

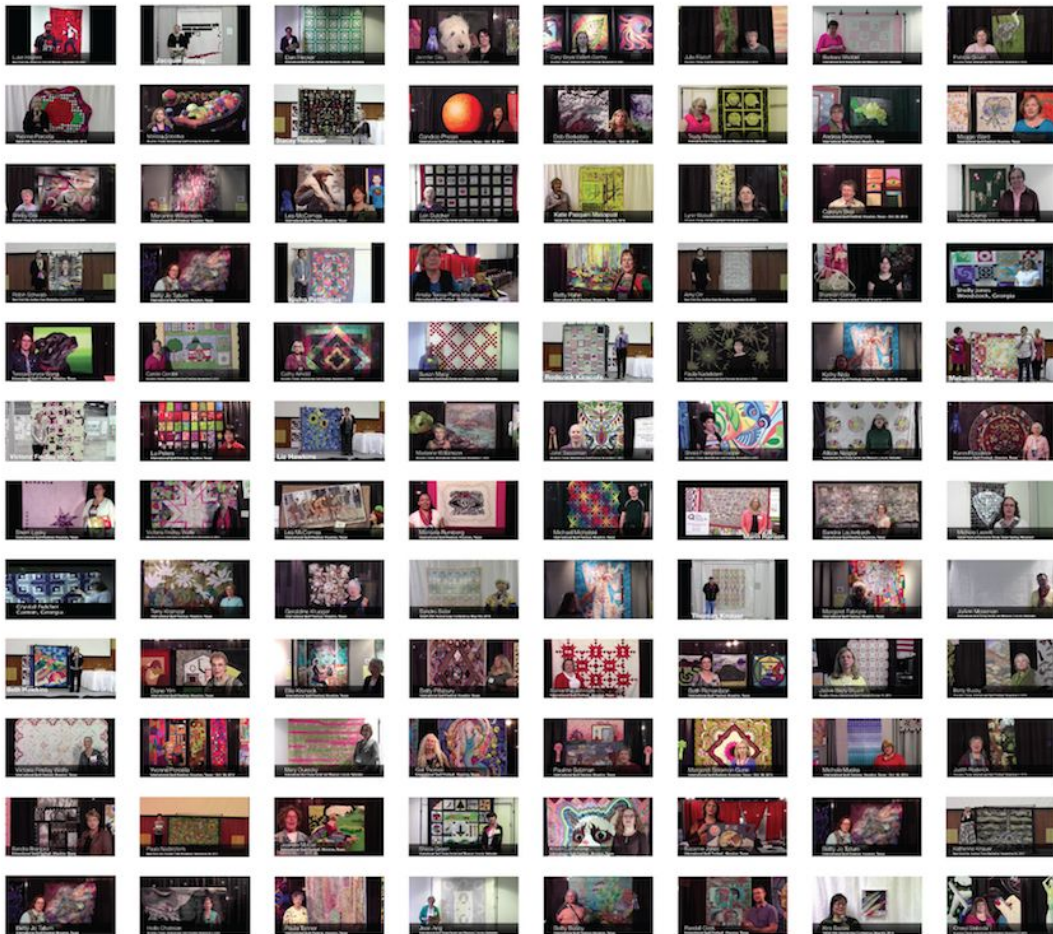


Go Tell It

At the Quilt Show!

One person talking about **one quilt** in front of **one camera** for **three minutes** = another **quilt story saved!**

Go Tell It at the Quilt Show! Is a project of the non-profit Quilt Alliance dedicated to documenting, preserving and sharing the stories of quilts and their makers. Anyone can do a Go Tell It! interview: quiltmakers, quilt appreciators, recipients of quilts, quilt collectors, curators or historians. No special equipment is needed--you can film them anywhere, any time, with your phone, and we'll collect them all in a YouTube playlist.



A PROJECT OF THE QUILT ALLIANCE - WWW.YOUTUBE.COM/QUILTALLIANCE

Planning your Quilt Story event

There are lots of different ways to collect quilt stories, whether you're just a [passionate quilter](#), [family collector](#), [quilt guild program coordinator](#), [quilt store owner](#), or local museum/history center. Here are a few ideas:

★ Make it part of your routine

- [Guilds](#): Film a few special “show and tells” each meeting. You can rotate through members, or grab your camera when someone has a special quilt to share. Or, pick a guild member to highlight each meeting.
- [Quiltmakers](#): Film a GTI video whenever you finish a new quilt!
- [Quilt collectors/family quilt owners](#): Quilt preservation experts recommend taking a quilt out and re-folding it periodically to reduce wear and tear. What better time to film a short video about a favorite quilt?!

★ Celebrate a special occasion

- [Guilds](#): Set aside a whole meeting for stories. Invite members to bring a special quilt and start a signup sheet (we like SignUpGenius online) ahead of time. Or, set aside Go Tell It time at guild retreats!
- [Museums & quilt shops](#): Offer a Go Tell It “booth” for family history days, exhibit openings related to textiles and crafts, or other events
- [Quiltmakers](#) and [quilt owners](#): If you're visiting family over a holiday, ask them to share family quilts or quilts they've made

★ Hold a documentation day event

- [Quilt guilds, quilt shops, museums and local history centers](#): Consider holding an event celebrating all things documentation ([National Quilting Day](#) might be a great time, or any other day!). This might include activities like:
 - Label-making station with permanent pens, muslin, and fun embellishments
 - Ask a local quilt appraiser to join you for short appraisals or quilt dating (find one near you at <http://paaqt.com/>)
 - Set up a photography station to take pictures of quilts
 - Have a GTI station where visitors can film video interviews

What do I need?

❑ Go Tell It subject and their quilt

Anyone with a quilt story to tell can be part of the Go Tell It project. Whether they made, bought, inherited, found, or sold the quilt, they're invited to share. We do ask that the quilt be in the frame with the "teller", so we can see the quilt and the storyteller.

❑ A good location

Go Tell It videos are designed to be captured anywhere there are quilts—this can include the floor of a quilt show or a museum on a busy Saturday. However, it's important to find a location that's quiet, and bright--turn the lights on, find a window, and try to minimize the background noise if you can.

❑ Camera

Any video camera with the ability to make good digital video. It doesn't have to be a very fancy, expensive camera--you can use an iPhone or other smartphone! If you want a really great result, we recommend using a digital video camera or a DSLR with video, instead of a phone, but a phone works too--just make sure to **hold it horizontally** for best results!



❑ Tripod + Quilt Stand (optional)

Use a tripod if you have one. Three minutes can be a long time to hold still! If the featured quilt isn't already hung in a show or exhibition, you might want a quilt stand or other display method to ensure that it's visible behind or next to the "teller". If it's a large quilt, it's okay if they stand in front of it, as long as viewers can see most of the quilt. Make sure your quilt stand is level and not crooked--this really stands out on video.

❑ Microphone and headphones (optional)

Go Tell It videos depend on being able to hear the story as it's told. If you're going to be doing lots of videos, [this \\$20 clip-on microphone](#) works with smartphones or video cameras and is a great investment.

❑ An assistant, if possible



A pair of extra hands can be very useful for hanging quilts, collecting forms, and keeping track of time.

Filming the interview: tips and tricks

Get forms signed and prep your participant.

Before you get started, ask your participants to sign [the GTI consent form](#) and explain where and how the video will be used, and when they can reasonably expect their video to appear online.

Explain that they have three minutes to talk, which can feel like a long time, and that it's not an interview--they can just talk. Make sure participants know they can share whatever they like about the quilt--what inspired them, where they got it, a bit about the family member or friend that owned it, what it symbolized, what techniques they used, why they like it... whatever compels them. Let them know that they'll get a 30-second warning, or, if you have a timer assisting you (or you're a great multi-tasker), a warning after each minute has elapsed.

Set up the frame

You'll want to feature as much of the quilt as possible, but you'll also want to feature the speaker. Don't be afraid to move the camera, tripod and all, further back or closer in so that you can see the whole quilt or focus in on a detail. If it's a smaller quilt or you can't get far away, try to truncate the speaker at a natural breaking point (at the waist, for example) instead of cutting them off at the knees or ankles. Below are a few examples of good and not-so-good camera set-ups.



Good -- the whole quilt is visible and there's no distracting background



Not so good -- Too much space around the quilt, distracting background movement, quilt is not straight in the frame.

Do an audio test (and listen back to it)

Record your speaker (with mic, if applicable) stating their name and saying a few sentences, and ask them to gesture to the quilt. Play it back and make sure they're audible and the microphone doesn't echo, click or pop.

During the interview

Make a "cue sheet"

We encourage all Go Tell It interviews to start the same way: with the teller's name, location, and date. It helps orient the interview in time and space, and will be invaluable to future historians. When you're talking to a camera, though, it's easy to forget even your own name! If you're going to be doing multiple interviews, print out a sheet with big letters with that opening statement (a template is attached in this packet) and tape it to the wall behind the camera or the front of the tripod, or have an assistant hold it.

Be encouraging

Even one minute can be a long time to talk. It's a good idea to make eye contact and let the 'teller' feel like they're talking to you, not the camera. Nod, smile, and encourage them (silently!) to keep talking. If they pause, you can give them a little symbol to let them know they still have time, if they wish.

Give time warnings

Let your speaker know you'll give them a 30 second warning. If you have a volunteer you can ask them to give a one and two minute warning in addition to a 30 second warning.

What could go wrong?

Your power source could fail We've found that batteries can be fickle, so *if you can plug your camera directly into a power source, do!* If you have cords snaking across the floor, tape them in place so no one trips or accidentally unplugs the cord during filming.

Your camera's memory could be full Check your memory card or internal memory! Always have a blank back-up, just in case. Make sure you know how much space you have available, and about how much you'll need for one three-minute video.

Your audio may not be audible—Before you start, film a 30 second test run. Ask your participant to say a few words—their name and location, for instance—then play it back with headphones to ensure you can hear everything clearly.

Once you've filmed the video, it's always a good idea to play back a portion and ensure everything worked *before* the teller wanders off or leaves for the day!

Your participant can be nervous Some folks are nervous in front of a camera and tend to pause after the first part of their story is told. Providing (silent) feedback to their story is a good way to encourage them to keep speaking. If they stop in the middle of the video and pause or say "do I keep going?", it's okay to start over!

After you're done

Thank your teller!

Let them know they did a great job (especially if they were nervous) and an expectation about when they might be able to see their video online.

Save your video at the best resolution you can. Your software may allow you to save it as "good for web" or even HD (high definition). It may be a very large file, but should still be uploadable.

Uploading your video

There are just a few quick steps to upload and share the video you've created. If you've never done that before, this is [a great 3 minute how-to video to watch](#). Here is a quick rundown of the steps:

1. Sign into or [create a Google account](#), then go to youtube.com/upload
2. Select the video on your computer or phone that you'd like to upload. If you're tech-savvy, you can add the teller's name to the video or edit it (look for instructions on easy editing with a free program coming soon!)
3. Once your video has uploaded, you'll get the option to add a title and description.

For **title**: *Go Tell It at the Quilt Show interview with (___name___).*

For **description**: *One quilt, one person, one video camera, three minutes = another quilt story saved! "Go Tell It at the Quilt Show!" is a Quilt Alliance project designed to capture the stories of quilts where quiltmakers gather. This interview was filmed in (___Location___), on (___Date___) by (___name or organization___). Learn more at www.quiltalliance.org and (___your website, if desired___).*

4. Visit [this link to add your video to our playlist!](#)

Included forms and appendices:

- 1. Go Tell It! Consent form.**

We strongly recommend using the online consent form available here:

https://quiltalliance.formstack.com/forms/gticonsent_copy when possible, but if you'd like to collect paper forms, a copy is attached.

- 2. Cue sheet**

Tape this sheet to the front of your tripod, prop it up on a table, or place it where the “teller” can see it as a helpful reminder of the opening statement.

- 3. Checklist**

A few tasks to complete and items you might want to have on hand when documenting quilt stories.

- 4. Marketing materials, and other ideas for documentation days (forthcoming).**



Release & Information Form

Go Tell It at the Quilt Show! interviews are a project of the Quilt Alliance and follow a simple format: one person talking about one quilt in front of one camera for three minutes. To be one of our "tellers" you do not need to have made the quilt you bring to talk about, or even be a quilter yourself. You just bring a quilt with you (or, if the quilt is on exhibit, we will videotape you within the exhibition space) that has a story that you find interesting or important, and share this story in 3 minutes or less in front of our video camera. We'll have someone standing by to keep you within the time limit!

Your video will be featured online, including on the Quilt Alliance Youtube channel, www.youtube.com/quiltalliance and social media channels of the collecting organization or individual. The Quilt Alliance, as well as sponsors and partners of this project and our organization, will also link the video via social media and other electronic forums (website, newsletter, blog). And we encourage you to share your Go Tell It! interview as well (request a special Go Tell It! button for your blog or website).

By signing the form below you grant copyright of your permission to include any video, audio and/or photographs made during your Go Tell It at the Quilt Show interview in an online public presentation where they will be available to researchers and the public for scholarly, educational and inspirational purposes including publications in all media and exhibitions. You grant copyright of this video to the organization or individual who filmed the video, and the Quilt Alliance. By giving your permission, you do not give up any copyright to individual artworks, techniques or processes shared /displayed in the video or photographs.

I agree to the uses of these materials described above.

Signature _____

First Name _____

Last Name _____

Date _____

City + state/country _____

Email _____

Questions? Visit www.quiltalliance.org or email qsos@quiltalliance.org

Checklist

Before the interview:

- Explain the interview:
 - how they should start (with their name)
 - what they can say (anything!)
 - what your 30 second warning will look like
 - ask if they have any questions for you!
- Hang the quilt (if necessary) and check that it looks straight in the camera
- Make sure the audio sounds good in the recording
- Ask the teller to sign the consent form

Equipment (you may not need all of the below):

- Teller and quilt
- Camera
- Tripod
- Cue sheet
- Consent form
- Quilt stand and clips/pins/other hanging equipment
- Tissues (you never know!)
- Extension cord
- Extra batteries or power plug for camera
- Lapel microphone

After the interview:

- Thank your teller and let them know they did a great job.
- Let them know when you expect it online
- Return their quilt and any microphone they may have been wearing/using.
- Upload the video!

Example cue sheet:

Hi, my name is

SARA BETH DURHAM

_____ (name)

and today is:

JUNE 12, 2018

_____ (date)

I'm at **THE SUN VALLEY**

QUILT MUSEUM

_____ (guild/shop/museum, etc.)

in **QUILTSTVILLE, OHIO**

_____ (city + state).

Hi, my name is

_____ (name)

and today is:

_____ (date)

I'm at _____

_____ (guild/shop/museum, etc.)

in _____ (city + state).