# Tell History 101

**Tell History** is a Berlin-based startup that allows people all over the world to add their voice to history, empowering them to share their memories.

Although digital has revolutionized publishing and journalism, the transmission of history has remained largely the same for thousands of years. A tiny section of society has been responsible for recording and retelling these stories: once it was poets and scribes, now this falls to journalists and academics.

*"People die twice," says billionaire Chinese philanthropist Fan Jianchuan. "Once physically, and a second time when they die from people's memories."*

In an age where everyone has recording devices in their pockets and people live more and more of their lives online, it's possible to change this, allowing everyone can shape their digital legacy. Tell History makes this possible.

There are countless amazing stories out there, too many for the world's journalists and researchers to collect before memories disappear. That's why Tell History engages "citizen historians"--ordinary people with cellphones--to record the priceless memories of the people and communities they care about.

Our citizen historians are building a museum of memories, making personal testimonies available to the world.  We partner with organizations who share our mission to give voice to those who have not yet been heard.

**The Hard Facts:**

• We launched the first version of our website on 10 December, 2015
• We have daily content submissions
• There have been contributions from 19 countries
• We currently have stories in 6 languages (all with English subtitles)
• We have a triple figure engagement growth rate
• We monetize through content creation and curation with our partners

*Tell History is framing the future of history.*

# Who we are

**Sarah Hayes, Co Founder**

Sarah has worked in communications and marketing in both the public and private sector. She has seen first hand the power of storytelling and making personal testimonies openly available.

Sarah has a Masters in International Studies from the Diplomatic Academy of Vienna, Austria, and read History at the University of Leeds, UK for her Bachelor degree. Working for EU development programmes in both Austria and Slovakia she quickly found that storytelling and sharing accessible, human content was badly needed to communicate impact. Moving to the private sector and working across Europe with different local governments, regions, IOs and NGOs on their outreach strategies, Sarah delivered impactful campaigns and re-brandings.

She moved to Iraqi Kurdistan in 2014 and helped open a new international school: finding the history curriculum did not reflect the kids she tried to include more local history, teaming up with the Ministry of Education. Becoming convinced of the power of using oral histories with Alex, they founded Tell History.

Reach Sarah at sarah@tellhistory.com

**Alex Whitcomb, Co-Founder**

Alex has worked in journalism, and research, and documentary films, all of which convinced him that there had to be a smarter way to collect great stories.

Alex is a graduate of Columbia College in New York City and has a Masters in International Studies from the Diplomatic Academy of Vienna.

Alex set out into journalism by moving to Iraqi Kurdistan in 2014 after working at the United Nations. He covered the dramatic rise and spread of the Islamic State, but also investigated the many cultures and religions of this ancient region. A research project on local Kurdish tribes revealed a wealth of oral histories--too many for one person to collect in one lifetime.

Producing a documentary on Yezidis and other religious groups revealed the shortcomings of beautiful, highly edited documentaries: they are expensive and time consuming, scratching the surface of any particular issue. Alex joined his friend Sarah, determined to build a smarter way to collect fascinating stories: Tell History.

Reach Alex at alex@tellhistory.com