

## Ohio. Find It Here. – 2022 Co-Op Partner Storytelling Form

---

### Storytelling and Photography – Questionnaire

In preparation for your Storytelling project meeting with the Ohio. Find It Here. team and Great Lakes Publishing, please answer the following questions. Your answers will help the team shape the story you want to tell and plan a photoshoot that supports your marketing needs.

#### Storytelling Questions:

1. Please provide the main contact for your project:
  - a. Name:
  - b. Title:
  - c. Company name:
  - d. Phone number:
  - e. Email address:
  
2. What story do you want to tell? *Please note these are third-person stories. The Influencer program is the home to first-person stories.*
  
3. Who is the audience? Think about the audiences we offer in the co-op and select one.
  - a. Culture Buffs/Event Goers
  - b. Family Focus
  - c. Nature Lovers
  - d. Thrill Seekers/Adventurers
  - e. City Lovers
  - f. Foodies/Drinkies
  
4. What locations are you looking to include in your story?
  
5. What photo assets do you have and what would you like to shoot for the Storytelling landing page? Please share existing photos by March 1.
  
6. What month would you like the story to go live as a landing page on your site? *(Note, if you want to include photography from your Storytelling photo shoot, the photo shoot must be held a month prior to receiving a proof of your landing page.)*

7. Do you have branding guidelines we should follow? Please share fonts, colors, logos, brand guidelines by March 1.
  
8. Once your landing page is finalized, who's your website contact who will upload the files to your website? Please provide contact information:
  - a. Name:
  - b. Title:
  - c. Business name:
  - d. Phone number:
  - e. Email address:

### Photography

1. What is your main goal with signing up for the photography shoot?
  
2. Each full-day shoot covers approximately 3-6 locations – depending on drive time. What locations are you thinking of including? Please provide a list of shots and must-have assets.
  
3. Do you have dates in mind? (first choice, second and third)
  - If you signed up for two or more days, would you like to use them consecutively?
  - *See note above about timing of photos used in the landing page.*
  - Cancellations within a week of the photo shoot, not due to weather, are assessed a fee.
  
4. Are you planning to hire talent to appear in your images or source your own talent via family/friends/CVB resources? (See Talent Options for details.) If hiring talent, please select from the following:
  - a. New View Model & Talent
  - b. Heyman Talent
  - c. The Talent Group
  - d. N/A, using free talent
  
5. What if you want more than 12 images per day?
  - Option to buy additional outtakes