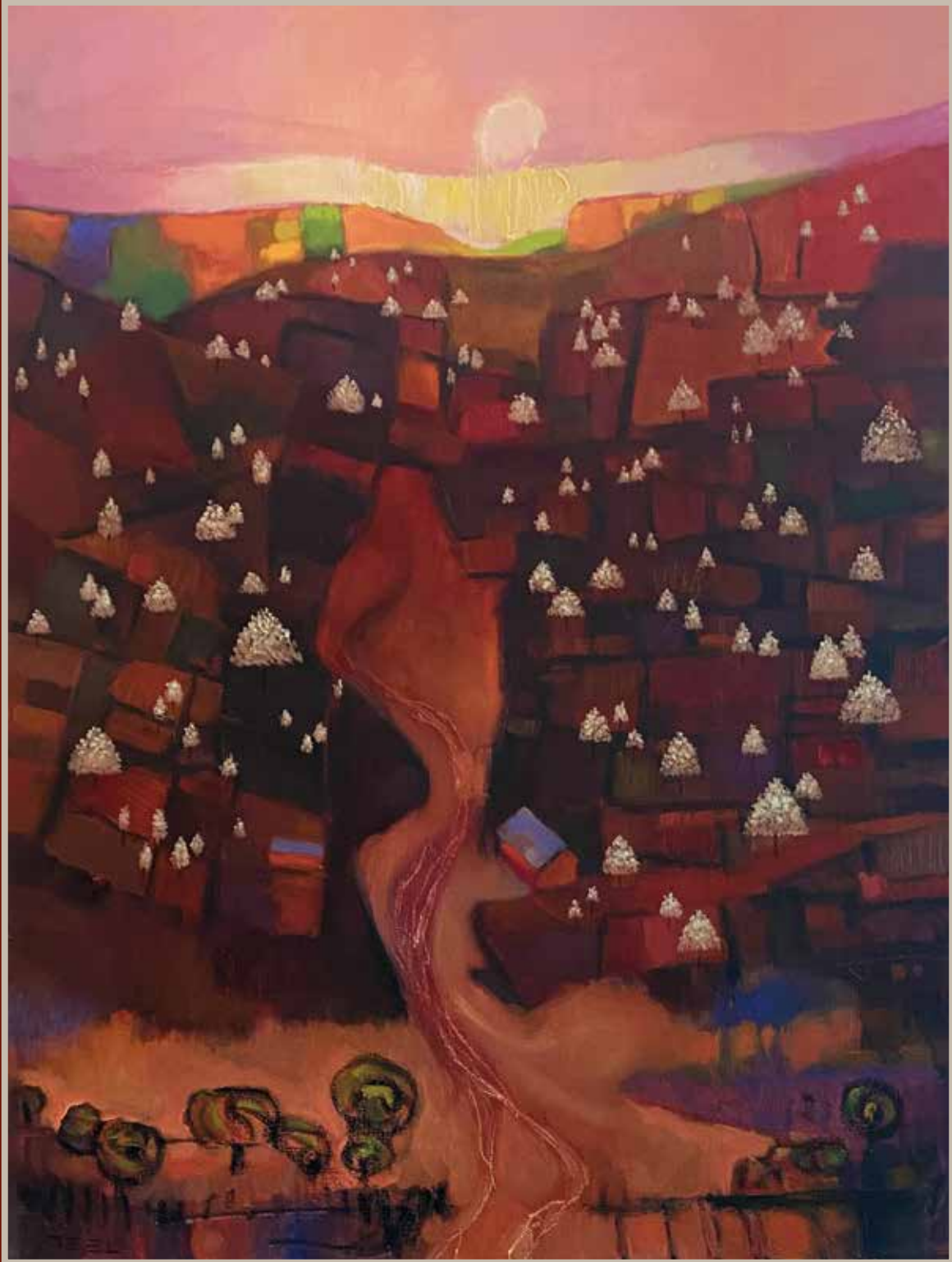


WEST VIRGINIA
ArtWorks
SPRING 2021



ArtWorks WEST VIRGINIA

FEATURES

1 Ben Long Named Poetry Out Loud Champion

The Notre Dame High School student now moves on to the National Poetry Out Loud Finals, where he will represent West Virginia as one of 55 state and jurisdictional champions.

4 Arts in Our Communities Conference

This annual conference, a virtual event in March, included panels and seminars on a variety of topics for artists, teachers, and administrators.

6 New Grants for Public Art Projects Total \$65,500

The Rural Youth Engagement through Public Art grant was created for rural communities with fewer than 25,000 residents.

10 NEA Announces Biden-Harris Appointees

An introduction to the NEA's new staff members: Ra Joy, Jennifer (Jenn) Chang, Sonia Chala Tower, and Ben Kessler.

14 In Memoriam: Arts Advocate Jeanne Mozier

West Virginians mourn the passing of writer, organizer, and tireless promoter of West Virginia arts and her beloved Berkeley Springs.

INSIDE THIS ISSUE

7 Social Media 101: A Guide to Creating Your Online Presence

8 Gallery 35

11 Meet Our Summer Intern

12 Governor's Internship Program Seeks Applicants

13 New Funding for Creative Aging

13 Two New Certified Arts Communities Designated

16 Grant Opportunities for Artists and Arts Organizations

16 Peer Assistance Network

ON THE COVER:

Dogwoods in Bloom, oil on canvas by Michael Teel of St. Albans, Kanawha County. Visit Gallery 35 on pages 8 and 9 for more images of work from local West Virginia artists.

SPRING 2021



State of West Virginia
Jim Justice, Governor



West Virginia Department of
Arts, Culture and History
Randall Reid-Smith, Curator

State Arts Office

Lance Schrader, Director of Arts
Cedrick Farmer, Community Arts Coordinator
Jenna Green, Culture Facilities and
ADA Coordinator
Paul Neil, Secretary
Barbie Smoot, Grants Coordinator and
Budget Manager
Jim Wolfe, Arts in Education and
Poetry Out Loud Coordinator
Elizabeth Yeager, Individual Artist
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Ben Long Named West Virginia State Poetry Out Loud Champion

By Paul Neil



Ben Long of Notre Dame High School, winner of the 2021 Poetry Out Loud competition.

January 20, 2021 was a day that will be recorded in history books, as is every presidential inauguration. But for all the hoopla, the event that most captured public attention may have been the passionate recitation of a poem by its author, Amanda Gorman. This young Black woman captivated millions of listeners with nothing more than her words and her voice. It was, in part, a reminder of the power of poetry spoken aloud.

Poetry Out Loud (POL) serves that same purpose, something that can be

verified by all those fortunate enough to see our West Virginia finalists recite their chosen poems this year. POL is a national competition in which high school students memorize and perform classical and contemporary poetry selected from the POL Anthology. The process begins at the high school level with students participating in school-based and organization-based contests. The winners of those competitions are eligible to participate in the state finals.

Runner-up Dailey Ward, of Wheeling Park High School.





Ben Long from The Performing Arts Conservatory at Notre Dame High School in Clarksburg, West Virginia, was declared champion. Ben received \$200 and the state champion trophy. Notre Dame High School will receive \$500 for the purchase of poetry books and materials. Ben also moves on to the National Poetry Out Loud



Finals, where he will represent West Virginia as one of 55 state and jurisdictional champions. Dailey Ward from Wheeling Park High School was runner up and received \$100 and a handmade trophy, and Wheeling Park High School will receive \$200 for the purchase of poetry materials.



The 2020-2021 school year looked very different from most years before, since most schools in West Virginia spent a large part of the fall with online learning. Despite these difficulties, nearly 50 educators from more than 30 schools and organizations signed up to support Poetry Out Loud. Almost one thousand students participated in these competitions. For the first time this year, individual students were eligible to sign up for the competition if their school wasn't registered and non-school organizations could host a competition as well. Clarksburg's Vintage Theater Company was West Virginia's first organization to do just that. Its champion, Morgan Sprouse, ultimately landed in the top five of the State Finals.

Because of the continuing pandemic, the National Endowment for the Arts and the Poetry Foundation recommended that states hold their final competition virtually. So, building on last years' experience of a necessarily hastily-cobbled-together online competition, West Virginia's POL coordinator, Jim Wolfe, and State Arts Office staff set out to provide students with that opportunity. Twenty high school and organizational champions submitted recitation videos of their three selected poems, which were sorted into online playlists for each round. All students' video performances were judged by a panel of five

2021 Poetry Out Loud Participants

- Notre Dame High School
- Wheeling Park
- Greenbrier East High School
- Spring Mills High School
- Vintage Theater Company
- Cabell Midland High School
- Capital High School
- George Washington High School
- Huntington High School
- Lewis County High School
- Logan High School
- Magnolia High School
- Nicholas County High School
- Roane County High School
- Scott High School
- Shady Spring High School
- South Charleston High School
- Valley High School-Wetzel
- Westside High School
- Woodrow Wilson High School

- Ben Long, *Winner*
- Dailey Ward, *Runner-up*
- Blaine Yates, *Top 5*
- Natalea Johnson, *Top 5*
- Morgan Sprouse, *Top 5*
- Lily Regan
- Ashley Miller
- Jessica Tenney
- Sophie Eastone
- Bianca Jamen
- Rosey Gillette
- Sammy Goddard
- Hunter Shaffer
- Carly Harper
- Alissa Holstein
- Makayla Schrader
- Izzy Marino
- Shyanne Moore
- Thomas Toler
- Katie Lawrence

Opposite, left to right:

Blaine Yates, Natalea Johnson, and Morgan Sprouse were among the top five contestants.

Right: West Virginia poet laureate Marc Harshman congratulates the participants of this year's Poetry Out Loud competition.

Below, left: Jim Wolfe, Arts in Education administrator and coordinator of West Virginia's Poetry Out Loud competition.

Below, right: Curator Randall Reid-Smith addresses the participants.



judges, using the standard POL evaluation criteria. An accuracy score was also given, as usual. This online format once again allowed judges to provide written feedback to the students. The archived video of the Video Showcase can be viewed at bit.ly/wvpoetry21.

Judges for the 2021 State Finals included writer, songwriter, and performer Colleen Anderson; Amy Alvarez, a poet and professor at West Virginia University; Marc Harshman, the state's poet laureate; novelist and educator Rajia Hassib; and Dr. Joel Peckham, a poet and professor at Marshall University.

The State Finals video presentation premiered online on Monday, March 15. This first-ever WV Poetry Out Loud Video Showcase featured a greeting from Department of Arts, Culture and History's Curator Randall Reid-Smith, appearances by 2020 POL state champion Rhéa Ming, storyteller Bil Lepp, WV poet laureate Marc Harshman, and video recitations by all twenty state finalists.

All 20 students and their sponsoring teachers will be receiving swag commemorating their participation in 2021's unusual WV State Poetry Out Loud Finals. Matt Thomas of ThomasWork Studios in

Gilmer County created the handmade trophies received by the champion and the runner up. By incorporating the work of West Virginia artisans and performing artists, the department seeks to nurture in each student a lifelong appreciation for the arts.

Partnering with the National Endowment for the Arts and the Poetry Foundation, the West Virginia Department of Arts, Culture and History sponsors POL to encourage young people to learn about great poetry and explore their literary heritage while mastering public speaking skills and building self-confidence.



Arts in Our Communities Conference

By Lance Schrader

Below, left: Adam Booth, storyteller and musician, was a panelist on the first day of the conference. Seen here participating in the teaching artists panel and giving his thoughts on the importance of arts in education.

Below, right: Coalfield Development is an integral part of the revitalization plans for West Huntington (Cabell County). Dennison can be seen second photo from top in the vertical line of individual photographs.



In March, the State Arts Office (SAO) conducted its annual Arts in Our Communities Conference. For the first time, it was entirely virtual, but this did not temper the enthusiasm for knowledge from arts groups around the state.

Perhaps the most highly anticipated session was on the first day. This dealt with music education regarding COVID-19 protocols. The panel was co-moderated by Chiho Feindler, senior director of programs and policy at Save the Music Foundation and Andi Hasley, music educator and former president of the West Virginia Music Educators Association. The SAO was honored to host Dr. James Weaver, director of performing arts and sports for the National Federation of State High School Associations and co-chair of the ground-breaking COVID-19 Aerosol Study conducted at the University of Colorado. This study has been the conclusive study that most schools and art groups around the country have used in establishing their own guidelines.

Included on the first day was a panel celebrating the work of teaching artists moderated by the

SAO's very own: arts in education coordinator, Jim Wolfe. The panel was comprised of Cindy Dearborn, director of education at the Huntington Museum of Art; Kellee Waddell, school counselor at North Fork Elementary School; and Adam Booth, West Virginia storyteller and musician. It also featured the work of musician Erica May.

Brandon Dennison, CEO, Coalfield Development; Margaret Mary Layne, CEO, Layne Consulting LLC and member of the West Virginia Commission on the Arts; and Lauren Kemp, executive director of RenewAll Inc, conducted a seminar about the arts revitalization plan for West Huntington. Amanda Whitlocke, a Coalfield Development team member, talked about her experience with the recovery program.

Vicki Willman, director of development for the Contemporary American Theater Festival, and Johanna Murray, the executive director of The River House, led a panel on how their respective organizations have been able to thrive despite the pandemic.

The second day of the conference started with an important topic.



Instrument	Efficiency Calculated, Sampled at Bell / Mouth
Saxophone	64%
Flute	67%
Baritone Singer*	79%
Theater 1*	80%
Clarinet	87%
Theater 2*	88%
Bassoon	89%
Trombone	89%
Trumpet	92%
French Horn	95%
Oboe	96%
Soprano Singer*	98%

Left: A graphic provided by Dr. James Weaver shows information regarding the ground-breaking COVID-19 Aerosol Study conducted at the University of Colorado. This study has helped schools and art groups around the country establish musical guidelines.

Below: Jeff Pierson, Director of the Charleston, WV Office of Public Art, talks about how to create a strong artist statement and stresses the importance of visual public art.



The panel, about arts advocacy, was conducted by Nina Ozlu Tunceli, Esq., chief counsel of government and public affairs for Americans for the Arts and executive director, Americans for the Arts Action Fund, as well as Margaret Mary Layne, secretary for Arts Advocacy of West Virginia and member of the West Virginia Commission on the Arts. This session served as a primer for attendees seeking an audience with their legislators about the arts. It preceded the Americans for the Arts Arts Advocacy Week on April 5-9. This event trains individuals and arts groups how to advocate for the arts with their Congressional delegation.

Later that day Jeff Pierson, visual artist, and director of The Office of Public Art for the City of Charleston lead a session on drafting a strong artist's statement. He also spoke about the importance of public art in communities. The first day ended with the State Arts Office staff conducting a listening tour. This session allowed West Virginia artists and arts groups to share their stories, verbalize their worries or ask direct questions to the staff.

The 2022 Arts in Our Community Conference is tentatively scheduled for March 1-2 at the Culture Center in Charleston. The conference will be a hybrid with both in-person and virtual access. The Governor's Arts Awards will be held on March 1. Arts Day at the Legislature will be back for 2022 and is scheduled for March 3. Stay tuned to Artworks for further details.



Above: The State Arts Office chats with each other as they get ready for the second day of the conference. Top row: Jim Wolfe and Lance Schrader; middle row: Jenna Green, Cedrick Farmer, and Elizabeth Yeager; bottom row: Barbie Smoot.



Left: Johanna Murray, executive director of The River House, leads a panel on how her organization has been able to thrive and continue to get monetary donations and support throughout the pandemic.

New Grant Program Awards \$65,500 For Public Art

New to the State Arts Office's FY21 grant programs was the Rural Youth Engagement through Public Art grant. Created in mind for rural communities of less than 25,000 residents, eligible projects were visual two- and three-dimensional public art projects that engaged local youth. Schools, not-for-profit youth groups, not-for-profit arts organizations, and local governments could apply. Organizations applying did not need to be located within the community where the project took place. All funded projects are scheduled to be completed by the end of the 2021 fiscal year (June '21).

In two rounds of grant applications, the State Arts Office and the West Virginia Commission on the Arts were able to award \$65,500 to 22 projects.

The projects are as follows:



Art26201

Buckhannon, Upshur County
\$3,960 for a street mural in downtown Buckhannon.

Black Cat Music Cooperative

Great Cacapon, Morgan County

\$1,600 for a painted-ukuleles installation at the Ice House.

Boys & Girls Club of the Eastern Panhandle

Martinsburg, Berkeley County
\$1,000 for a photography-installation project.

City of Nitro

Nitro, Kanawha County
\$3,808 for an art and nature trail at Ridenour Lake.

City of Welch

Welch, McDowell County
\$3,783 for a mural project in downtown Welch.

Harmony for Hope

Mt. Hope, Fayette County

\$4,000 for a mural project in downtown Mt. Hope.

Highland Arts Unlimited

Keyser, Mineral County
\$952 for a mural project at Mineral County Technical Center.

Lucky Penny

White Sulphur Springs, Greenbrier County
\$3,825 for a creekfront mural project in downtown White Sulphur Springs.



Morgan Arts Council

Berkeley Springs, Morgan County
\$1,525 for a mural project in downtown Berkeley Springs.

Morris Creek Watershed Association

Montgomery, Fayette County
\$5,000 for a mural project in downtown Montgomery.

Mountain Arts District

Belington, Barbour County
\$2,585 for a beehive mural with student artwork in downtown Belington.

Nicholas County Empowerment Corporation

Richwood, Nicholas County
\$2,250 for a mural project in downtown Richwood.

Preston County Parks and Recreation Commission

Kingwood, Preston County
\$3,563 for a mural project at Tunnelton Trailhead Park.

Ridgeview Elementary

Sophia, Raleigh County
\$753 for a mural project at Crab Orchard Park.



RiffRaff Arts Collective

Princeton, Mercer County
\$5,000 for a mural project in downtown Princeton.



The River House

Capon Bridge, Hampshire County
\$3,300 for a mural project with middle school students in Capon Bridge.

Shepherdstown Community Club

Shepherdstown, Jefferson County
\$2,641 for an Eagle Scout mural project in Morgan's Grove Park.

Sprouting Farms

Talcott, Summers County
\$2,336 for a mural project in Talcott.

Summers County Public Library

Hinton, Summers County
\$3,533 for art installations at the public library.

Taylor County Arts Council

Grafton, Taylor County
\$5,000 for a sculpture project in downtown Grafton.

Wardensville Garden Market

Wardensville, Hardy County
\$2,786 for a mural project in downtown Wardensville.

Wetzel County Commission

New Martinsville, Wetzel County
\$2,700 for a sculptural mural in downtown New Martinsville.

Social Media 101: A Guide to Creating Your Online Presence

By Jenna Green (State Arts Office) with Angelica Armstrong (StrongRapport)

In the time of COVID-19, social media quickly became a vital tool for fundraising efforts and hosting virtual events. A strong online presence was, and is, more important than ever. However, navigating that presence can be tricky. I spoke with Angelica Armstrong, social media expert and owner of StrongRapport LLC, to get her suggestions on how an organization can jumpstart their online presence. She says the number one mistake organizations make regarding social media is giving up too early. Sometimes content can feel repetitive or disconnected and many organizations struggle with what to post. Below are her 5 C's of Cultivation and the 5 Things to Keep in Mind that will help with that.

Creating Content: The 5 C's of Cultivation

1. Conversation: Look to the mission statement to identify the three content areas or "pillars" essential to the organization. Use open-ended questions to seek feedback on these pillars.

2. Community: Be sure to use highly sharable content. Everything shared doesn't have to be original. Articles, memes, and photos from relevant outside sources are all great content.

3. Credibility: Build authority and show the audience why this organization is a trusted voice in the arts. Success stories, tips on applying for grant programs, or information on how to have artwork considered for a permanent collection or gallery shows all build the organization's credibility.

4. Connection: Humanize the organization. Tell the audience why the organization does what it does. If there isn't strong content in this area, try interviewing people inside the organization. Ask why they like working there and what the organization's mission means to them.

5. Conversions: Making the ask (donations, sales, event participation). Don't bury it in content. Make sure the ask is in the first part of the social media post. Making the ask can be awkward but following the 5 Cs helps create content to justify it.

Posting Content: The 5 Things to Keep in Mind

1. Consistency is King and Content is Queen: Consistently posting content is the most important thing an organization can do to build a social media presence. Commit to posting two times a day, five days a week. Make sure to phrase the content in a way that brings value to the audience, not just the organization. Be sure to show the benefit of participating in the event, visiting the facility, or viewing the content.

2. Know Your Audience: If the organization has less than 500 followers, assume it does not yet have an audience. Imagine the ideal patron and tailor all content to that person. Where do they eat? Shop? Get their news? What magazines do they read? Where do they go on vacation? What content will interest them?

3. Engage: Social media relationships should be a two-way street. Respond to all comments and thank the audience for sharing the organization's content. Share relevant content from artists and other arts groups that follow the organization. Regular engagement with the audience encourages more shares and new followers.

4. Try New Things: Social media platforms are constantly changing. Live video content is the most popular right now. It doesn't take a professional to create a video – use a smart phone and give it a try!

5. Tracking Tells: Use the basic demographic information provided by social media platforms to learn about the audience. Find out who is clicking the links and sharing the organization's content and use this information to inform future posts.

Creating an organization's social media presence can be intimidating but following this guide will help get it started. Angelica recommends an organization consistently follow these recommendations for 100 days to see results. The most important thing to keep in mind is to try. Trying something beats doing nothing. Always!

This is the first of a multi-part series on social media tools. Look for our next installment with Angelica in the Summer 2021 issue.

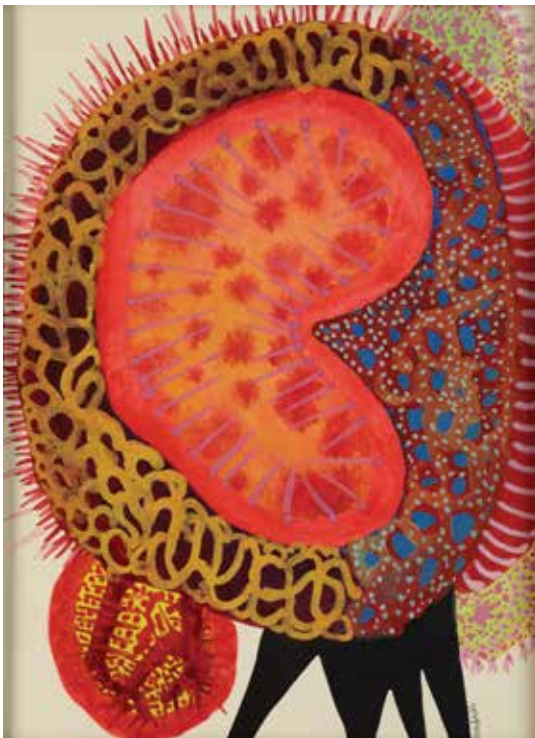


Angelica Armstrong is the owner and CEO of StrongRapport LLC, a marketing, web design, graphic design, and video production company. Her company's services focus on women-owned small businesses and artists. Originally from Cleveland, Ohio, she's now a proud West Virginian living in Charleston. In her spare time, she loves to spend time with her fiancé, dog, cat, and houseplants.

Gallery 35

Gallery 35: Art from the Mountain State features new work by West Virginia artists in each issue. If you are a West Virginia artist who would like your art shown in an upcoming issue, contact Elizabeth Yeager at Elizabeth.A.Yeager@wv.gov for complete submission guidelines. To ensure the best reproduction, photos of your work should be jpg images that measure 2400 pixels on the longest side, if possible.

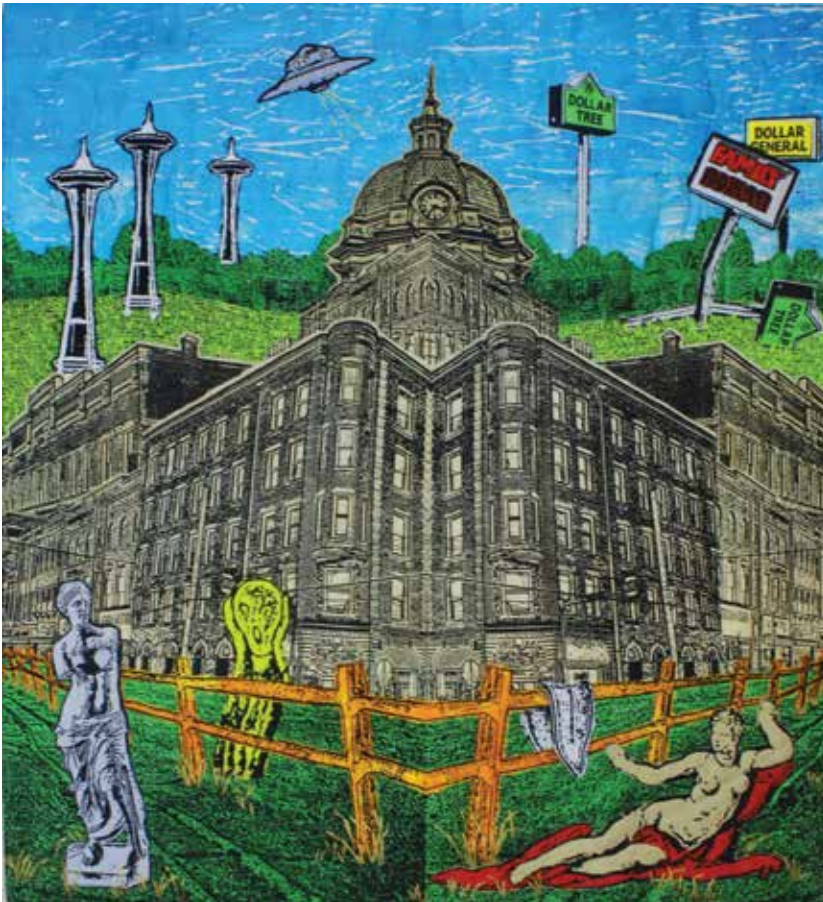
Right: George M. Knipe
Bunker Hill, Berkeley County
Home and Auto Repair
Oil on board



Above: Georgia Tambasis
Wheeling, Ohio County
Untitled (Comfort)
Watercolor on museum board

Right: Leslie Norris, Sugar Pop Press
Morgantown, Monongalia County
Vote
Silkscreen on French Paper





This page, clockwise from top left:

Jenna Reed Hill, Charleston, Kanawha County, *Mothman*, Linocut print

Regina G. Swim, Charleston, Kanawha County, *Branching Out*, Clay

Romey Williamson, Lavalette, Wayne County, *Brickbat*, Pencil and digital

Suzan Morgan, Buckhannon, Upshur County, *my Buckhannon*, Textile, screen printed, hand-dyed

NEA Announces Biden-Harris Appointees

The National Endowment for the Arts (NEA) recently announced four political appointees designated for senior positions at the agency by the Biden-Harris Administration. These accomplished professionals bring their expertise to the NEA to advance priorities for the new administration.

They are Chief of Staff Ra Joy; White House Liaison and Senior Advisor to the Chief of Staff Jennifer (Jenn) Chang; Director of Strategic Communications and Public Affairs Sonia Chala Tower; and Director of Congressional Affairs Ben Kessler. The previous political appointees and former chairman Mary Anne Carter left the National Endowment for the Arts on January 20.

From 2001 to 2007, he served as a senior staffer for U.S. Representative Jan Schakowsky, specializing in appropriations, community development, education, youth development, and the arts. Ra is a frequent writer and speaker on issues of social justice, creative expression, and participatory democracy.

Jennifer Chang, White House Liaison and Senior Advisor to the Chief of Staff

Jenn joins the Arts Endowment after working on the appointments team with the Biden-Harris transition. She recently worked as an associated consultant with WolfBrown, with a portfolio of performing arts and education clients. Prior to that, Jenn spent over a decade at Google, where she built resilient teams and innovative programs.

While at Google, Jenn received her master's degree in viola performance from The Juilliard School. In 2016, she took a six-month sabbatical to serve as the expansion states operations director at Hillary for America. Since graduating from Harvard College with a degree in social studies, Jenn has found herself playing at the edge between the arts and civic engagement.

Sonia Chala Tower, Director of Strategic Communications and Public Affairs

Sonia Tower's career in cultural development and arts policy spans more than 25 years, during which she has worked with nonprofit cultural institutions, public arts agencies, and philanthropic organizations at the local, regional, and national level.

Sonia's early leadership roles with a range of nonprofit visual and performing arts groups led to her position as an arts program officer for a community foundation, where she launched a countywide arts agency



Ra Joy, Chief of Staff

Ra brings more than 25 years of senior leadership experience in the arts, public policy, and nonprofit management to the National Endowment for the Arts. Previously, Ra served as executive director for CHANGE Illinois, a nonpartisan coalition leading systemic political and government reform. From 2007 to 2015, Ra served as executive director of Arts Alliance Illinois, one of the nation's most prominent statewide arts advocacy and service organizations. In this role, Ra championed the arts as a public policy asset and civic priority at all levels of government.

in a region of over a million residents.

For more than a decade following that, she served as the municipal arts director for the City of Ventura in Southern California, where she established a cultural affairs division, and implemented a host of new cultural revitalization programs. Wanting to work systemically on the infrastructure for arts support on a national basis, she took a position as vice president of development and special initiatives for Americans for the Arts, and then served as SVP of corporate relations for Ovation TV, and president of the Ovation Foundation, where, over an eight-year period she worked with arts and cultural institutions and cultural leaders in communities across the country.

During the 2008 presidential election, Sonia was appointed to the position of convener for the Obama Arts Policy Committee, and served as an advisor to the Obama transition. Most recently she was the national co-chair for Arts for Biden-Harris, which engaged the arts and creative industries in 18 key states in the 2020 presidential election.

A classically trained mezzo-soprano, Sonia has performed as a soloist and an ensemble singer with a number of groups on both the East and West Coasts, and is a specialist in Byzantine and Russian liturgical music.

Ben Kessler, Director of Congressional Affairs

Ben Kessler is an intellectual property lawyer with 10 years of federal government advocacy experience and a passion for live music. After graduating from Amherst College in 2007, Ben worked in the office of oversight and investigations in the United States Senate Committee on Aging.

Following his time on the Hill, Ben joined Heather Podesta + Partners, now Invariant Government Relations.

There, Ben helped organize strategic outreach to the executive and legislative branches of government on behalf of a broad range of clients.

Ben then spent over six years at the Pew Charitable Trusts working on food safety policy. During his time at Pew, Ben worked to ensure robust funding for FDA's food safety budget and helped to coordinate the rollout and full implementation of food safety regulations.

With an eye towards combining his love for music and the arts with his expertise in advocacy, Ben enrolled at the American University Washington College of Law. There, Ben focused on intellectual property law and was a member of the Glushko-Samuels Intellectual Property Law Clinic. While in school, Ben fortified his passion for protecting creators and spent his summers working for the Future of Music Coalition and Copyright Alliance.

Almost immediately following graduation, Ben joined the Biden for President campaign. During his nearly nine months with the campaign, among other work, Ben managed a team of intellectual property law volunteers, reviewed campaign-produced content for copyright, trademark, and right of publicity concerns, and enforced the campaign's intellectual property rights online.



Meet our Summer 2021 intern!

Hi, my name is Madelene (Maddy) Slater. I'm a senior at West Virginia State University majoring in Music Education with a focus in voice. Once I graduate, my goal is to become a public-school music teacher for kids grades K-12 as well as to continue teaching private voice lessons. I would also like to get more involved in local productions. I sing with multiple groups on campus including the State Singers and State A Capella. I also study with the Randall Reid-Smith Vocal Studio. In my spare time I enjoy bead working, singing, baking, and spending time with my daughter.

Governor's Internship Program Seeks Applications



**WEST VIRGINIA
GOVERNOR'S INTERNSHIP
PROGRAM**

BE A HOST!

Hire West Virginia college students to work for
your state agency, non-profit or private business

SUMMER 2021

HOW?

- ✓ Apply at www.intern.wv.gov under the "hire" tab
- ✓ Register for a wv.gov account
- ✓ Interview qualified applicants
- ✓ Must pay at least minimum wage
- ✓ Be a mentor to a college student!

QUESTIONS?

WEST VIRGINIA DEPARTMENT OF ARTS, CULTURE AND HISTORY
The Culture Center, 1900 Kanawha Blvd, East
Charleston, West Virginia 25305
(304) 558-0220 • GovernorsInternship@wv.gov

The Governor's Internship Program has offered high-achieving
college students internships since 1989.

Apply at www.intern.wv.gov



**WEST VIRGINIA
GOVERNOR'S INTERNSHIP
PROGRAM**

BE AN INTERN!

Work in state government, non-profit or private business

SUMMER 2021

REQUIREMENTS:

- ✓ 3.0+ GPA
- ✓ At least 1 year of completed undergrad at start of internship
- ✓ Must be currently enrolled as a WV college student or be a WV resident

HOW?

- ✓ Applications accepted late January 2021 at www.intern.wv.gov
- ✓ Must have 1 letter of recommendation and an unofficial copy of your transcript at interview(s)

QUESTIONS?

WEST VIRGINIA DEPARTMENT OF ARTS, CULTURE AND HISTORY
The Culture Center, 1900 Kanawha Blvd, East
Charleston, West Virginia 25305
(304) 558-0220 • GovernorsInternship@wv.gov

Get PAID • Make connections • Work with professionals in your field

Apply at www.intern.wv.gov

New Funding Available for Creative Aging

The State Arts Office recently secured new funding from a national grant program to advance creative aging programs for older adults in West Virginia.

Recognizing that older adults have many contributions to make to their communities — but that they often face ageism and isolation and have been disproportionately affected by COVID-19 — the State Arts Office (SAO) sought funding from the Leveraging State Investments in Creative Aging program, a joint initiative of the National Assembly of State Arts Agencies (NASAA) and Aroha Philanthropies. The State Arts Office secured \$23,000 for a new grant program entitled Creative Aging for Lifelong Learning. “NASAA is proud to have West Virginia in our creative aging cohort,” said Pam Breaux, NASAA President and CEO. “This grant will help to grow opportunities for creative aging in West Virginia over time, facilitating lifelong learning, joy, social engagement, and improved well-being for older adults.”

“Aroha Philanthropies is proud to partner with NASAA to support creative aging through our state and jurisdictional arts agencies,” said Ellen Michelson, founder and president of the foundation. “This initiative marks an important step toward broadened awareness, adoption and funding of creative aging programs across the country.” West Virginia is one of 36 state arts agencies receiving awards from NASAA. With this funding, each state will conduct creative aging activities tailored to the unique needs of its constituents.

The new grant program, Creative Aging for Lifelong Learning, will be

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

available for application after July 1, 2021. For information about the grant program and the partnership with NASAA and Aroha, contact the State Arts Office. For more information

about NASAA's Leveraging State Investments in Creative Aging initiative, visit <https://nasaa-arts.org/communication/new-initiative-expands-creative-aging-nationwide/>.

Two New Certified Arts Community Designations Added

The West Virginia Commission on the Arts (WVCA) is pleased to announce two new Certified Arts Communities designations. Monongalia County and the City of Morgantown (Monongalia County) have both been awarded this honor.

“Monongalia County and the City of Morgantown both continuously work hard to advocate for the arts and to show how the arts play an intentional and integral role in community planning and development,” said Curator Randall Reid-Smith. “It is important we honor these communities throughout West Virginia with the recognition they deserve.”

Monongalia County and the City of Morgantown join the towns of Berkeley Springs (Morgan County), Lewisburg (Greenbrier County), Elkins (Randolph County), Wheeling (Ohio County), and Huntington (Cabell County), along with the counties of Wood, Mercer, and Jefferson with this distinction.

The Certified Arts Community (CAC) designation is for communities that have realized the benefits of cooperation between arts and humanities groups, business leaders and jurisdictional agencies. To be eligible, communities must support arts organizations by providing volunteer governance, financial contributions, and audiences for arts programming; adopt a resolution indicating recognition of the importance of the arts to economic development, educational quality, and civic involvement; and demonstrate successful collaborations between arts, humanities and heritage groups, and business leaders and jurisdictional agencies.

Applications for the CAC program must be submitted with any required attachments, including letters of support, resolutions of governing authorities and other documentation of fulfillment of qualification. The State Arts Office reviews applications to the CAC program and forwards successful applications to the WVCA for final approval. Interested parties may contact the State Arts Office director at Lance.E.Schrader@wv.gov.

A Brilliant Mind and a Big Heart: **A Memorial Tribute to Jeanne Mozier** **3/27/1945 – 11/26/2020**

By Margaret Mary Layne

If you ask someone to describe Jeanne Mozier, often they respond in the superlative. She had a big personality, a love of her adopted town of Berkeley Springs, and a mind that just wouldn't quit. In trying to encapsulate the essential Jeanne Mozier, I too find it impossible not to speak in superlatives. Jeanne and her life-long love and husband, Jack Soronen, moved to Berkeley Springs from DC in 1975. Jeanne had been headhunted by the CIA after attaining degrees from Cornell and Columbia and served as a trends analyst for it in DC. They left the rat race for the town with the healing waters, and it became the center of their work and lives. Jeanne's work in the arts, astrology, writing, heritage,

House – a thriving arts center. This method of peopling an arts council with cross-sector individuals was novel then and now has become routine through the rise of creative placemaking. As always, ahead of her time. Her commitment to MAC never wavered, and her service to that organization ended only with her death. In fact, she was chairing a capital campaign to finish all the floors of The Ice House when she passed.

A born teacher, Jeanne was responsible for supporting many individuals who became leaders due to her influence. She inspired and taught strong principles for success. Her work with arts organizations across the state with the WV Peer



people to provide quotes about how they will remember her. As you can see, while she moved in important circles, she always had the time for everyone. I called her my friend and mentor and miss her help and advice every day. Who will fill her shoes? Who will always say "the arts and tourism are best friends"? Who will be exhorting us at the next Governors Arts Awards to 'WEAR WV ART!'? Each of us who love the arts and benefited from knowing her need to take up the mantle and carry on her legacy.

"I spent many hours with Jeanne lobbying both the WV Legislature and the state's representatives in Washington, D.C. She was the ultimate cheerleader for West Virginia. It is no exaggeration to say that she was a force of nature. Once she set her mind on a particular goal – usually something to do with promoting West Virginia arts and tourism – nothing would get in her way. She didn't suffer fools or naysayers gladly, but her good humor, positive outlook, and willingness to compromise made her a colleague you absolutely wanted on your side. Jeanne could get stuff done."

David Wohl, retired Dean of Arts & Humanities, WV State University

tourism, and economic development were lifelong, and her vision never wavered. She became a leader in any endeavor she undertook. She spent 45 years building an arts and culture-centered community and a tourism magnet out of Berkeley Springs.

In 1977, Jeanne led the charge to create the Morgan Arts Council (MAC), a cross-sector group of people, which built The MAC Ice

Assistance Network, a program of the WV Dept of Arts, Culture and History, was famous for building success for those institutions. She is already sorely missed by those who benefited from her generous sharing of knowledge and common-sense approach.

Jeanne was too big a spirit for only one person to write an article about her. So, I asked a small number of

"Jeanne Mozier was a tourism renaissance woman. Her approach to creating an authentic experience for visitors--now a tourism marketing standard--was no less than visionary. Sometimes zany, sometimes challenging the status quo, she rarely entered a room quietly. With that infectious smile and bigger-than-life presence, she was laser-focused on a goal to drive West Virginia's tourism to new heights through her creative vision, staying true to history, local diversity and unflappable dedication. I will miss her--an early leader in our industry."

**Alisa Bailey, President
Alisa Bailey Consulting**

“Early in my tenure at GVT, I went to my first statewide gathering of artists, and boy, did I feel like an unwelcome outsider! I was standing in the room alone while everyone was chatting in groups around me. Behind me I heard the loudest, most straight-from-the-gut laugh I had ever heard. I turned around to see who it was, and this blond, bead-bedecked kaftan floated across the room to me and with a huge smile and tons of warmth said, “I’m Jeanne Mozier, welcome – where are you from?” I am ever so grateful to her for that ice-breaking laughter and the warmth that brought me into the fold.”

Cathey Sawyer,
Producing Artistic Director
Greenbrier Valley Theatre

“Jeanne was a force of nature for Berkeley Springs and Morgan County. From serving as the voice of the Apple Butter Festival every fall, to running the Star Theatre with her husband for decades, to helping create the International Water Tasting Festival, Jeanne was a tireless advocate for the town and county. I had the chance to meet with Jeanne on numerous occasions—whether it was a walk downtown or an office meeting—and every time we were together, she was enthusiastic about her love of her community and the arts. We will all miss Jeanne and her passion every day.”

U.S. Senator Shelley Moore Capito

“Jeanne is described as tough, author, businesswoman, arts leader, astrologist, and wife. Her cultural leadership along with her use of tourism principles created a community that benefited from her involvement in Berkley Springs and Morgan County. Both well-liked and respected, she presented views fearlessly. She exhibited combinations that will be

hard to reproduce. As a PAN presenter and former member of the WV Commission on the Arts, her tasks in presenting best practices to community arts leaders throughout West Virginia, quite possibly, have incubated hundreds of potential leaders in the mold of Jeanne Mozier. For these West Virginia community leaders, “Jeanne is described” will always be with them throughout their careers. Thank you, Jeanne.”

John Strickland, Chair
WV Commission on the Arts

“So many of the institutions we enjoy today in Morgan County are because of Jeanne’s unwavering commitment. I will always be grateful for Jeanne’s keen vision for Morgan County and her dedication to not only learning about WV, but for doing everything in her power to make it even better. John F. Kennedy said, “The sun doesn’t always shine in WV, but the people always do.” Jeanne exemplified this sentiment perfectly, and her light will forever shine through those who honor her memory, especially in her beloved home of Berkeley Springs.”

U.S. Senator Joe Manchin III

“While I met Jeanne years ago on a business matter, we quickly became friends. And we always made time to see each other at our various tourism conferences over the years. There was so much I admired about Jeanne, not the least of which was her honesty. You never had to worry where you stood with her or what she thought about a particular subject. You also never had to worry that she would do something halfheartedly, because she was so tenacious. She was also one of the most intelligent people I ever knew. One thing I’ll always remember most is her laugh, and how it made her eyes glisten. I miss her daily Facebook posts on her planetary readings and will certainly miss her annual Oracles

presentation. I bet she’s up there guiding those planets along, much as she did all of us. Love and miss you, Jeanne!”

Tyson Compton
Executive Director, Huntington
Convention & Visitors Bureau

“Sixteen years ago, I walked away from my first meeting with Jeanne thinking I’d met Broom Hilda herself! She was tough. The next meeting, I knew that I was in the presence of a woman with a huge heart and unyielding passion for the arts. She was amazing, unstoppable, a lover of life and a friend to so many. She and her husband were a creative force together and we’ll all miss her.”

Susan Hogan, Commissioner,
WV Commission on the Arts

“Jeanne was a force of nature. In many ways, she was Berkeley Springs: from the Star Theater to the Morgan Ice House to the many books she authored. Everything that she did was done with the same passion and enthusiasm. Her contribution to the arts, particularly in the eastern panhandle and more specifically Morgan County, cannot be understated.”

Lance Schrader, Director
State Arts Office

“Jeanne Mozier was a wonderful mentor for me when I assumed the duties as Commissioner of the West Virginia Division of Culture and History. She was always there through the many years of service and projects. She was a fierce force. I will always hear her words of wisdom in my head and will be forever grateful for her influence on my life and the life of the arts in West Virginia.”

Randall Reid Smith, Curator
WV Department of Arts, Culture
and History

Grant Opportunities for Artists and Organizations

Arts in Education

Deadline: April 1

Provides support for curriculum-based hands-on projects that involve K-12 students and teachers in arts during daily instruction and for arts education programming outside of regular school hours.

Arts Partners

Deadline: March 1

Provides general operating support to long-standing, stable arts organizations to further the general purpose or work of an organization, rather than for a specific purpose or project.

Cultural Facilities and Capital Resources

Letter of intent: February 1

Deadline: April 1

Provides support for acquisition, construction, renovation, accessibility improvements and capital purchases of durable equipment.

Cultural Facilities and Capital Resources - Fast Track

Application Deadline: Rolling

Provides emergency support for the acquisition, construction and renovation of arts venues, accessibility improvements and capital purchases of durable equipment.

Community Arts Project Support

Deadline: March 1

Provides support for projects in all disciplines that offer arts programming to the public and planning and organizational development projects that strengthen West Virginia arts organizations.

Professional Development for Artists

Deadline: February 1/October 1

Provides support for professional artist organizations seeking ways to expand or improve their work or share their experiences.

Training and Travel

Deadline: 6 weeks prior to project date

Provides financial assistance to artists, arts administrators and arts educators to attend seminars, conferences, workshops, and showcases outside of West Virginia.



Community Arts Mini Grants

Deadline: 6 weeks prior to project date

Provides support for projects that present artists in performances, workshops, and other projects with a specific arts focus.

*Learn the rules
like a pro so you
can break them
like an artist.*

Pablo Picasso

Peer Assistant Networks (PAN)

The West Virginia Commission on the Arts (WVCA) allows arts organizations two PAN sessions per year, free of charge. Sessions last an average of two to four hours and range anywhere from starting a non-profit and organizational development, to marketing and fundraising strategies, to lighting design and festival planning. Sessions can involve an organization's entire board of directors or only a few staff members. The WVCA has a designated group of peer advisors that are paired to fit an organization in West Virginia and expertise in a range of fields. For more information about PAN, contact Cedrick Farmer at Cedrick.L.Farmer@wv.gov or (304) 558-0240.

West Virginia Department of Arts, Culture and History • Arts Office

304.558.0240



Lance Schrader is the Director of Arts for the West Virginia Department of Arts, Culture and History and is responsible for administering the division's art programs, which include arts administration services, as well as state and federal grants for West Virginia's arts organizations, individual artists, schools and communities.

Lance.E.Schrader@wv.gov



Barbie Smoot is the Grants Officer and Budget Manager. She maintains the database and financial records for all grant applications and is responsible for compliance with all state and federal rules, regulations, and policies.

Barbie.J.Smoot@wv.gov



Cedrick Farmer is the Community Arts Coordinator. He oversees and provides technical assistance to the Arts Partners, Community Arts Project Support, and Community Arts Mini-Grant programs. He also manages the Peer Assistance Network.

Cedrick.L.Farmer@wv.gov



Jim Wolfe is the Arts in Education Coordinator. He administers the Arts in Education grant program and is the state coordinator for Poetry Out Loud, a nation recitation contest for high school students. He is also the host of the monthly television show, ArtWorks.

James.D.Wolfe@wv.gov



Jenna Green is the Cultural Facilities and Capital Resources Grant Coordinator and Americans with Disability Act (ADA) Coordinator. She administers the Cultural Facilities and Capital Resources Grant and Fast Track Grant programs. She also reviews the accessibility of facilities and programs to ensure inclusion of all people.

Jenna.R.Green@wv.gov



Elizabeth Yeager is the Individual Artist Coordinator. She provides technical assistance to artists and artists' organizations and administers the division's Professional Development for Artists and Artists' Organization and Training & Travel grant programs. She also is the editor of the agency's quarterly publication ArtWorks West Virginia.

Elizabeth.A.Yeager@wv.gov



Paul Neil is the Secretary for the Arts Office. He assists the Director of the Arts and all the Coordinators with Arts Office grant programs and activities, and he provides creative input and whatever clerical support is needed.

Paul.R.Neil@wv.gov



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