NEWS FROM TCA: APRIL 2018

Texas Commission on the Arts
Investing in a Creative Texas

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Can you believe this is a car?! April brings art cars and tourists to Houston for the Art Car Parade.
Photo: Morris Malakoff

Young Masters Celebration April 16

The Texas Cultural Trust (TCT) will celebrate the 2018 class of Young Masters during an awards ceremony and concert on April 16th at Austin's ZACH Theatre. First Lady Cecilia Abbott serves as honorary chair for

the event and Ashley Covert, Gerardo Interiano, Maya Smart, and Natasa Valocchi are event chairs. The evening will feature Texas Young Masters alumni, Texas State Musician Joe Ely, Conspirare, Dallas Black Dance Theatre, Cruz Ortiz, and an original composition by Allen Robertson. More information on the event, including tickets, is available here.

THE 2018 CLASS OF TEXAS YOUNG MASTERS:

Antonio Ajero, 8th Grade, Nacogdoches, *Music/Piano*
Noah Avelar, 11th Grade, Corpus Christi, *Music/Percussion*
Tobi Berman, 11th Grade, Fort Worth, *Musical Theater*
Riley Canterbury, 9th Grade, Dallas, *Dance*
Joziah German, 9th Grade, Dallas, *Dance*
Elizabeth Heyns, 11th Grade, Lantana, *Visual Arts/Special Effects Makeup*
Mikayla Johnson, 11th Grade, Floresville, *Theater*
Megan Lin, 11th Grade, Plano, *Music/Violin*
Lauren Mathews, 9th Grade, Katy, *Music/Cello*
Aisha Mpiana, 11th Grade, Dallas, *Visual Arts*
Ava Noble, 11th Grade, Dallas, *Dance*
Isha Parupudi, 11th Grade, Friendswood, *Dance/Indian Classical Dance*
Ian Stripling Jenson, 11th Grade, Austin, *Music/Violin*
Leif Tilton, 9th Grade, Austin, *Music/Classical Guitar*
Lauren Yang, 11th Grade, Sugar Land, *Visual Arts*

The Young Masters program is a joint initiative of the Texas Commission on the Arts and the Texas Cultural Trust. The program provides exemplary Texas-based arts students in grades 8-11 with the financial help they need to pursue advanced study in the areas of visual arts, literary arts, music, theater, dance, musical theater, and media arts. This year's Young Masters come from 11 cities and together display a variety of artistic talents.

The fifteen 2018 Young Masters will be awarded grants of $5,000 per year for two years to further their studies in their chosen arts disciplines-- before college. This gifted group of artists represents the ninth class of Young Masters. Since the program's inception in 2002, the TCT and TCA have given 328 grants to 154 Young Masters, awarding $932,500 to aspiring artists from across the state. The program received 315 applications for the November 15, 2017 deadline.

In order to be considered for the Young Masters grant, students must be legal US residents living in Texas and participating in a school-based program, a summer institute, or a specialized course of study or receiving private lessons from a qualified professional instructor. They must also maintain passing grades in all academic areas. Young Masters are selected by a citizen panel of experts from across the state based on artistic excellence, level of commitment and quality of their proposed plan of action.

Texas Touring Roster Artist Rural Tours

In an effort to provide more quality performances and arts opportunities in rural areas of the state, TCA has chosen eight Texas Touring Roster artists and groups to provide free performances in rural counties (TCA pays each artist a flat fee for the performances directly.). Each artist or group provides six performances in an assigned area, and the performances are hosted by local nonprofits, units of government, or schools. In the summer, these tours focus on youth summer reading programs in libraries. Hosts are reminded that any Texas nonprofit or unit of government (including schools and libraries) is eligible to apply for an Arts Respond Performance Support grant for a portion of a Texas

Touring Roster artist's fee.

Susan McDonald

Gwen Caldwell

Classical guitarist Susan McDonald kicked off her rural performances on April 5 in Lampasas County. Susan will play for audiences at libraries in Blanco County on April 24 and 26, with a follow-up performance on May 15. On May 11, she'll give two performances at the Patrick Heath Public Library in Boerne (Kendall County). Storyteller Gwen Caldwell will perform at Anderson County libraries on May 2 (Palestine) and May 3 (Elkhart). On May 4 she will give performances for schoolchildren in Teague (Freestone County). Gwen will conclude her rural tour with a performance at the Corsicana Library (Navarro County) on May 5.

Musician BettySoo will perform for school audiences in Hudspeth County, senior citizens in Reeves and Culberson counties, and general audiences at the Clark Hotel Historical Museum in Van Horn (Culberson County, May 8) and the West of the Pecos Museum in Pecos (Reeves County, May 9). Storybook Theatre of Texas will give four performances for schoolchildren in Seymour (Baylor County) on May 15 and 16. They will perform for the community on the evening of May 15 at the Archer Community Royal Theater in Archer City (Archer County), and return to perform for schoolchildren the next afternoon.

Storybook Theatre of Texas
Photo: Elizabeth Deserly

BettySoo

"We are a rural school district. It is a 70-mile round trip to Brownwood and back just to see a movie at a theatre. Our students and staff were able to see a quality concert. They would not have been able to see and hear this concert without help from the Texas Commission on the Arts."

--2016 rural tour host in San Saba County

The spring tours are funded in part by the National Endowment for the Arts. Four separate summer tours in rural areas will be conducted between June 1 and August 31. We'll share more information on those tours in a future newsletter. Special thanks to the fantastic artists conducting rural tours on TCA's behalf this year.

Professional Development Webinar Series: Social Media, Navigating Crisis

TCA's next professional development webinar, **Social Media: Cultivating & Retaining your Online Audience**, will be held at 2 PM Central on **Wednesday, April 18**. **Lizabel Stella**, the Social Media & Content Manager at the Blanton Museum of Art in Austin, will discuss key tips and strategies to help users optimize their presence online. Lizabel will share case studies and resources to help with efficiency and creativity in social media. The live webinar is full, but a recording will be posted on TCA's professional development webinars Vimeo channel.

Lizabel Stella

Lizabel Stella has worked in social media management for over six years, focused on crafting engaging, thoughtful content with a global perspective. Before moving to Austin in 2016, she worked for over fifteen years in a wide variety of industries including software as a service, online retail, human resources, and public service. This has helped hone her communication skills, leading her to focus on applying an authentic, human approach to her work. Lizabel was the 1st Social Media Strategist in London for Austin's leading enterprise social media software company Spredfast, meeting with thought leaders at key tech festivals including SXSW and Social Media Week. She has been responsible for managing the content strategy and community management for businesses with audiences ranging from 200 to 2 million on Facebook and consulted for and talked on panels for Social Media Week, Austin Music Foundation, and the UK Department for International Trade. She feels honored to have supported the Blanton Museum of Art for the opening of the Ellsworth Kelly's "Austin" building, and looks forward to supporting the Austin community and beyond through her expertise.

Michael Perry

Can't wait for the next live webinar? Neither could we! We recently recorded a bonus webinar, Navigating Crisis, because it's important to have a plan in place when a crisis arises. In this recorded webinar, **Michael Perry** of Catalyst Executive Advising and Development provides important tips and tools for navigating crisis for you and your organization.

Catch up on this topic and the rest of the professional development webinars for free here.

TCA Grant Opportunity

TCA has an upcoming application deadline that your organization may be eligible for. As always, the TCA staff is happy to discuss your organization's goals and eligibility to determine which programs are right for you. You may also request that a TCA staff member review your application and provide feedback. Ideally, these requests would be made at least two weeks before the application deadline.

Grant Program: Arts Respond Performance Support
This program provides professional artist fees to Texas nonprofits, schools, colleges, and units of government for hiring an artist from the TCA Touring Roster to do a performance. These applications are funded based on a percentage of contracted fees.
Activity dates must start: Between June 15, 2018 and August 31, 2018
Application deadline: Midnight on May 1, 2018
Application form: Online
Resources: grant guidelines, FAQ, contact TCA staff

Grant Spotlight: The Houston Art Car Parade

At their March quarterly meeting, TCA Commissioners approved a round of Arts Respond Project grants. Among those grants was an economic development project submitted by the Orange Show Center for Visionary Art, which presents the Houston Art Car Parade. Arts

Respond Project economic development grants are often used to assist with events that attract visitors to a community. The Houston Art Car Parade is the world's biggest celebration of art cars and the largest free public art event in the city of Houston. Now in its 31st year, the annual parade attracts over 250 cars and other entries from 23 states, Canada, and Mexico and an audience of 300,000 spectators eager to see the weird and wild vehicular creations. The annual economic impact of Art Car Weekend is estimated to be $800,000 brought into the local economy via hotel bookings and international publicity for the city of Houston.

Photo: Morris Malakoff

An art car or art mobile usually begins its life as an older or used vehicle (car, truck, van, bus, jeep, golf cart, etc.). The owner of the car decides they want to alter their automobile, transforming the exterior/interior of the car. Some artists approach the alteration of their cars cautiously and tentatively, opting to use materials of a temporary nature such as paper or tape, while others decide to radically change the original structure of the vehicle so that it in effect becomes a moving sculpture.

Houston Art Car Weekend, a four-day celebration of the drive to create, will be held April 12-15, 2018, with the main event, the 31st Annual Houston Art Car Parade, rolling through the streets of Houston on Saturday, April 14 at 2 PM.

As part of National Poetry Month, Texas' 2018 Poetry Out Loud champ, Ariel Warren, will compete in the national competition starting with the western states regional semifinals on April 24. Go to poetryoutloud.org to watch the competition's live stream and root for Ariel. Photo: Josiane Amezcua

Texas Commission on the Arts

anina@arts.texas.gov
http://www.arts.texas.gov

The Texas Commission on the Arts receives funding from the Texas State Legislature, the National Endowment for the Arts, the Texas: State of the Arts license plate, the Texas Cultural Trust, Texas Women for the Arts, and The Andrew W. Mellon Foundation.

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