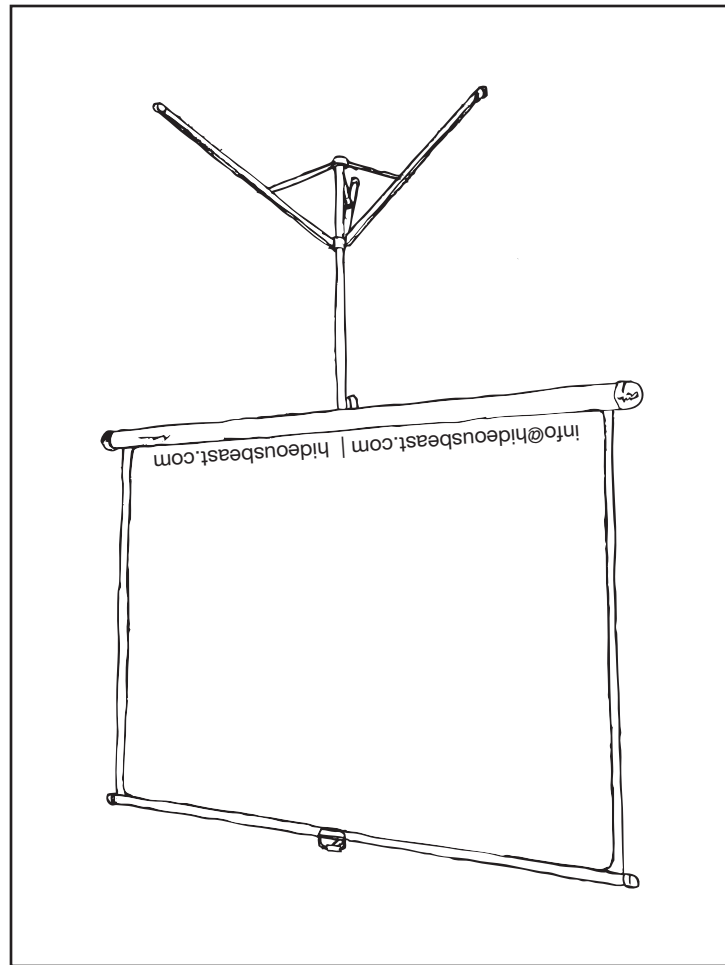
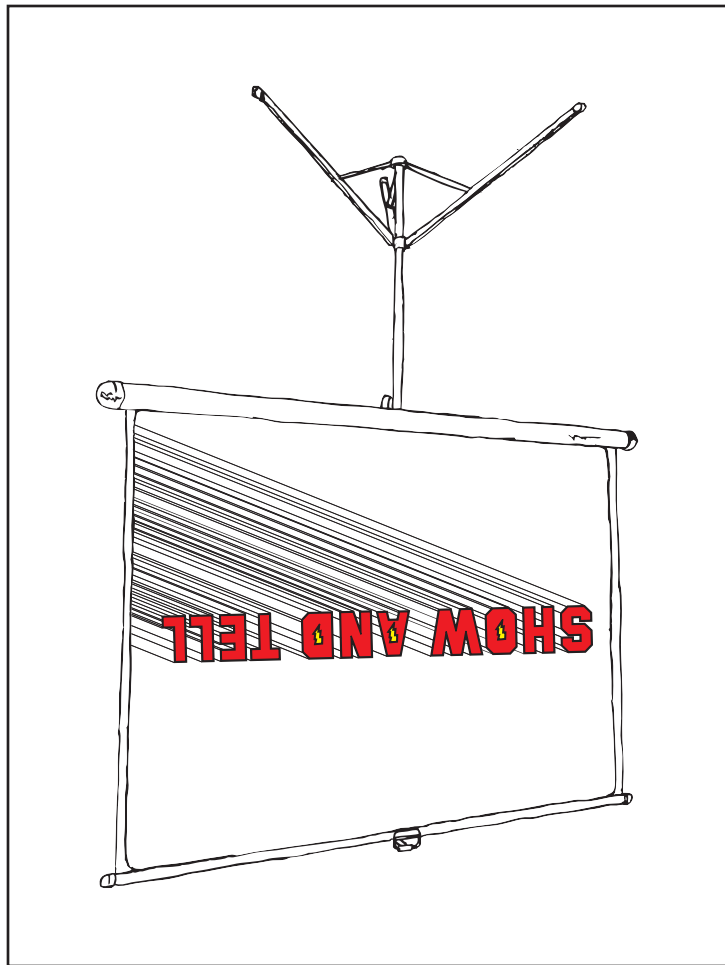




SHOW AND TELL

Show and tell is the process of showing an audience something and telling them about it, predominately in North America. It is usually done in a classroom as an early elementary school technique for teaching young children the skills of public speaking. Usually, a child will bring an item from home and will explain to the class why they chose that particular item, where they got it, and other relevant information.

- Retrieved from http://en.wikipedia.org/wiki/Show_and_tell

As a reinvention of long forgotten lessons from our childhoods, Show and Tell can become a relevant social event for sharing and disseminating knowledge. It can create a dynamic exchange between audience as participant, and presenter as creative cultural producer. This booklet is a document of the potential for such an event in our shared lives, helping expand the possibilities for creating open knowledge and creative voice for all.

As an instructor of art at a liberal arts university, I often hear murmurs from my students expressing boredom and dissatisfaction with the community they live in. Having felt that at times, I've become compelled to find methods of injecting into their curriculum alternative approaches to solving this problem. Inspired by the project *Come Together* by Harrell Fletcher* I decided to revert to simple concepts for complicating a difficult question—how does one instigate new ways of being social, critical, and experimental? Show and Tell is an ongoing project that asks persons to find somebody within their community to teach something they feel is interesting or worthwhile to a larger audience.

This booklet will explain some methods and materials for producing a Show and Tell event, illustrating some advantages to sharing both in the real world and the virtual. Hideous Beast sees this activity as an exploration of that ways in which we approach entertainment, social gathering, and the sharing of our lives with a larger world.

*<http://www.harrellfletcher.com>

How to produce Show and Tell

First and foremost it's helpful to establish, or identify a network within which to produce this event. This will help determine the most crucial element of the event—scale. How large would you like the event to be? The nicest part of Show and Tell is its ability to operate on many levels. We see this event happening in a private apartment, or a public space, with a small group of friends, or a large group of strangers.

Think of the networks you participate within—work, school, family, church, etc. These networks can create a multitude of dynamic exchanges. Producing Show and Tell within your network(s) can foster sharing of resources and knowledge, potentially capable of quenching boredom, but more importantly create relationships as persons that operate in communities that grow and change with time. Approaching leading members of the network(s) you are a part will help produce a fruitful event. These members can help you connect to resources, both technical and social, such as mailing lists, equipment, space, etc.

This manual provides a guide for the solicitation of participants, promotion of the event, included sample text and a checklist, presentation devices you may consider, and how to document and archive the event.



Solicitation

Asking people to participate can be very tricky. You need to believe that the project is worth their time and effort. If you have ever thrown a party you know it can be difficult to gauge who is going to come, especially if you don't require an RSVP. Establish your goal(s) and the scale of the event.

Show and Tell is about asking people to do something they have already done, but in a new way. Show and Tell for many people is associated with school. Try to see solicitation as a form of assignment or a challenge. You're seeking people to participate, and even collaborate in making this event. Don't be afraid to ask for their interest and help in production.

Create a *Call For Submissions/Participants* that you spread by word of mouth, telephone calls, email, social networking sites, and public advertisements. The call must have clear deadlines, guidelines and descriptions of the event. Your promotion is a continuation of this information, so create consistency between them.



Promotion

Providing event details and guidelines is crucial for a successful Show and Tell. Clearly communicating what the event is and what is expected of its participants is the foundation for solicitation and promotion—*Show and Tell* asks participants to find a member of their community willing to teach something they feel is valuable to a larger public (subject open). Participants are asked to collaborate in making a short presentation and share it with an audience during a scheduled event.

Decide who your audience will be, find the places they might receive information and start a checklist of how to solicit to that population.



Sample Check List:

1. Create a flyer both physical and digital, make certain the logistics are clear (i.e. date, time, location, event description, contact info).
2. Flyer bulletin boards that are actively maintained, online and offline.
3. Start an email list of people/groups that might be interested. Use social networking sites if possible.
4. Seek local publications, online and offline that might advertise your event.
5. Talk about it with people you meet. Have flyers and contact information on hand.

Presentation Devices and the Event

Presenting to an audience can entail using a multitude of devices and technical equipment. Make certain you understand the capacity of your space and its acoustic capabilities. The last thing you want is a participant screaming, or people sitting uncomfortably for a long period of time. Clearly communicate with the participants about their presentation needs and what resources you have available. This may include an audio video system, a computer(s), a projector (LCD or slide) and screen, digital still camera(s), etc.

The event shouldn't be longer than 2 hours (think about the attention span of a typical movie or concert goer). Make certain the event is organized and efficient. Long transition times between presentations can try the patience of audience members and may hinder future participation. Consider limiting your presentations to 10 minutes for this reason. Ask your participants/presenters to show up early for the event so they can communicate any special needs. Ideally this would be dealt with prior to the event, but again, that depends on the scale of the event and the timeline for setup. Have each participant introduce their presenters This helps contextualize the relationships formed, becoming potential models for further interaction.



Documentation and Archive

We have tried to combine the ways in which we document, redistribute, and archive events. This has taken place as a compilation of recorded video, digital photographic stills, and recently as a dedicated video sharing website:
<http://minimoviefest.startyourtube.com>.

Providing a space for participants to continue sharing beyond the event is a wonderful way for expanding the idea and promoting further exchange. There are many methods for fostering greater public dialogue, and few have been more widely accepted than social networking both online and offline. These are useful models for understanding the potential

for shared knowledge, space and communications. Many of the online services are free and provide users the chance to share their thoughts and creativity with a larger audience.

Check out services like
flickr.com, ning.com, wordpress.com, or facebook.com