



# West Virginia Folklife Apprenticeship Program: 2020-2021 Guidelines

**DUE DATE: January 31, 2020 (submitted via e-mail or postmarked)**

## About the West Virginia Folklife Program:

The West Virginia Folklife Program is a project of the West Virginia Humanities Council and is supported in part by the National Endowment for the Arts. West Virginia Folklife is dedicated to the documentation, preservation, presentation, and support of West Virginia's vibrant cultural heritage and living traditions.

## About Folklife and Traditional Arts:

Folklife and the traditional arts, often defined as "the art of everyday life," refer to art and cultural expression that is based in and reflective of traditional knowledge and connection to cultural communities. Folklife and traditional arts are generally passed down from one generation to another through community-based activities, observation, practice, and apprenticeships with elders and masters.

## West Virginia Folklife Apprenticeship Program Description:

Apprenticeships are grants from the West Virginia Folklife Program that support the learning of folklife and traditional arts—including music, dance, craft, foodways, and storytelling—of any cultural community in the Mountain State. They aim to facilitate the transmission of techniques and artistry of the forms as well as their histories and traditions. The apprenticeship grants are administered by the West Virginia Folklife Program at the West Virginia Humanities Council in Charleston and are supported in part by the National Endowment for the Arts.

Each apprenticeship grant provides funding over a one-year period to a master artist for their partnership with a qualified apprentice, enabling them to work together for in-depth education on the cultural expression or art form in its cultural context. The apprenticeships facilitate the transmission of techniques and artistry of the form as well as its history and tradition. The grants provide an award of up to \$3,000, awarded to the master artist and paid in two installments at the beginning and end of the apprenticeship period. Within that \$3,000 award, apprentices may receive up to \$300 for travel and expenses.

Our state folklorist will visit master/apprentice pairs at least once during their apprenticeship. Before the end of the apprenticeship, pairs will be required to do a public presentation for their local community, whether at a public library, school, concert, or otherwise. Up to \$300 within the \$3,000 award may be budgeted for this presentation.

Pairs are expected to participate in a final public exhibit and apprenticeship showcase in Charleston in early 2021. To receive the final payment, pairs will be required to submit a final report detailing their activities, work, and skills gained. The master artist and apprentice's travel to the showcase is eligible for reimbursement outside of the \$3,000 grant award.

The 2020 West Virginia Folklife Apprenticeships will begin on **March 1, 2020, and run through March 1, 2021**. The next apprenticeship program cycle will be 2022-2023, depending on funding.



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## West Virginia Folklife Apprenticeship Eligibility:

The West Virginia Folklife Program welcomes applications for apprenticeships in all forms of living traditional arts and expressive culture in the Mountain State. The cultural expression or art form must be a part of the current life of residents of West Virginia. The master artist and apprentice must apply together and should be familiar with each other's work and skill level. It is preferred, though not required, that masters and apprentices belong to the same cultural community. Applications for marginalized or endangered traditions or those with few remaining masters in the state are especially encouraged.

### The program does not fund the following activities:

- Staged productions, reenactments, or representations of historical folk arts
- Reproductions of historic objects no longer in use
- Ongoing classes where a master artist instructs in a classroom or classroom-like environment
- Production of crafts and other forms that are not part of the living heritage of West Virginia communities

### A master artist must:

- Demonstrate excellence within their artistic tradition.
- Be established and recognized (formally or informally) by their community as a master for their skill, knowledge, and cultural practice.
- Be a resident of West Virginia for at least one year prior to the application deadline. In some instances, such as in the case of cultural communities that exist across state lines, an apprenticeship with a master artist living outside the state may be considered but a compelling reason must be established in the apprenticeship application. In such a case, the grant would be awarded to the apprentice.

### An apprentice must:

- Demonstrate engagement and basic competency in the art form or cultural expression (or a closely related form) prior to the apprenticeship; they should not be a beginner.
- Be at least 18 years of age; minors must include written permission from a parent or guardian with their application.
- Demonstrate a commitment to learning and maintaining the nuances of the tradition.
- Demonstrate a commitment to sustaining the art form or cultural expression in West Virginia, beyond the apprenticeship period.



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## Application Instructions:

Before completing the application, the master artist and apprentice should discuss their ideas for the apprenticeship and establish a clear understanding of the skills addressed, terms, and work plan for the apprenticeship, as well as the value of the work. The application form may help guide your discussion.

The master artist and apprentice must complete the attached application form and submit it together. Part A is to be completed by the master artist, Part B is to be completed by the apprentice, and Parts C, D, and E are to be completed by both.

Please answer all questions as thoroughly as possible, using additional pages as needed. Applications should be typed or written in clearly legible print.

## Required Application Materials:

- Applications completed by both master (Part A) and apprentice (Part B)
- A detailed apprenticeship work plan (Part C)
- A proposed budget (Part D)
- Clear work samples of both master artist and apprentice (Part E)

**Incomplete applications may result in rejection of the application.**

## Application Assistance and Draft Review:

The West Virginia Folklife Program can provide assistance in completing the application, offer feedback on a completed application draft, and answer questions. Contact Emily Hilliard at [hilliard@wvhumanities.org](mailto:hilliard@wvhumanities.org) or call (304)346-8500. Drafts for review must be sent by January 10.

**Electronic submission is highly encouraged. Applications must be in a Word document or PDF and submitted electronically by January 31, 2020 to [hilliard@wvhumanities.org](mailto:hilliard@wvhumanities.org). If you are unable to submit your application electronically, it must be postmarked by January 31, 2020, to:**

**WV Folklife Apprenticeship Program  
West Virginia Humanities Council  
1310 Kanawha Blvd. E  
Charleston, WV 25301**



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## Work Sample Guidelines:

- Both master artist and apprentice are urged to submit work samples (images, video, and/or audio) of the most recent date and highest quality available, presenting the work to its best advantage for evaluation by the review panel. Work should have been completed within the past 5 years.
- Information about each work sample must follow the format described below.\* Clearly label whether the sample is from the master artist or apprentice.
- Applicants are highly encouraged to submit work samples electronically—either as an email attachment, link to a site such as YouTube or a personal website, or a link to a file sharing site such as DropBox or Google Drive. Support materials will be returned only upon request.

### \*Work Sample Labeling Instructions:

- Assign a number [1, 2, 3...] to each sample
- Artist name
- Master/Apprentice (indicate which artist is represented)
- Title of work(s)
- Media format: online links, CD/DVD track number, etc.
- Length of work(s) and where panel should start reviewing
- Additional information about the work, including artist's role in development of work, location(s) and date(s) recorded, artistic style, form, content, and/or process. Please include any contextual information that will help the review panel understand the work samples.

### Work Sample Specifications:

- **For audio and video samples:** Individual samples should not exceed 10 minutes (if clip exceeds 10 minutes, indicate which portion  $\leq$ 10 minutes the panel should review).
- **For image work samples:** Please submit no more than 10 images per artist.

## Review Criteria:

The West Virginia Folklife Apprenticeship Panel will review each application based on the following criteria:

- **Traditional nature of the proposed art or skill**—defined as an art form or cultural expression based in and reflective of traditional knowledge and connection to cultural communities (20 points)
- **Master Artist**—cultural background, training, technical ability, knowledge of the art form, and commitment to the apprenticeship (20 points)
- **Apprentice**—cultural background, basic competency in art form, commitment to the apprenticeship and to sustaining the art form or tradition (20 points)
- **Potential impact** of the apprenticeship on the preservation and development of the art form or tradition within the cultural community (20 points)
- **Quality and feasibility of the work plan** including proposed goals, learning approach, appropriate budget and schedule (20 points)



# West Virginia Folklife Apprenticeship Program: 2020-2021 Guidelines

## Final Reporting:

- Apprenticeship award recipients must submit a final report to the West Virginia Folklife Program by March 1, 2021. The inclusion of apprenticeship documentation (photos, video, recordings, log books, etc.) is encouraged.
- All final report materials will be included in the West Virginia Folklife Program Archive and may be included on the wvfolklife.org and wvhumanities.org websites, as indicated in the apprenticeship release forms.
- Acknowledgement of funding support must be given to the National Endowment for the Arts and the West Virginia Folklife Program/West Virginia Humanities Council in all promotional materials pertaining to work produced with the support of the award.
- The West Virginia Humanities Council will issue an IRS Form 1099 to each apprenticeship grant award recipient.

## 2020-2021 Apprenticeship Timeline:

<b>December 2020</b>	Guidelines and Application Distributed
<b>Before January, 10 2020</b>	Technical Assistance provided by West Virginia Folklife
<b>January 31, 2020</b>	Application Deadline
<b>February 2020</b>	Review Panel and Notification Letters to Applicants
<b>March 1, 2020</b>	Apprenticeships Begin
<b>May 2020-February 2021</b>	Apprenticeship Site Visits, Local Public Presentations
<b>Early 2021 (date TBD)</b>	Apprenticeship Showcase in Charleston
<b>March 1, 2021</b>	All Apprenticeship Activities Completed, Final Reports Due