



# Tips for Conducting Interviews with the Press



Attendees view a quilt by Leticia Chung at QuiltCon 2016 in Pasadena, California.

Being featured by the press isn't as scary (or as difficult) as many people think. In fact, giving an interview is a great way to share your work and speak as a representative of the modern quilting community. Every interview helps spread the word about modern quilting and opens doors for new quilters. But how do you prepare for a big interview? This guide will provide tips, tricks and answers to commonly asked questions.

# FREQUENTLY ASKED QUESTIONS

**S**OME of the most common questions are listed below. A reporter may not ask them all, but it's wise to prepare anyway. A few days before your interview, read through this list and make mental or written notes of your answers. Being prepared will help you be eloquent and say everything you want to say.

- Why did you start quilting?
- What are you working on right now?
- What do you like most about the quilting process?
- How do you describe your style?
- How has your work evolved over the years?
- Who do you look to for inspiration?
- What inspires you?
- How do you keep learning about your craft?
- What resources are there for modern quilters?
- What is the quilting community like?
- What do you hope to do in your work one day?
- What are you excited about right now?
- Do you think quilts should be used or should they be art?
- Do you use your quilts?
- What do you do with quilts once you're done making them?
- Is there a meaning behind your quilts?
- How do you come up with patterns or designs?
- How do you decide which pattern to make?
- What makes modern quilting different than other kinds of quilting?
- How big is your local guild?
- What do you say to people who think quilting is a "grandma's" hobby?
- What do you say to people who think quilting is boring or dated?
- When do you quilt?
- Why do you quilt?
- What else didn't I ask?\*

\* Most good reporters will ask this question. This is your chance to say whatever you want about your work or the modern quilting movement. Often, this is the question that intrigues reporters most, because no matter how much they research and prepare, they are not as much of an expert as you.

# FREQUENTLY ASKED QUESTIONS

**R**EPORTERS may ask questions about the Modern Quilt Guild and modern quilting. Because you are the interview subject, you are now the spokesperson for the MQG and our community. What you say matters. Below are our answers to common questions — feel free to use this information in your own answers.

## **What is the Modern Quilt Guild?**

The MQG developed out of the thriving online community of modern quilters and their desire to start meeting in person. The founding guild was formed in Los Angeles in October of 2009, and today is a nonprofit 501(c)(3) organization with over 10,000 members worldwide. The MQG's mission is to support and encourage the growth and development of modern quilting through art, education, and community.

## **How big is the MQG?**

- Over 10,000 members
- Over 170 guilds worldwide
- Members in 39 countries on six continents

## **What is QuiltCon?**

QuiltCon is the largest modern quilting show of its kind. Each year, the four-day quilt show attracts nearly 8,000 attendees from around the world for workshops, lectures, panels and more. The juried quilt show features nearly 400 modern quilts. QuiltCon 2017 will take place February 23–26 at the Savannah International Trade & Convention Center. More information is available at [quiltcon.com](http://quiltcon.com).

## **Define modern quilting?**

The MQG defines modern quilts as primarily functional quilts inspired by modern design. Modern quilters work in different styles and define modern quilting in different ways, but several characteristics often appear that may help identify a modern quilt. These include, but are not limited to the use of bold colors and prints, high contrast and graphic areas of solid color, improvisational piecing, minimalism, expansive negative space, and alternate grid work. “Modern traditionalism” or the updating of classic quilt designs is also often seen in modern quilting.

## **What resources are there for modern quilters?**

The MQG provides free monthly webinars and quilt patterns to members, as well as access to a community of over 10,000 members. The MQG also hosts annual fabric challenges and events, and provides discounts to workshops, lectures and show passes at QuiltCon. Local chapters of the MQG provide resources and community activities to their members as well.

# INTERVIEW BEST PRACTICES

**S**TUDY these tips and implement them in your interview to make the most out of your time in the spotlight. Being a good interview subject will get you more page space or airtime!

- **Prepare for the interview** by reviewing the common questions above as well as any topics specific to the reporter's story.
- **Do some research** on your reporter to determine their writing style and most-covered topics.
- **Don't say anything to the reporter that you don't want to see in print.** If you do have a comment you don't want printed, start by saying, "This is off the record."
- **Try to be quoteable** — reporters will look for "gold nugget" quotes that only you would say.
- **Try to be relatable** to the general public and non-quilters. The reporter's audience may be unfamiliar with the quilting world.
- **Try to avoid yes or no answers.** Speak in complete sentences to provide better quotes.
- **Speak slowly** so the reporter can take notes and quote you accurately.
- **Don't be nervous** — reporters love talking to people who are passionate about what they do!

Good luck! If you have any questions, feel free to email Riane Menardi, our communications manager, at [riane@themodernquiltguild.com](mailto:riane@themodernquiltguild.com). We're happy to give pointers and help you prepare for your interview.



**MODERN QUILT GUILD**

The MQG's mission is to support and encourage the growth and development of modern quilting through art, education and community.

[www.modernquiltguild.com](http://www.modernquiltguild.com)

**GENERAL INQUIRIES**

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