

NEWS FROM TCA: JULY 2018



Texas
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2018 National Heritage Fellow Barbara Lynn. Photo: Keisha Sims.

Texan Named National Heritage Fellow

Congratulations to Beaumont's Barbara Lynn, who was recently named a 2018 National Heritage Fellow by the [National Endowment for the Arts](#) (NEA). Ms. Lynn, "The Empress of Gulf Coast Soul," blends a variety of blues styles in her fiery guitar playing, soulful singing voice, and original songwriting. "We're pleased to see Barbara get this well-deserved recognition, which has been awarded in the past to Texas musicians such as Eva Ybarra, Johnny Gimble, and Manuel 'Cowboy' Donley," said TCA Executive Director Gary Gibbs, Ph.D. "TCA extends our heartiest congratulations."

Ms. Lynn started her career in the early 1960s when it was rare for a young woman to front a band, play an instrument, and write her own songs. A full bio of Ms. Lynn, plus work samples, is available [here](#). For the past 36 years, the NEA has presented National Heritage Fellowships to celebrate and honor master artists working in the folk and traditional arts. As one of the ten 2018 National Heritage Fellowship recipients, Ms. Lynn will receive \$25,000 and be honored in Washington, DC, this September.

"The 2018 NEA National Heritage Fellows have dedicated their lives to mastering these distinctive art forms and sharing them with new audiences both within their communities and nationwide," said Mary Anne Carter, acting chairman for the National Endowment for the Arts. "We look forward to celebrating them and their incredible artistic accomplishments this fall."

The NEA will celebrate the 2018 National Heritage Fellows at two events this fall in Washington, DC, both of which are free and open to the public. The NEA National Heritage Fellowships Awards Ceremony will take place at the Library of Congress's Thomas Jefferson Building at 10 First Street SE in Washington, DC on Wednesday, September 26, 2018 at 5:30 p.m. The NEA National Heritage Fellowships Concert will take place at Sidney Harman Hall at 610 F Street NW in Washington, DC on Friday, September 28, 2018 at 8:00 p.m. More concert details and ticket information will be available later this summer. The concert will also be webcast live at [arts.gov](#).

Upcoming Grant Opportunities

TCA has two grant programs with upcoming deadlines. 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.

Arts Respond Project Grants

Arts Respond Project grants provide project assistance grants to nonprofit arts organizations on a short-term basis and may include administrative costs directly related to the project. Projects must address one of the following priority areas: economic development, education, health & human services, public safety & criminal justice, or natural resources & agriculture.

Activity dates must begin: Between September 1, 2018 and March 31, 2019

Application deadline: Midnight on July 16, 2018

Application form: [Online](#)

Application Limit: Organizations may submit one application for this deadline. Organizations should not submit more than one application addressing the same priority area per fiscal year.

Resources: [Grant guidelines](#), [contact TCA staff](#), [webinar](#)

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 [NEW 2018-2020 Texas Touring Roster](#) to do a performance. These applications are funded based on a percentage of contracted fees.

Activity dates must start: Between September 1, 2018 and December 14, 2018

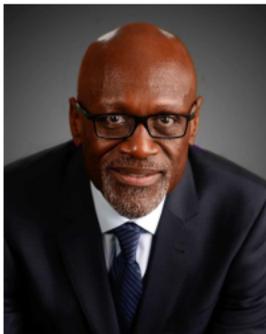
Application deadline: Midnight on August 1, 2018

Application form: [Online](#)

Resources: [Grant guidelines](#), [contact TCA staff](#)

Decisions on applications for Arts Respond Performance Support, Arts Respond Projects, and [Cultural District Designation](#) applications will be made at the September 6, 2018 Commission meeting.

Professional Development Webinar Series: Secrets of Radio Marketing



Greg Davis

TCA's next live webinar, **Secrets of Radio Marketing**, will be offered at 2 PM Central on **August 15**. Radio marketing is one of the best ways to attract new audiences. Traditional paid marketing is still one of the most cost-effective ways to market your programs, but not the only way you can utilize radio. Longtime WRR-FM Radio Station Manager **Greg Davis** will discuss relationship development, choosing effective time slots, understanding broadcast range, and making the most of PSAs offered by your friends at local radio stations. [Register for the webinar](#) now!

Greg Davis has 25 years of broadcasting experience in radio and television. He began his broadcasting experience through the Educational Television system as a 9th grader at his junior high school in Denison. Mr. Davis worked in college radio while pursuing a degree in advertising/marketing, and in television as a technical news director for a CBS affiliate. Mr. Davis retired as a general manager in commercial classical music broadcasting. He is a graduate of Texas Tech University, where he continues to serve on the Advisory Board for the College of Media and Communications. He also studied at Georgetown University's School of Business under the National Association of Broadcasters Executive Development Program. Mr. Davis serves on the board of the Texas Cultural Trust.

If you missed the **Strategic Marketing** webinar we offered with **Brooklyn Barbieri Henson** of the Austin Theatre Alliance on June 20, good news! All of our professional development webinars are recorded and available [here](#) for free.

Summer Rural Tours

In an effort to provide more quality performances and arts opportunities in rural areas of the state, TCA chose eight [Texas Touring Roster](#) artists and groups to provide free performances in rural counties (TCA pays each artist a flat fee for the performances.). 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 up to half of a Texas Touring Roster artist's fee.



Bernadette Nason
(photo: Beth Burns)



*Eldrena Douma
(photo: Katy
Pair)*

Storyteller Bernadette Nason performed at the Reagan County Library in Big Lake (June 5); at the M.B. Noelke, Jr. Memorial Library in Mertzon (June 12); at the Carnegie Library in Ballinger and at the Coke County Public Library in Robert Lee (June 13); at the Sterling County Public Library in Sterling City and at the Winters Public Library in Winters (June 14).

Audiences in the panhandle area got the chance to hear stories told by Eldrena Douma. She performed at Friona Public Library and at the Muleshoe Public Library (June 20), at the Texas Last Frontier Museum in Morton (June 23), and at the Hockley County Memorial Library in Levelland (June 27).

The storytelling duo Twice Upon a Time Storytellers performed for audiences at the Cotton Belt Depot in Mount Vernon (June 4), at the Camp County Public Library in Pittsburg (June 18), at the Naples Public Library in Naples (June 19), and at the Mount Pleasant Public Library in Mount Pleasant (June 19).



*Twice Upon a Time
Storytellers (photo:
Jennifer Walz)*

Twice Upon a Time Storytellers will conclude their tour on July 17 at the Delta County Public Library in Cooper and the Sulphur Springs Lions Club in Sulphur Springs.



*Sue Young
(photo: Brenda
Ladd)*

But wait-- there's more! Bilingual singer/storyteller Sue Young will perform at the Palacios Public Library (July 17), at the Dennis O'Connor Library in Refugio and at the Aransas County Library (July 18), at the Jackson County Library in Edna (July 20), and at the Wharton County Library and the East Bernard Branch Library in Wharton (July 20).

That's a lot of great summer reading programming free to rural libraries and the families they serve! The Texas Commission on the Arts is grateful to the fantastic Texas Touring Roster artists conducting rural tours on our behalf this year!

Catching Up with Young Master Alum Christian Kay (Music 2012)

Since its inception in 2002, the [Young Masters grant program](#) has supported 328 Texas high school students' studies in the arts. Here's an update from one of the Young Master alumni.

Christian Kay (Music/Cello 2012) of Tyler will be a senior at the Boston Conservatory at Berklee this fall. He is spending this summer in Boston playing and building his resume, taking time to rest up a bit after a "crazy year and seemingly unending practice." Last semester, he was in a piano trio that was selected to perform Tchaikovsky's *Piano Trio in A minor, Op. 50* for Berklee's prestigious Millennial Concert. This concert features student performers who were chosen by audition and are emerging artists, showing the polish and interpretive mastery of professionals. Christian remarks, "It was one of the best experiences I've had at the school. I am very much still involved in the arts because it is what I love and what I am most passionate about. The Texas Young Masters exposed me to many different



Christian Kay. Photo: Andrew Mark

fields and I was excited to meet so many new people along the way. The financial help enabled me to continue my studies and help pay for summer institute programs that changed and advanced my playing. The camps allowed me to progress as a musician in a way that I never thought would be possible."

TCA is proud to be a part of Christian's development as an artist, along with our partners at the [Texas Cultural Trust](#).



Texas Commission on the Arts

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