



West Virginia Folklife Apprenticeship Program: 2022-2023 Guidelines

Deadline:
August 1, 2022

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. Learn more at www.wvfolklife.org

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 master artists.

West Virginia Folklife Apprenticeship Program Description:

The West Virginia Folklife Apprenticeship Program supports the learning of folklife and traditional arts—including music, dance, craft, foodways, and storytelling—of any cultural community in the Mountain State. The apprenticeships aim to facilitate the transmission of techniques and artistry of the forms as well as their histories and cultural knowledge of the traditions. The apprenticeship awards 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 award 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. Totalling \$3,500, the master artist will receive \$3,000 to cover artist fees and various expenses including costs of a local public presentation, and the apprentice will receive \$500 to cover their travel expenses, materials, and documentation supplies. The \$3,000 portion of the award to the master artist will be paid in two installments: the first installment of \$2,000 will be paid at the beginning of the apprenticeship and the final installment of \$1,000 will be paid to the master artist at the completion of the apprenticeship award period. Apprentices will receive the full \$500 at the beginning of the apprenticeship.

Our state folklorist will visit each apprenticeship pair at least once during the award period and conduct a recorded interview and take photographs in order to document the art form, the cultural knowledge, and the stories shared between the master artist, the apprentice, and their community. 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 \$3,500 award may be budgeted for this presentation.

Pairs are expected to participate in a final public exhibit and apprenticeship showcase in Charleston in 2024. To receive the final payment of \$1,000, 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 \$3,500 grant award.

The 2022-2023 West Virginia Folklife Apprenticeships will begin in **September 2022 and run through August 2023**. The apprenticeship program runs on a biennial cycle with the next program cycle taking place in 2024-2025, 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 master artists and apprentices belong to the same cultural community, meaning that they share common cultural experiences and traditional creative expressions such as being members of the same family, immigrant community, social scene, or religious group, to name a few examples. Applications from marginalized groups in the state or traditions having few remaining practitioners who carry on the cultural knowledge are especially encouraged. Please see <https://wvfolklife.org/category/apprenticeships/> to read about previously awarded apprenticeship pairs and their projects.

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. *Tip: One way to demonstrate this recognition is by submitting letters of support with your application.*
- 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. If your application requires such circumstances, please contact Jennie Williams at williams@wvhumanities.org or 304-346-8500 prior to applying.

An apprentice must:

- Demonstrate engagement and basic competency in the art form or cultural expression (or a closely related form) prior to the apprenticeship.
- 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. *Tip: The most compelling applications often come from master artists and apprentices who have already spent time working together.*



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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 and submitted as a Word document or PDF.

Required Application Materials:

- Part A: Master artist application
- Part B: Apprentice application
- Part C: A detailed apprenticeship work plan
- Part D: Proposed apprenticeship budget
- Part E: Work samples of both master artist and apprentice
- Part F (Optional): Letters of support written by those who can speak to the expertise and the cultural knowledge of the master artist.
- Part G: Required signatures

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 Jennie Williams at williams@wvhumanities.org or call (304)346-8500.

Electronic submission is highly encouraged. Applications must be in a Word document or PDF and submitted electronically by August 1, 2022 to williams@wvhumanities.org. If you are unable to submit your application electronically, it must be postmarked by August 1, 2022, to:

Attn: 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 each must submit up to 10 work samples (images, video, and/or audio) of the most recent date and highest quality available 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:

- Master/Apprentice (indicate which artist is represented)
- Media format: online links, MP3, CD/DVD track number, etc.
 - For a video or audio sample, please include the length of work(s) and where panel should start reviewing
- Year/date that the work was created
- Title and description about the work, including artist's role in development of work, location(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**—connection to cultural community, training, technical ability, knowledge of the art form, and commitment to the apprenticeship (20 points)
- **Apprentice**—connection to cultural community, 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)



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Final Reporting:

- Apprenticeship award recipients must submit a final report to the West Virginia Folklife Program at the completion of the apprenticeship year. 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.

2022-2023 Apprenticeship Timeline:

June 2022	Application and Guidelines become available
Before July 25, 2022	Contact West Virginia Folklife for technical assistance
August 1, 2022	APPLICATION DUE
August 2022	Review panel meets and makes recommendations
September 1, 2022	Award letters distributed and apprenticeships begin
September 2022 (date TBD)	All apprenticeship teams will meet virtually for an orientation
Nov 2022-August 2023	Apprenticeship site visits, local public presentations
Early summer 2023 (date TBD)	Apprenticeship showcases in Charleston
September 1, 2023	Apprenticeship activities completed, final report due

Applicants are strongly encouraged to discuss their proposed apprenticeship in advance of the deadline. Please contact State Folklorist Jennie Williams at williams@wvhumanities.org or call (304)346-8500.