

Pursuing Leads & Production

Pursuing Leads and Production (Stories)

For external Marketing pieces and documents

REQUESTING/GATHERING STORIES (Sourcing stories)

- Prioritize user-generated content – produced by others - we've been tagged, we came across it naturally or someone tells us about it (i.e. Larry Buck, Kari Kennedy).
 - As a secondary source, we sift through [Stories from the Field - Workvivo](#)
 - DEV fund appeal and Marketing pages (Bri's email)
- Content strategy/direction meetings [ALL]
 - *Quarterly editorial calendar*
 - *Marketing alliance partners (the partner may want to lead on content)*
 - *DEV fund appeal and Marketing pages (Bri's email)*
 - *Digital content planning meetings*

VETTING STORIES (Pre-evaluate)

- a. What's the possible **angle** for us?
- b. Can we prioritize the **theme** (multiply content) or is there just a story we can use?
- c. Consider the **poster or source-specific ministry** and personality.
 - i. Think through their branding or potential connections to their brand.
 - ii. Backed by JFP staff member (in network)?
- Consider **keys to success of our existing content** (ex: Aldo's Story)
 - a. *Through line idea emerges from the interview or can be pre-planned*
 - b. *Good, strong story + Great photos*
 - c. *Good amount of content (start, beginning, end)*
 - d. *Person sharing is strong in their storytelling/idea*
- Evaluate via the rubric [Marketing Content Priority Rubric](#)
 - a. Answers: Should I pursue this? Is it a right fit, yes or no?

STORAGE/COLLECTION OF STORIES

- Insert story lead name into [Marketing Stories](#) [Asana](#) board as a task
 - a. Include contact info, links and background information, images, videos, etc.

PURSUING STORY LEADS & TEAM DISCUSSION

- Present at standing meeting biweekly or monthly —
"Story Corner" during Mktg Campaign meetings
 - As we discuss w/team on larger call there's always room to push back on rubric.
- Meet with Jersey Road to consider risks— first-person stories specifically.

PRODUCTION OF STORIES (Collaboration)

- Seek out legal permission to use face, words and video.
- "We're creating a story. What assets do you need and in what format?"
 - a. Consider where we want to run it. What do we need for what channel?
- Set interview or recording time / Assign "interviewer."

Research, Interview & Cite Sources

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Interview Tips

- Prepare interview questions and plan your outcomes. Be clear about what you want to learn from the interview. What content do you want your interviewee to cover so he/she can be quoted and so your reader can clearly understand your subject matter.
- Send interview questions in advance so your interviewees can prepare.
 - “Although one of the goals is to make the interview conversational and appear spontaneous, you don’t want to discuss anything “out of left field,” or that has not been prepared beforehand” ([Source](#)).
- Record your interview using an audio recording device for longer sessions, and keep a notepad handy for note-taking.
 - Both the notepad and audio recording device provide a fail-safe should one not work out (audio muffled, recorder stops, you can’t read your handwriting or lose your notepad).
 - Use a transcription service to avoid having to write out interview responses.
- Be an active listener.
 - React to answers naturally and respond conversationally.
 - Look up from your notes at your interviewee regularly.
 - Let your body language show you are interested (lean in, nod, etc.)
 - Mirror - repeat what you heard/understood so he/she knows they are being appropriately represented.
 - “Avoid questions that can be answered with short answers or a ‘yes’ or a ‘no.’ Focus on open-ended questions, ‘why and how’ questions” ([Source](#)).

Preparing global partners/spokespeople for interviews:

- For Marketing campaigns and new films (*JESUS* - animated film)
 - Craft talking points on a one-pager.
 - Provide it days or weeks in advance so they can familiarize themselves with the content.

Conducting Research and Fact-checking

- Pull from credible sources only.
 - For our organization, that means seeking out reputable news sources, and well-known and well-regarded Christian non-profit organizations.
 - To avoid possible scandal or controversy for the ministry, quote well-known and longstanding Christian figures not linked to controversial statements or with which certain denominations may be at odds. Strive for “ecumenical” sources that are Biblically sound and adhere to Cru’s Statement of Faith.
- Fact-check!
 - If provided content from another department at Jesus Film Project or from content already published, check for the source of the material used (if possible, the name, title and organization of the individuals), especially when quoted.
 - Are the names spelled correctly and is the citation correct?

- If source info not available, please do your own research to find the source, attribute the quote and cite properly. Again, the sources should be reputable and above reproach.
- Scan for polarizing statements or possible derogatory language regarding other religions. Make necessary adjustments and omissions, if possible, or provide context. All language should uplift and frame people groups (believers or not) in a positive light.

Citing Sources

- Attribute quotes including full names. In some cases, stating the organization they work for and their role will lend your document the credibility it needs.
- We align with the practice of most marketers in that we use APA's formatting guidelines to *cite sources* consulted for data or base information (e.g. how many characters are typically in an animated film).
 - For digital content, link out to the referenced material when possible. [Read this brief article](#) for great guidance and formatting examples.
 - We cite to cover our bases and build trust, but also to ensure a high search ranking on Google.
 - Fresh sources, please! Aim for 1-2 years old (and 3 years max if the data/info is compelling/relevant), although the present year is ideal.
 - [Read this HubSpot article](#) to learn about the following topics and more:
 - How to Cite Sources in Blog Posts & Long-Form Content Assets
 - How to Cite Sources in Social Media
 - How to Give Credit to Guest Authors and Ghost Writers
 - [“How Do You Properly Cite Sources in Your Content”](#)
- We rely on legal footnotes for Marketing offers and statistical information needing disclaimers.
 - They don't necessarily need to be in the APA-style format, but they should use language approved or advised by our legal team or subject matter experts.
 - To be on the safe side with stats, but especially those posted
- Include all cited sources at the end or bottom of your copy (left or right-hand side doesn't matter, as long as it is visible but in a smaller font). Organize alphabetically.
- To cite a photo or image source (i.e. giving photo credit), include the author's information briefly in the photo caption according to our photo captioning guidelines.
 - See “photo credits” in the latest JFP Stylebook entry for guidance.
 - For additional guidance, visit these helpful websites:
 - For instructional or multi-page documents with [multiple images needing citation](#).
 - AP Stylebook has a “photo caption” entry but does not have a “photo credit” entry. Still a cursory search on their website could unearth commonly asked questions that could help fill in gaps not covered in our Stylebook.

Sources used:

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