CLOSE LISTENING: A NATIONAL CASE FOR
THE VALUE AND IMPACT OF
FOLK & TRADITIONAL ARTS

October 30 – November 1, 2018
Hyatt Regency Baltimore Inner Harbor
300 Light Street, Baltimore, Maryland

#nasaaBMORE
CLOSE LISTENING: A NATIONAL CASE FOR THE VALUE AND IMPACT OF FOLK & TRADITIONAL ARTS

Welcome!

Welcome to the National Endowment for the Arts’ first-ever national Folk & Traditional Arts Convening. We look forward to three days of hearty discussion, articulating the shared values of the field, underscoring the impact of folk and traditional arts practice on community life, and highlighting the value of traditional arts projects and programs within the broader arts sector and in our society as a whole.

Together, we include traditional arts practitioners, representatives of national, regional, and state folk arts agencies, as well as cultural advocates, community leaders, festival directors, educators, and museum curators. We now begin an exciting conversation with one another, where we share and listen to ideas, identify regional and national priorities and assess the needs of the field. Together, we can explore strategies for raising the public’s awareness of folk and traditional arts and – by sharing our collective story – increase support for the field.

Sincerely,
Cliff, Bill, Cheryl, and Jennie
NEA Folk & Traditional Arts Staff

Special Thanks:

Steering Committee:
Karen Abdul-Malik, Perkins Center for the Arts
Pat Atkinson, Nevada Arts Council Folklife Program
Chad Buterbaugh, Maryland Traditions (MSAC)
Juan Díes, Sones de Mexico Ensemble
Chitra Kalyandurg, Kalanidhi Dance
Jon Kay, Traditional Arts Indiana/Indiana University
Amy Kitchener, Alliance for California Traditional Arts
Selina Morales, Philadelphia Folklife Project
Theresa Secord, National Heritage Fellow and Penobscot Nation Basketmaker

Convening Consultant:
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Cheryl Schiele
Jennie Terman

Jen Hughes
Adam Kampe
Andi Mathis
Patricia Moore Shaffer
Krystal Tomlin
Erin Waylor
TUESDAY, OCTOBER 30

12:00 – 2:00 PM  Check-In at the FREDERICK/COLUMBIA/ANNAPOlis ROOMS (FLR 2)

2:00 – 2:15 PM  Welcome: Value of Folk & Traditional Arts
  • Pam Breaux (National Assembly of State Arts Agencies)

2:15 – 2:45 PM  Introductions (interactive activity)
  • Facilitated by NEA Staff

2:45 – 3:30 PM  Shared Language (interactive activity)
  What is the work that we do (in all its diversity), and what are the common threads and words that link us all together? What is the language we use to communicate – individually and collectively – to others what it is that we do?
  • Facilitated by NEA Staff

3:30 – 4:00 PM  National Folk & Traditional Arts Infrastructure Report
  • Amy Kitchener (Alliance for California Traditional Arts)
  • Betsy Peterson (American Folklife Center, Library of Congress)

4:00 – 4:15 PM  -BREAK-

4:15 – 5:15 PM  Presenting Ourselves: the Arts and Cultural Heritage
  The folk and traditional arts is one of the primary ways that the arts sector engages with cultural heritage and community identity. This panel features celebrated traditional arts practitioners who have harnessed local, state, and federal arts resources to fortify and amplify cultural heritage in a variety of contexts.
  • Vicky Holt Takamine (PA’I Foundation) will conduct a Hawaiian oli (chant).
  • Bau Graves (Old Town School of Folk Music)
  • Carolyn Mazloomi (National Heritage Fellow, Women of Color Quilters Network)
  • Wisa Uemura (San Jose Taiko)
  • Discussant: Theresa Secord (National Heritage Fellow, Penobscot Nation Basketmaker)

5:15 – 5:30 PM  -WRAP UP AND close-

6:30 – 8:30 PM  Local Traditions Field Trip
  Dinner and Short Discussion and Performance at Nepal House*
  Prem Raja Mahat and his wife Kubita are the proprietors of Nepal House, a Mt. Vernon neighborhood restaurant that serves as a hub for Baltimore’s Nepali diaspora. Prem is also a master in traditional Nepali music and has received multiple Apprenticeship Awards from the Maryland State Arts Council. There will be a short performance and brief remarks. *Dinner will be pay your own way at Nepal House, 920 N Charles St, Baltimore, MD 21201.
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WEDNESDAY, OCTOBER 31

8:45 – 9:00 AM  Wednesday Welcome and Recap
FREDERICK/COLUMBIA/ANNAPOLIS (FLR 2)
•  Cliff Murphy (NEA Folk & Traditional Arts)

9:00 – 9:30 AM  State of the Field
Cliff Murphy, NEA Director of Folk & Traditional Arts, presents an overview and highlights from the recent State of the Field report from the NEA Office of Research & Analysis. This presentation will include a short PowerPoint, and will examine where we’ve been, where we are, and where we may be going.

9:30 – 10:30 AM  State of Communities: State Folklife Programs
Most states in the country have an agency tasked with the mission of documenting, sustaining, and promoting traditional arts and cultural heritage. These programs were seeded by the NEA beginning in 1974, and provide a variety of resources and strategies useful to a wide range of cultural communities and practices.
•  Joey Brackner (Alabama State Council on the Arts)
•  Bradley Hanson (Tennessee Arts Commission)
•  Amanda Hardeman (Florida Folklife Program)
•  Steven Hatcher (Idaho Commission on the Arts)
•  Ellen McHale (New York Folklore Society)
•  Langston Wilkins (Tennessee Arts Commission)
•  Discussant: Cheryl Schiele (NEA Folk & Traditional Arts)

10:30 – 10:45 AM  -BREAK-

10:45 – 11:45 AM  Checking in with Friends of the Field
A group of civic leaders and innovative thinkers in the arts and cultural heritage talk about the value they have found in collaborating with traditional artists and cultural heritage organizations.
•  Jamie Bennett (ArtPlace America)
•  Steve Kidd (National Humanities Alliance)
•  Holly Sidford (Helicon Collaborative)
•  Erik Takeshita (Bush Foundation)
•  Discussant: Amy Kitchener (Alliance for California Traditional Arts)

11:45 – 12:00 PM  -BREAK-
### Working Lunch 1:00-1:30 PM

**CONWAY (FLR 1)**

**Working Lunch**

**Storytelling: The Art of Performance, Preservation, and Practice**

Since its founding in 1965, the NEA has recognized storytelling as an integral element of folk and traditional arts. A half century later, it has become one of the most significant public mediums in folklife and cultural heritage. Our panel shares stories of the value and impact of the performative, preservation, and practical roles of the art of storytelling. We will explore why telling our stories matters.

- Karen Abdul-Malik (Perkins Center for the Arts) *(Discussant)*
- Charlie Lockwood (Texas Folklife)
- Kiran Singh Sirah (International Storytelling Center)

### Working Lunch 1:00-1:30 PM

**FREDERICK/COLUMBIA/ANNAPOLIS (FLR 2)**

**Working Lunch**

**Storytelling as a Medium for Media**

This panel focuses on how folklorists and cultural advocates have harnessed the power of modern media to share community stories and amplify awareness of cultural heritage.

- Sara Camp Milam (Southern Foodways Alliance)
- Emily Hilliard (West Virginia Humanities Council)
- Ada Smith (Appalshop)
- *Discussant: Selina Morales (Philadelphia Folklore Project)*

### 1:30 – 2:30 PM

**FREDERICK/COLUMBIA/ANNAPOLIS (FLR 2)**

**Intersections & Collaborations with other Sectors**

Cultural heritage work is not confined to the realm of the arts. Key figures discuss how they have collaborated with a variety of non-arts sectors to fortify communities and cultural heritage in surprising ways.

- Troyd Geist (North Dakota Council on the Arts - Wellness and Ageing)
- Amy Kitchener (Alliance for California Traditional Arts - Correctional Facilities and Recidivism)
- Laura Orleans (New Bedford Fishing Heritage Center - Working Waterfront Festival and Economic Development)
- Lori Pourier (First Peoples Fund - Financial Literacy and Banking)
- *Discussant: Jon Kay (Traditional Arts Indiana)*

### 2:30 – 2:45 PM

**BREAK**
### Impact & Apprenticeships

In 1978, the National Endowment for the Arts launched a Traditional Arts Apprenticeship program. This program has since become a staple of the field, with deep impact in cultural communities across the nation. This panel includes perspectives from different apprenticeship models.

- **Sergio “Checo” Alonso** (Mariachi Master Apprentice Program – City of San Fernando)
- **Maggie Holtzberg** (Massachusetts Cultural Council)
- **Theresa Secord** (National Heritage Fellow, Penobscot Nation Basketmaker)
- **Discussant: Chitra Kalyandurg** (Kalanidhi Dance)

### Impact & Heritage Tourism

Cultural Heritage Tourism is a booming industry that carries financial potential and unintended consequences. Key figures in folk and traditional arts discuss how they have served as a critical mediator between heritage tourists and cultural communities.

- **Amy G. Cisneros** (Indian Pueblo Cultural Center)
- **Adrienne Decker** (Utah Division of Arts & Museums)
- **Jack Hinshelwood** (The Crooked Road: Virginia’s Heritage Music Trail)
- **Michelle Lanier** (North Carolina Division of State Historic Sites)
- **Discussant: Jen Hughes** (NEA Design & Creative Placemaking)

### Impact & Archives

Virtually all of the folk and traditional arts organizations funded by the NEA have robust cultural heritage archives – some public, some private, but all vital to understanding who we are and where we are going. Key figures from the field discuss how archival materials inform and impact living traditions and art making.

- **Meg Glaser** (Western Folklife Center)
- **Ruth Olson** (Center for the Study of Upper Midwestern Culture)
- **Nicole Saylor** (American Folklife Center, Library of Congress)
- **Discussant: Chad Buterbaugh** (Maryland State Arts Council/Maryland Traditions)
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3:45 – 4:30 PM
*Breakout*
FREDERICK/COLUMBIA/ANNAPOLIS (FLR 2)

Impact & Festivals

The economic impact of festivals has been well researched and documented. Less understood is the impact that folklife festivals have on creating understanding across cultural, generational, and philosophical divides.

- Leia Maahs (Southwest Folklife Alliance - Tucson Meet Yourself)
- Don Marshall (New Orleans Jazz & Heritage Foundation - Louisiana Blues & BBQ Festival)
- Sabrina Lynn Motley (Smithsonian Center for Folklife & Cultural Heritage - Smithsonian Folklife Festival)
- Julia Olin (National Council for the Traditional Arts - National Folk Festival)
- Alix Webb (Asian Americans United - Mid-Autumn Festival)
- Discussant: Pat Atkinson (Nevada Arts Council)

4:30 – 4:45 PM
-FREDERICK/COLUMBIA/ANNAPOLIS (FLR 2)-

-WRAP UP AND CLOSE-

5:30 – 7:00 PM

No-host Local Activities: Sign-up and Dinner on your own

Sign-up for a local activity or dinner with new colleagues and old friends
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THURSDAY, NOVEMBER 1

8:45 – 9:00 AM  Thursday Welcome and Recap
FREDERICK/COLUMBIA/ANAPOLIS (FLR 2)
  - Cliff Murphy (NEA Folk & Traditional Arts)

9:00 – 10:15 AM  Word on the Street: Urban Folklife and Innovation through Close Listening
Folk and Traditional Arts is a field that distinguishes itself by listening. We do this not only to learn from one another, but also to understand how our programs might be most responsive and useful to the communities we serve. This panel discusses how listening and responsiveness drives the field in new and innovative directions.
  - Michael Knoll (HistoryMiami Museum)
  - Virginia Millington (StoryCorps)
  - Selina Morales (Philadelphia Folklore Project)
  - Steve Zeitlin (City Lore)
  - Discussant: Juan Dies (Sones de Mexico Ensemble)

10:15 – 10:30 AM  -BREAK-

10:30 – 11:15 AM  Regional Breakout Session
Participants break out into groups according to geographical region and discuss next steps to continue conversation and action to move the field forward.

11:15 – 12:00 PM  Wrap up and Closing Thoughts
  - Cliff Murphy (NEA Folk & Traditional Arts)

12:00 PM  Pre-Conference End
Notes
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National Assembly of State Arts Agencies / National Endowment for the Arts Folk & Traditional Arts Pre-Conference, Oct 30 — Nov 1, 2018

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# Close Listening: A National Case for the Value and Impact of Folk & Traditional Arts

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