

539646

Alabama Folklife Association, Inc.*Mailing Address:**Street Address:***5709 Belle Ridge Trail****Irondale****AL 35210**

Contact: Mary Allison Haynie

Email:

Website: <http://www.alabamafolklife.org>

Operating budget for last completed fiscal year: \$109000

Mission:

The Alabama Folklife Association (AFA) is organized to document, preserve, and promote traditions of Alabama. The AFA fulfills the mission thru programs, research projects, products, and events. Folk traditions of interest include music, foodways, and material culture. The AFA provides training and workshops for community scholars and public programs including in-school, lectures, and community forums. The AFA produces CDs, videos, documentary films, a scholarly journal, and books.

Project Discipline:Music**Artist/company/writer name:** Kathy Louvin

Christiana TN

Artist Website: <https://www.facebook.com/kathy.louvin>**Artist fee:****Amount of request:****Start date – end date:** 6/21/2019 6/21/2019**Days of Artist Service:** 1**# public performances/readings:** 1**Projected # participants:** 100**# educational activities:** 1**Projected # participants:** 100**Project Summary:**

Musician, singer, songwriter, recording artist, producer, and author, Kathy Louvin, will provide two programs dedicated to her family tradition and country music. Introduced and facilitated by country music scholar and educator, Dr. James Akenson, there will be a public discussion with storytelling and music on Friday, June 21, 2019 at 2:00 p.m at the DeKalb County Library in Ft. Payne and later that evening there will be a lecture followed by a 1.5 hour concert at Vintage 1889.

Schedule:

The Louvin Family Tradition and Country Music, a Public Discussion; Friday, June 21, 2019, 2:00 p.m. DeKalb County 504 Grand Ave NW, Fort Payne, AL 35967. Kathy Louvin, daughter of Ira Louvin will join surviving siblings of The Louvin Brothers (Ira and Charlie). They will present their family tradition through storytelling and music. Dr. Akenson will introduce and moderate a public discussion to accommodate a question and answer session with audience members. Lecture by Dr. Akenson and Music Performance, Friday, June 21, 2019 5:30 p.m. at Vintage 1889 151 8th Street Northeast, Ft. Payne with a dinner break followed by a performance by Kathy Louvin featuring old-time country, country gospel, and ministry. Programs will be free to the public, but there will be a dinner ticket available. We are working out those details.

Alabama Folklife Association, Inc.

Kathy Louvin

Project's Artistic Merit

(Maximum 5,000 characters including spaces, approximately 1 page) Describe the project; include a detailed description of the performance/reading and explain why this artist/company/writer was chosen. Explain why this project is important to your community. The educational and outreach component is the requirement that participants be engaged in learning activities that have lasting impact. Describe the educational and outreach component and any additional community activities; describe the anticipated impact for participants.

The Alabama Folklife Association (AFA) and RadioVisions are partnering with the City of Ft. Payne, the local landmarks foundation, and Ft. Payne Main Street to present these special programs dedicated to the Louvin family tradition and the legacies and living heritage of country music from the area. The title "country" encompasses all influences and divisions within the genre including country gospel, a long-standing harmonic sound associated with The Louvin Brothers, the late Charlie Louvin and his brother Ira Louvin. Through her songwriting and production, Kathy Louvin has continued to honor the work of her father, Ira Louvin. The AFA and the artist and scholar hope that the educational portion will facilitate valuable discussions about family and cultural heritage, the role of music in daily life and careers, and most importantly, continue to fulfill the AFA mission of sustaining and supporting the traditional arts. Featuring and preserving this local heritage is very important to Ft. Payne and northeast Alabama. Over the years, the community including the local government has dedicated many resources to keeping the arts alive for education and tourism.

The AFA selected Kathy Louvin for several reasons. The rich musical heritage of the Louvin family ranges back to the Woottens of Sand Mountain, Alabama. The Woottens are the subject of a documentary film about Sacred Harp singing, a shape-note style singing that flourished in the region of northeast Alabama as well as other parts of the state. In interviews of Charlie Louvin he discusses the influences of this harmonic, a cappella style, the harmonies he shared with his brother. Members of the Country Music Hall of Fame, The Louvin Brothers were also inducted into the Alabama Music Hall of Fame in 1991, Nashville Songwriters Hall of Fame (1979), and the Country Music Hall of Fame (2001). On her mother's side of the family, her uncle, Johnny Johnson, (mom's brother) played rhythm guitar and sang backup for Lester Flatt and Earl Scruggs during the high point of their successful career. Born into this family of country music legends from Alabama, but growing up in Nashville, Kathy Louvin is a living artist of traditional music genres of the Southern Appalachians. Growing up in Nashville during the heyday of the Grand Ole' Opry and the success of The Louvin Brothers, she was immersed in creating and performing great music. Kathy began writing plays, prose, and poetry in grammar school. During the early eighties, she signed her first exclusive publishing contract. Her career as a songwriter began with securing cuts by major recording artists such as Randy Travis, Ricky Van Shelton, Confederate Railroad, Martina McBride, Dwight Yokam, Patty Loveless, and Rhonda Vincent. She is a member of BMI's (nonprofit/music rights organization) prestigious 'Millionaire's Club' and recently she won two 2004 Grammy Awards for her work as co-Executive Producer and performer on a tribute to her father and uncle entitled, " 'Livin', Lovin', Losin', Songs of the Louvin Brothers' ". In her recent book, "Time Served: Freedom From Bondage," Vol One, Book One, she provides deep insight into her life and music. Her country gospel music and sound is authentic and driven by segments dedicated to ministry, a long-standing tradition with southern gospel traditions and traveling artists.

AFA selected, Dr. James Akenson because of his extensive knowledge of country music and leadership in arts in education. He is a professor at Tennessee Tech University and former Director and Current Board Member, Tennessee Council on Social Studies. He received his B.A. in History and Political Science from the University of Minnesota and his MA and PhD in Education from the University of Wisconsin. As a professor of Curriculum and Instruction, he teaches elementary social studies methods, secondary social studies methods, and graduate classes in social studies, country music, and educational Issues. Akenson is co-founder and Co-Chair of the International Country Music Conference and has served as Treasurer and President of the Tennessee Folklore Society. He has written extensively on the use of country music in the K-12 curriculum. In addition, Akenson has presented on the use of roots based music at the local, state, national, and international level.

The programs will promote and showcase a traditional artist and a successful female in the business. These programs will increase awareness and appreciation for old-time country or traditional country and spur further work in the region to document, recognize, present, and promote the folk music that supported the industrial success of so many artists. The educational components are designed to support the work of the Alabama Folklife Association, the Alabama State Council on the Arts, South Arts, and the National Endowment for the Arts to provide programs dedicated to the folk and traditional arts and make the arts

Alabama Folklife Association, Inc.
Kathy Louvin

Audience Development/Community Involvement

(Maximum 2,500 characters including spaces, approximately ½ page) Audience development includes assessing audience and community needs, cultivating audiences, creating a plan for engagement, and developing effective partnerships. Describe your community and the population size. Describe the audiences and community segments that you are targeting and engaging with this project. Explain why they were selected for involvement in this project, how they are involved in planning, and what community partners are involved. Describe any plans to broaden or diversify your audiences and any additional efforts to reach those that lack access to arts programs, services, or resources. Provide your marketing plan for target audiences.

Nestled between Lookout Mountain and Sand Mountain in northeast Alabama, Ft. Payne is a commercial hub and former industrial hub associated with textile mills and the railroad. The current population is approximately 15,000. The region retains much of its rural character with isolated pockets in the mountains and farmland throughout the valleys. While cotton is still grown, chicken farming has become a major agricultural industry. The DeKalb County community and heritage tourists will definitely be a large portion of the audience and several partnering educational institutions including Jacksonville State University and Northeast Alabama Community College. As home to Boom Days, one of the biggest music festivals in Alabama, the city of Ft. Payne has a strong network and local investment in this heritage. Regular events at the city owned Iron and Coal building, the DeKalb County Theatre, and the Ft. Payne Opera House have built and developed diverse audiences from the surrounding region. With additional cultural activities taking place, AFA and local partners including the city of Ft. Payne and Main Street Ft. Payne will be able to capitalize on these sources. We are working with TRG Enterprises because Russell Gulley and his brother Dennis grew up in Ft. Payne. They are both working artists. Russell recently retired from his position directing the local Big Wills Arts Council that not only managed local arts events, but also maintained regular arts in education program serving the schools in the region. Russell is a long-time member of the AFA Board of Directors and working daily on this program. David Ivey, President of the AFA Board of Directors is a native to the region and a National Endowment for the Arts National Heritage Fellow. Folklorist and scholar Hank Willett will also be contributing. Promotions through the AFA will capitalize on our network up there, plus the local radio stations, electronic media, and newspaper publications and articles will really benefit publicity. There are many local leaders involved in this project, who have a long-standing history with the AFA and they will certainly be contributing to making everything successful. Given their ability to network and promote TRG Enterprises will coordinate and develop any radio programs. Social media, web-based platforms, online calendars, and printed promotional materials will certainly serve to reach a broad audience.

Alabama Folklife Association, Inc.
Kathy Louvin

Accessibility Statement:

Do you certify that (1) you have read the National Endowment for the Arts (NEA) Assurance of Compliance and understand that by signing and submitting the application form, you certify that the applicant is in compliance with all the statutes and regulations as outlined by the NEA, including the ADA; and (2) the facilities where project activities will take place are accessible to people with disabilities?

Yes

Accessibility

(Maximum 2,500 characters including spaces, approximately ½ page) Grantees are required to ensure accessibility to funded programs to people with disabilities. Beyond these minimum ADA requirements, describe actions you will take for programmatic and communications accessibility (e.g., planning/advisory committees include people with disabilities, large print programs/labels, American Sign Language interpretation, audio description, specific marketing strategies, etc.). Provide specific strategies on how you will reach those that lack access to the arts due to disability for this project specifically (not your organization's work in general).

In accordance with the Americans with Disabilities Act (ADA) of 2008 and Section 504 of the Rehabilitation Act of 1973, the Alabama Folklife Association (AFA) will offer reasonable accommodations to persons with learning, physical and/or psychological disabilities. Appropriate, reasonable accommodations will be made to allow all persons the ability to attend and participate in both events. AFA posts ADA information on events pages, most importantly our registration or ticket pages that encourage persons to contact us to request any special accommodations or services to meet particular disabilities. These would include items like programs with large print, sign language, or audio descriptions. We will include this text in marketing materials.

We work with numerous artists who are blind or in wheelchairs, so we are always concerned with ensuring that our programs and the venue provide for everyone.

Alabama Folklife Association, Inc.

Kathy Louvin

Organizational Capacity/Evaluation

(Maximum 2,500 characters including spaces, approximately 1/2 page) Describe your organization's ability to carry out the proposed project. Provide a summary of your organization's presenting history. Describe the project goals and the anticipated outcomes. Describe the evaluation methods you have in place to learn how you are, or are not, achieving your goals.

Established in 1980, the AFA has over 35 years of programming and grants management history. The current Executive Director, Mary Allison Haynie has served in her position for over eight years. During that time, she has acquired and administrated grants from various sources and directed programs and projects to include concerts, traveling exhibits, symposiums, public discussions, lectures, hands-on workshops, in-school programs, and other presentations. Russell Gulley who serves on the Board of Directors, has an extensive background, training, and experience in nonprofit arts administration, arts in education, and festival management. AFA's recent programming history includes over 12 workshops dedicated to quilting and master artists that took place throughout the state from 2014 up through 2019. In November 2015 we provided the first Fall into Folklife Symposium and Expo in Birmingham, Alabama, a multi-day event that included a blues concert at the Alabama Jazz Hall of Fame, two lectures, an all-day series of panel discussions that included musical demonstrations, and a showcase of visual folk artists at the Pepper Place Market in Birmingham. In 2016, we collaborated with Sawmill Days festival to showcase master artists at their festival and sponsored 8 vendor spaces. As part of the Alabama Makers project, funded by the NEA, we had fieldworkers documenting master artists including several artists from northeast Alabama. In 2017, we held a second Fall into Folklife Symposium and Expo at the University of West Alabama in Livingston. AFA has presented traveling exhibits in Ft. Payne including Alabama in the Making: Traditional Arts of People and Place and We'll All Sing Hallelujah: Sacred Sounds of Alabama. The AFA has directed a series of blues concerts in Florence Alabama for four years. The AFA has produced an extensive library including the journal Tributaries, books with CDs, CDs, and DVDs. Goals: Serve Ft. Payne and the region by highlighting their musical heritage; engage persons in the arts; increase public recognition of and appreciation for the arts; and identify, preserve, and present folk traditions. AFA uses handout surveys, because these yield the most results. We also consider not measurable results in terms of the discussion, audience responses, the strengthening of partnerships and collaborations, and the future work of local organizations to continue programming in the traditional arts.

Attachments: Support Materials

ARTIST/COMPANY/WRITER SUPPORT MATERIAL: KathyLouvin.biography.interv.pdf

URL:

AUDIO/VIDEO/WRITTEN SAMPLE: KathyLouvinTimeServedFreeInd.mp3

URL:

Grace is Watchin' from Kathy Louvin album, Time Served: Free Indeed

SUPPLEMENTAL DOCUMENT (optional): Akenson.pdf