. You want to be the center of attention.
▪ Check that the lighting is bright, balanced, and natural.
▪ Do a test video to ensure your message and voice are clear and that there is no background noise.
▪ Be sure to use your phone in horizontal position. Frame the upper half of your body only and check the focus!
▪ Videos should be no longer than 5 minutes.
▪ We’ll do any editing required.
▪ Hit record and have fun!
▪ Create a new video segment for each topic you want us to have.
▪ Submit as many individual “segments” as you wish. There is no limit to the number of topics you may cover!

IDEAS & TOPICS

Here are some ideas to get you started:

▪ Pick a topic that relates to something you’ve personally experienced and that made a lasting impression on you.
▪ Think about choosing a topic that may also illustrate a guiding Singers program principle.
▪ Do you have a workshop, clinic, or performance “moment” that you think is humorous, tugs at the heartstrings, is unique, compelling and worth sharing with generations to come?
▪ How did your Singers’ experience impact your social, personal, work, relationship, or career choices or life experiences in a way that no other UW experience has?