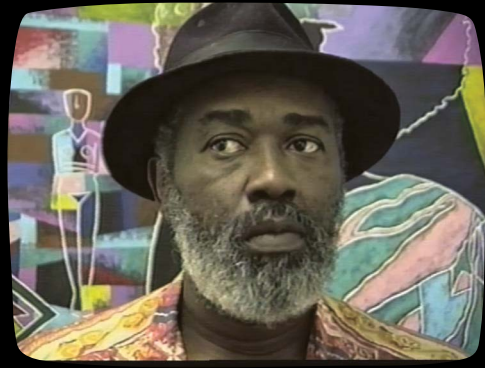
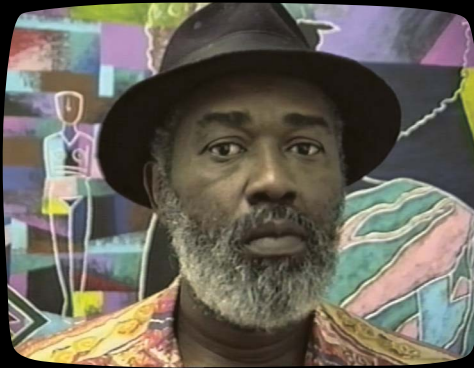




**THE
ENDLESS
LOVE TAPES
MANUAL**



How the *Love Tapes* started: a short history
Wendy Clarke

In 1977, I showed a tape from my video diary in which I talked about love to students at the University of California, Los Angeles. After they watched my video, I asked each person to sit alone in front of the camera and monitor and talk spontaneously for 3 minutes about their own experience with love. We played the song *I'm in the Mood for Love* in the background. Together, we watched the play-back of all their videos and the *Love Tapes* process and format was born.

Since then, over 2,500 people from many walks of life and diverse cultures have added their *Love Tape* to the growing collection. I retired my initial video diary and used the *Love Tapes* of others to inspire even more *Love Tapes*.

I've made *Love Tapes* in so many places — private homes, the Museum of Modern Art in NYC, in a van on the streets of Chicago, a mall in Santa Monica, a federal prison in NYC, a college in Miami, and in the lobby of the World Trade Center. My dream has always been to have the *Love Tapes* include people from all over the world.

When people view the *Love Tapes* it brings a huge variety of emotions and thoughts. People share their intimate feelings — some funny, some sad, some angry which give the viewer a gut sense of our collective humanity.

You are now part of this creative endeavor. I can't wait to see your *Love Tape* added to the collection.

With gratitude,
Wendy Clarke



Contents

- 4 What is a *Love Tape*?
- 5 How are *Love Tapes* made?
- 6 What do I need to make a series of *Love Tapes* with my group?
- 8 Space and equipment checklist
- 12 Video set-up options
- 14 How do I record *Love Tapes* with my group?
- 17 How do I edit my *Love Tapes* to screen them?
- 20 How do I show my *Love Tapes* video to the public?
- 21 How do I add my *Love Tapes* to the collection?
- 25 Release Form and Facilitator Form

What is a *Love Tape*?

A *Love Tape* is a 3-minute video where a participant speaks to a video camera about their own experience with love.

How are *Love Tapes* made?

- 1 Watch *Love Tapes* others have made
- 2 Choose music (approx 3-minutes long) and a backdrop
- 3 Sit alone in a room facing a video camera
- 4 Spontaneously talk about love for the 3-minute duration of the song
- 5 Watch the video played back
- 6 Decide whether to erase it or to sign the release form and add it to the collection
- 7 Watch your video alongside others made during the same session

What do I need to make a series of *Love Tapes* with my group?

The process of making new *Love Tapes* always involves holding a *Love Tapes* event where attendees are invited to watch previously made *Love Tapes* and then can make their own to add to the collection. The event can be small (a group of people in someone's home), or big (in a large exhibition or festival), or anything in between.

You will need 2 or more facilitators (depending on your group size) to make your *Love Tapes*.

Facilitators:

- Set up a video recording space
- Print Release Forms for participants to sign
- Select music for participants to choose from (ensuring songs last about 3-minutes)
- Operate the video and sound equipment for making the *Love Tapes*
- Ask participants who want to keep their *Love Tape* to sign a Release Form
- Edit the videos into a compilation and show to their group
- Upload the edited *Love Tape* compilation video to YouTube
- Complete the Facilitator Form
- Post the videos, Release Forms, and Facilitator Form to the archive
- Email copies of the Release Forms and Facilitator Form to the archive



8 Space and equipment checklist

The space

- A quiet recording space protected from outside noise with enough light (natural or artificial) to illuminate the participant, and a chair or bench for participants to sit on. If desired, you can also provide backdrops, i.e., posters, wrapping paper, etc.
- A separate space out of earshot of the recording room for watching previous and new *Love Tapes*

9

Video equipment

- Option 1
- 1 HD video camera with an XLR microphone input
 - 1 external monitor with HDMI cable connecting the monitor to the HDMI output of the camera
 - 1 wireless lapel mic with the receiver connected to the XLR mic input of the camera. Or 1 lapel mic wired to the camera
 - 1 tripod
 - 2 SD cards (min 128GB) for a small group. More for a large group
- Option 2
- Computer that records video and sound
 - If desired, an app such as Photo Booth or iMovie to record the video
 - Something to put the computer/phone on (table, tripod etc.)
 - 2 SD cards (min 128GB). More for a large group

Background music and equipment

- Selection of copyright-free songs for participants to choose from (approx. 3-minutes). You can use this Spotify Playlist: www.open.spotify.com/playlist/7yENpw9bWdu1A0Tol4FDd1?si=8edf0645ef614a9f or make your own
- Print out some copies of your music list for participants to choose from. Ensure songs are copyright-free, or the video may not be able to be shown
- Speaker(s) to play the song on (e.g Bluetooth speaker)
- 1 audio device to play music (e.g. phone, record/CD/tape player). Facilitators will need to carefully monitor when the song ends to ensure they stop it before it goes to the next track

Equipment to edit the *Love Tapes*

- Computer with video editing software (e.g. iMovie, Adobe Premier Pro, Final Cut Pro, etc.)

Backdrops

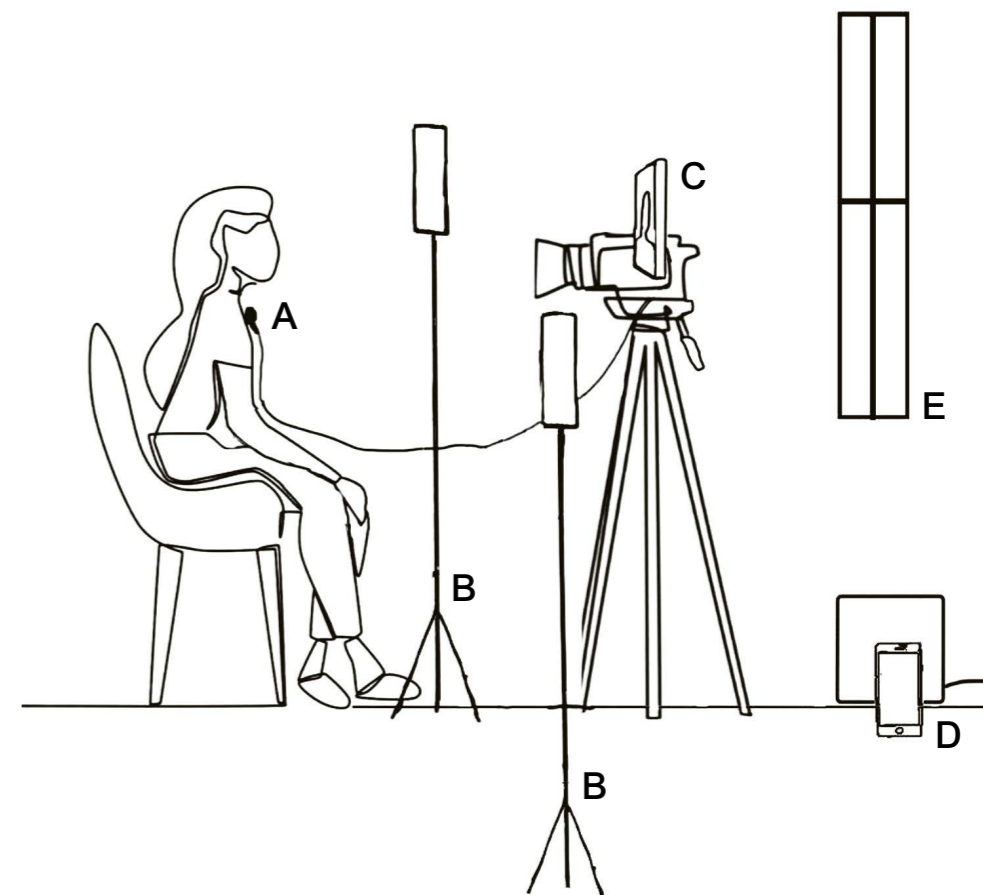
- If possible, you can source a selection of backdrops.
- Backdrops should be big enough to place behind the participants recording their *love tapes*.
- Suggestions for backdrops: posters, wrapping paper, whatever you like.



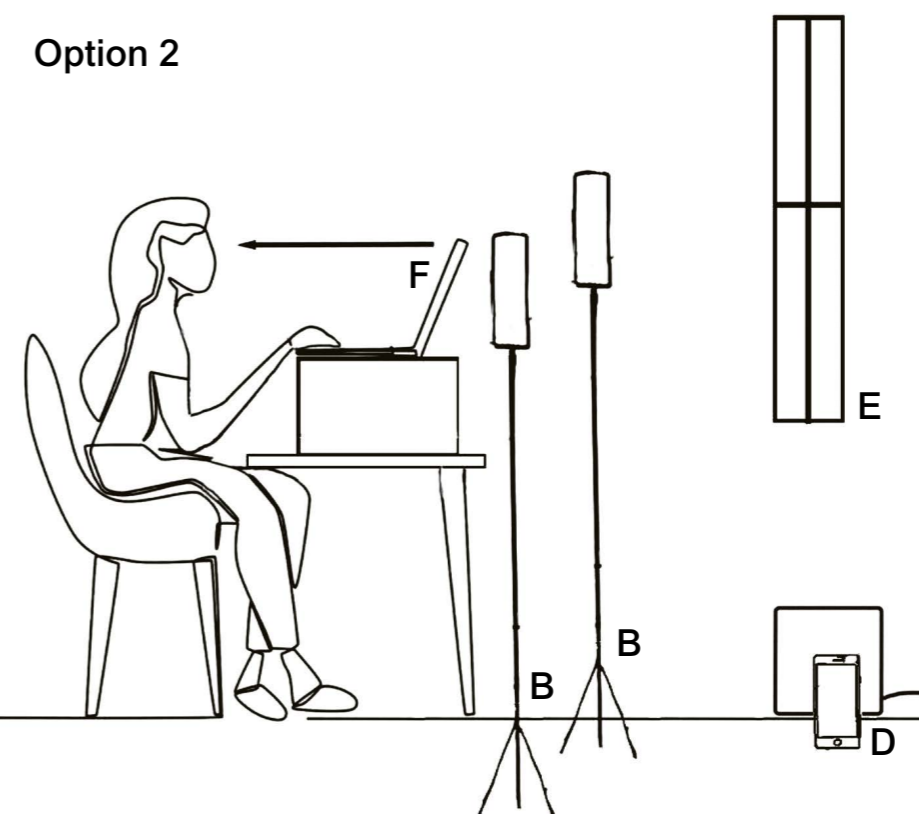
Video set-up options

- A Microphone connected to camera by cable or wirelessly.
- B Lights on stands, if necessary
- C Camera on tripod with external monitor facing participant
- D Device to play music from, and speaker. Music should be controllable from outside the room
- E Any window should be in front of the participant, not behind.
- F Laptop with an app to record video and sound. The laptop should be raised to eye level

Option 1



Option 2



How do I record the *Love Tapes* with my group?

The instructions opposite are designed to help you prepare to make your own *Love Tape* recordings with a group. If you have alternative methods and equipment to achieve the same aim that's also fine. *Love Tapes* have been made in all kinds of places with varying equipment.

Invite your participant(s) to visit the YouTube *Love Tape* channel to see existing *Love Tapes*: www.youtube.com/@Love_Tapes

Set up the video and sound

- Set your camera to record HD video
- Check the image is bright enough and the participant is in focus
- Check the camera is rotated to record landscape, not portrait
- If your camera has a fade-in /fade-out, test this
- Make a sound test to ensure the background music doesn't overwhelm the participant's voice

Prepare participant and record

- Ask participant to choose their music and backdrop (if available), then to sit facing the camera/monitor
- Check that the participant's head and shoulders are in frame and in focus
- Explain that once the music starts the participant should begin speaking, and when it ends they should finish
- Ask them to remain seated until you tell them you have stopped recording
- Press record on your camera. If you have a fade option, fade the participants' image in
- Leave the room
- Start the selected music on your audio device
- If needed, use the headphones to keep track of when the song ends
- When the track ends, press stop on the audio device
- Re-enter the room. If you have a fade option, fade the participant's image out
- Stop recording

After the recording

Facilitator 1:

- In the recording room, show the participant their video
- Ask if they want to sign the Release Form so it can be added to the collection
- If not, delete the video
- If yes, give the participant a Release Form to sign
- Remove SD card from the camera and insert it into the computer. Download the video onto the flash drive

Facilitator 2:

- While facilitator 1 does the above, facilitator 2 can record the next *Love Tape* on another SD/Memory card

Facilitators 3 and above:

- If you are working with a large group of participants, additional facilitators can replicate the process above, to record more *Love Tapes*

All facilitators should set up a way for participants to watch their video alongside others from their group. This is important as it ensures participants feel part of a shared process

**How do I edit my
Love Tapes
to screen them?**

Opening Titles

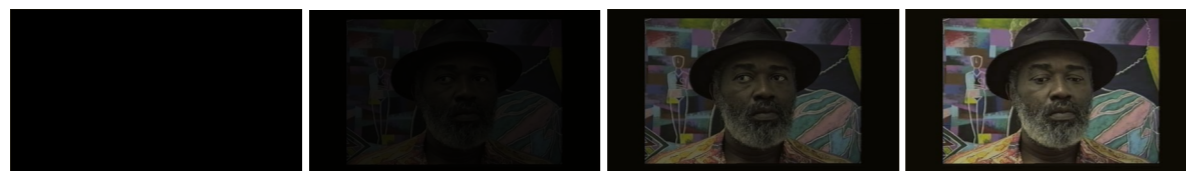
Add the following titles to start the video:

<p><i>Endless Love Tapes</i> [name, place and date of your event]</p>	<p>How <i>Love Tapes</i> are made:</p> <ol style="list-style-type: none">1. Participants watch tapes made by others2. Choose music and a backdrop3. Sit alone in a room facing a camera and watch themselves on the monitor4. Talk spontaneously about their feelings5. Watch their video played back and decide to sign the release form and add it to the growing collection to be seen by others
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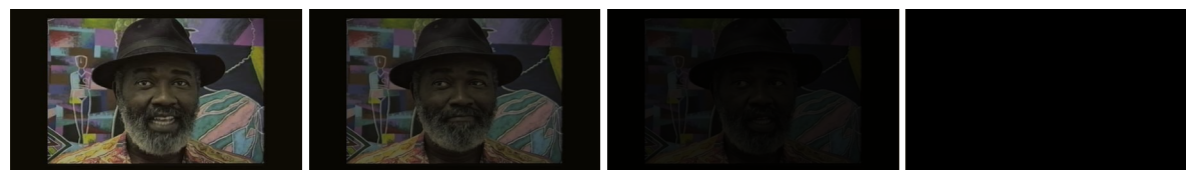
1 2

18

The edit should be like a string of pearls, each 3-minute video fades up from black and out to black. If your camera doesn't do fades, add a 3-second fade from the 'transitions' section of the editing program



Fade in



Fade out

Closing Credits

Add the following titles to end the video:

<p>A video project created by Wendy Clarke</p>	<p>Produced by Kim Coleman Wendy Clarke</p>
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1 2

<p>Special thanks to all the people who made a <i>Love Tape</i> at [name of your event]</p>	<p>Facilitated by XXX with XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXX</p>
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3 4

<p>This video was funded by XXX</p>	<p>With special thanks to XXX</p>
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5 6

<p>All the <i>Love Tapes</i> are archived at the Wisconsin Center for Film and Theatre Research www.wendyclarke.wcfr.commarts.edu</p>	<p>Copyright 2025 Wendy Clark All rights reserved 2025 (or year made)</p>
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7 8

19

How do I show my *Love Tapes* video to the public?

Once you have made a series of *Love Tapes*, you can show them to your group/community in a space of your choice, i.e., a gallery, classroom, movie theatre, screening room, etc.

You will need:

- Computer
- Speakers
- Comfortable chairs
- Monitor or projector and screen

View on a monitor:



View on a large screen:



How do I add my *Love Tapes* to the collection?

1. Export your video

When you have finished making your edit, export your video using these settings:

- From Final Cut Pro / Adobe Premier Pro: H.264/ Export at Full HD resolution: 1920 × 1080. Frame Rate: select match source video
- From iMovie: Export to the highest quality.

2. Upload online

- Send endlesslovetapes@gmail.com an email requesting the YouTube login details
- Once you have the login details, log into the account www.youtube.com/@Love_Tapes
- Upload your video edit
- Name your upload: Name of Event, Date of Event (DD/MM/YYYY)

3. Send by Post

To send your files to the WCFTR, load an external hard drive or thumb drive with your Release Forms, your Facilitator Form, your original video files and your video edit

Mail to: Amanda Smith — WCFTR
Wisconsin Historical Society
816 State Street
Madison, WI 53706
USA

Release Form

4. Email your Release Forms and Facilitator Form

- Send an email with the subject heading "Name of Event, Date of Event (DD/MM/YYYY) to wcftr@commarts.wisc.edu copying in endlesslovetapes@gmail.com.
- The email should say when you posted the drive, and give any delivery information (shipping service, etc).
- Attach copies of the Release Forms and Facilitator Form to the email

Facilitator Form

Release Form

All participants who make a *Love Tape* must complete and sign this form. *Love Tapes* is an artwork made by people sharing their feelings and experiences about love. All videos made may be shown publicly. If you are happy to have your video shared, please sign below.

Group name/location:

Participant name:

Date:

I, _____ have been videoed for *Love Tapes*. I understand that my video might be broadcast on television, cable, or Internet, theatrical/non-theatrical, and that it will be produced and edited for duplication and distribution internationally. For good and valuable consideration, receipt of which I hereby acknowledge, I agree that, insofar as I am concerned, this video may be edited as desired and used in whole or in part for all forms of broadcasting and publication purposes, and all other non-broadcast purposes in any manner or media, without limitation.

I agree to the use of my name, likeness, voice and biographical material about me in connection with program publicity and for promotional purposes.

I expressly release Wendy Clarke and her assigns from any privacy, defamation, and other claims I may have arising out of broadcast, exhibition, publication, or promotion of this video. By signing my name to this form, I have given permission to Wendy Clarke as described above.

Signed:

Date:

(If minor, legal guardian):

Address:

Phone:

Age:

Comments:

Facilitator Form

Your name:

Date:

Location videos were made:

Country videos were made:

Feedback on the manual:

Feedback on your experience:

Other comments:

Endless Love Tapes is a project devised and developed by Wendy Clarke and Kim Coleman

Design: Rosen Eveleigh
Design assistance: Carlo Canún

Endless Love Tapes was funded by SHED (2024-5)
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Find the *Endless Love Tapes* manual online here:
www.wendyclarke.wcftr.commarts.wisc.edu/endless

Learn more about the work of Wendy Clarke:
www.wendyclarke.wcftr.commarts.wisc.edu
www.vdb.org/artists/wendy-clarke

Find *Endless Love Tapes* on Instagram: @endless_love_tapes



**If you could have every person on the planet make a
Love Tape, then you'd really know what it's like
to be human. —Wendy Clarke**

How can a participatory art project started by an individual artist continue indefinitely? And how can everyone really participate in it?

Endless Love Tapes is a project by Wendy Clarke in collaboration with Kim Coleman that aims to answer these questions and to achieve what Clarke has always wanted — for everyone in the world to be able to make a *Love Tape*.

The Endless Love Tapes Manual is designed to give independent groups the information needed to make and archive *Love Tapes* made by their own communities, without the artist's direct hand, making the project accessible to those who want to add their experience to the collection.

Thank you and sending our love,
Wendy Clarke and Kim Coleman

