

Revised
7/19/59

Plan for a
FESTIVAL OF FOLK-MUSIC OF HAWAII
AND THE PACIFIC NATIONS

on the theme:

EAST MEETS WEST IN HAWAII

March 30 - April 4, 1959

in Honolulu

PURPOSE

The moving spirit of the Festival is to express the brotherhood of all people by the presentation in

(a) an educational setting, and

(b) a series of concerts

the great heritage of folk-song and dance that has been brought to the islands by Hawaii's many peoples from East and West.

CONTENT

The Festival will consist of:

- ✓ A week long SEMINAR for all interested persons, students and teachers, presented with the assistance of three performing folk-music authorities from Japan and the mainland United States

- ✓ A series of EVENING CONCERTS, climaxed by two events at the Waikiki Shell with costumed dancers and singers of the Japanese, Korean, Chinese, Filipino, Hawaiian and Samoan people, the Honolulu Community Chorus and Festival Symphony orchestra

LINCOLN THEME

As 1959 is the 150th anniversary of Abraham Lincoln's birth, one of America's finest folk-cantatas, THE LONESOME TRAIN, composed by Earl Robinson, will be performed in the final concerts.

Jester Hairston, one of the country's leading authorities on Negro folk-music, will be present to stress the contributions of the Negro people to America's musical tradition.

CHORAL WORK

The final concerts will also feature the American premier of SONG OF THE FORESTS, an oratorio in the folk idiom by Dmitri Shostakovitch, to be performed by the Honolulu Community Chorus and full symphony orchestra.

TOWARD A PAN-PACIFIC FESTIVAL

The 1957 Territorial Legislature passed a House Resolution No. 129 asking Governor Quinn to set up the machinery for Hawaii's first PAN-PACIFIC FESTIVAL. This future project would be in the order of a cultural World's Fair of the Pacific Nations and contribute significantly to world understanding and peace.

Such a project will depend upon total support of the people of Hawaii. The forthcoming Folk-Music Festival is looked upon as a harbinger of the interest and support the people will give the Pan-Pacific Festival of the future.

NEW AUDIENCE APPEAL

Another significant feature of this Festival is that it will strive to form a new bridgehead into the vast potential audience that does not otherwise participate in local concert events. This appeal will be made through all media of publicity and promotion. Broadsides will be printed in several languages. Traveling caravans of entertainers will stimulate interest by making between-show appearances at nationality movie houses and community meetings.

The Festival will be a crowning success if it attracts many new people into a permanent audience for intercultural folk-music and dance.

GOVERNOR'S STATEMENT

The Festival has been endorsed by Governor William F. Quinn, who made this statement:

November 18, 1958

Message by Governor William F. Quinn

"FOLK MUSIC FESTIVAL"

Since few things are of greater importance in this nuclear age than mutual respect and understanding among the peoples of the world, I heartily commend the Folk Music Festival, "East Meets West in Hawaii," scheduled for March 30 through April 4.

Folk music provides an opportunity for men and women of diverse cultural backgrounds to understand one another in areas of universally basic experiences common to all.

Hawaii is ideally suited for such a Festival, because of its geographical location and the inherited cultures of both East and West so richly manifested here.

The untapped resources of folk traditions available in Hawaii should be cherished and preserved. The forthcoming Festival not only will do this, but will encourage more widespread interest in them by personal appearances of folk music experts from the Mainland and the Orient.

The folk music seminars, an important phase of the Festival, will enrich the knowledge of Hawaii's teachers, musicians, and interested non-professionals attending and will be of solid educational value. Participation in all aspects of the Festival will give Hawaii's people an excellent opportunity to practice the principles of brotherhood in which we all believe.

I urge Territory-wide support of the Festival by all residents, in every walk of life.

/S/ William F. Quinn
Governor of Hawaii

ENDORSEMENT BY DELEGATE

Delegate John A. Burns gave it his endorsement in these words:

The rich and varied cultural backgrounds of Hawaii's people will be brought into exciting focus in the Folk Music Festival, "East Meets West in Hawaii," at Easter time this spring.

I can think of no area in the world better equipped to bridge the traditions of the East and West than Hawaii. And I know of no better medium than folk music to promote mutual understanding and respect among the peoples of the Pacific area.

Folk music speaks in simple terms that everyone can understand of the hopes and despairs, loves and longings that are shared by all men and women, regardless of the language they speak or their inherited customs.

This Festival, with its fine goal of promoting better East-West understanding, will raise the stature of Hawaii's people in the eyes of the Mainland and the world. I am happy to give it my personal approval, as the representative of all Hawaii's people.

/S/ John A. Burns
Delegate to the Congress

ENDORSEMENT BY MAYOR BLAISDELL

The City and County of Honolulu will be greatly enriched by the forthcoming East-West Folk Music Festival to be presented March 30 through April 4.

It will be enriched by wholesome enjoyment for the thousands who will attend, and constructive working together for the hundreds who will participate. Even more important, the city's residents will gain a better understanding of the varied cultures represented by the population of Honolulu. Finally, because of its stature as a musical and cultural event of international significance, it will reflect credit to Honolulu throughout the world.

For these reasons, I endorse with enthusiasm this Folk Music Festival, with its theme, "East Meets West in Hawaii."

/S/ Neal S. Blaisdell
Mayor
City and Count of Honolulu

OTHER ENDORSEMENTS AND PARTICIPANTS

Others endorsing the Festival include:

President Eisenhower's Music Committee of the People to People Program
Council of Bishops, Hawaii Buddhist Council - Bukkyoto Renmei
World Brotherhood - Hawaii Chapter
Hawaii Education Association
Parent Teachers' Association of Hawaii

Participating organizations include the following:

Department of Public Instruction
Department of Public Parks and Recreation
Palama Settlement
Honolulu Community Chorus
Punahou School
Catholic School Department
Bishop Museum
Honolulu Academy of Arts
University of Hawaii Music Department
Hawaii Visitors Bureau
Kamehameha Schools
Hanalei School

THE UNITED STATES DEPARTMENT OF STATE

Frederick T. Merrill, Director of East-West Contacts Staff Department of State, Washington, termed as "an excellent proposal" the suggestion that the American Cantata LONESOME TRAIN honoring Abraham Lincoln be performed in the Soviet Union in 1959 in exchange for the American premiere in Hawaii of SONG OF THE FORESTS. The State Department is assisting in making contact and considers this feature as in the spirit of the "Cultural, Technical and Educational Exchanges Agreement" signed between the two countries in 1958 which is designed to "contribute significantly to the betterment of relations between the two countries, thereby contributing to a lessening of international tensions."

EUGENE ORMANDY

Music Director of the Philadelphia Orchestra Association and world famous conductor wrote as follows:

"Your program has a great deal of merit and I wish you success with it. Any plan to further the friendship of peoples among all nations is to be commended in this age of misunderstandings, and each of us has a duty to do all we can to promote peace through a better understanding of the way of life of people in other countries."

SUPPORT

In view of the scope of the Festival, its educational and cultural significance to the people of Hawaii and its value as a forerunner of the Pan-Pacific Festival, the event takes on a meaning reaching into the farthest corner of the community. For that reason we look to the most complete kind of community support. It is our object, therefore, to approach Hawaii's leading economic institutions.

The following companies and unions representing both management and labor are included in the Festival underwriters:

Hawaiian Sugar Planters Association	\$1800.
International Longshoremen's and Warehousemen's Union	\$1800.
Hawaiian Pineapple Company	\$ 900.
Unity House - Teamsters and Allied Unions	\$1800.

COST

The accompanying budget for the two final concerts totals \$10,800. It will be necessary to have an advance underwriting guarantee of the full sum. Under ideal conditions this may return in the form of concert receipts. It is the intent of the Planning Committee to break all attendance records at the Shell. A financial guarantee will still be necessary in the event of a rain-out or other contrary circumstance. It will be necessary, secondarily, in order to provide working capital for current planning expenses.

THE PROPOSAL

1. The term "underwriting" here we would like to define as a committment by each of the participating institutions to guarantee a portion of the total.

2. Of the amount underwritten the Festival Planning Committee will need 50% in advance as working capitol.

3. In the event that the receipts covered the obligations there would be no cost to the underwriters.

4. In the event that the expenses were not met by receipts, the total deficit would be divided among the underwriters percentagewise according to the amount underwritten.

METHOD

The method of handling finances will be to deposit all funds in the name of the Planning Committee of the Festival of Folk Music of Hawaii and the Pacific Nations and make this accountable through an elected and bonded treasurer of the same committee. The list of organizations whose representatives make up the Planning Committee is on page 10.

The Planning Committee will be glad to welcome any conditions or suggestions regarding the listing of underwriters in its promotion and publicity. It would seem desirable to us to be able to unite the leading political and economic groups in the Territory of Hawaii openly behind this project. However, we will welcome any alternative ideas.

FAMILY TICKET PLAN

We would like to suggest a possible modifying feature of the underwriting plan.

This would consist of an agreement on the part of the Planning Committee to provide the participating underwriters with a certain number of tickets to the concerts for free distribution to family and individual employees and members of the participating institutions. The value of these tickets so distributed would then be deducted from any final amount obligated to the underwriters.

Such a plan would have the mutually beneficial feature of making a small but significant gift to members and employees of underwriting institutions as well as being good advance promotion and ticket distribution for the Festival Concerts.

Insofar as the content of the concerts will be of undisputed interest of the widest possible segment of the population, this feature has considerable real value to all concerned.

CONCERTS BUDGET FOR FOLK MUSIC FESTIVAL

APRIL 3 and 4, 1958

EXPENSES

<u>Orchestra</u>			<u>Totals</u>
5 rehearsals	@ \$400.	\$2000.	
2 concerts	@ 900.	1800.	
			\$3800.
Orchestra Stage Manager (1.50/hr. @ 6 hrs./day x 7)		65.	
Orchestra Personnel Manager		35.	
		<u>100.</u>	100.
<u>Professional Services</u>			
Dance Director		50.	
Stage Director		50.	
Conductor		100.	
Soloists: Tenor - Song of Forests		50.	
Bass - " " "		50.	
Narrator - Lonesome Train		35.	
Balld Singer " "		35.	
Preacher " "		20.	
Chorus Expenses		1000.	
Nationalities Performing Groups (\$200. x 5)		1000.	
Announcer - M.C.		100.	
Stage Hands (4 men x \$2.00 per hr x 20 hrs.)		160.	
Ticket Sellers (\$2.00 per hr on location x 3 persons for 3 hrs. ea. plus town and Waikiki offices)		40.	
Police (2 policemen @ 30. per night)		60.	
		<u>2750.</u>	2750.
<u>Promotion and Advertising</u>		2000.	2000.
<u>Other</u>			
Shell Rental (2 x \$300.)		600.	
Program		500.	
Tickets (1.54 per 2000 tickets and \$10. per 1000 printed)		50.	
License		25.	
		<u>1175.</u>	1175.
			<u>9825.</u>
	Hidden Costs 10%		982.
			<u>\$10,807.</u>
	Grand Total		

ESTIMATED OPTIMUM INCOME

Per Night

2000 Persons @ 1.00 (seats)	\$2000.
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7000 Persons @ 50¢ (lawn area)	3500.
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9000 Audience	\$5500.
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Children Under 12 free

Total Estimated Income for Two Evenings \$11,000.

SEMINARS BUDGET
March 30 through April 4, 1958

EXPENSES

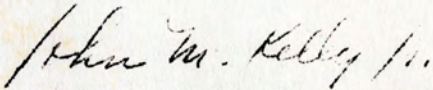
<u>Guest Artists</u>	<u>Air Passage</u>	<u>Rm. & Brd.</u>	<u>Honorarium</u>	<u>Total</u>	
Mrs. Kishibe (1-wk)	\$694.80	\$175.	\$250.	\$1119.80	
Mr. Hinton (1-wk)	266.00	175.	250.	691.00	
Mr. Hairston (2-wks)	266.00	350.	400.	1016.00	
<u>Local Authorities (5 x \$40.)</u>				<u>200.00</u>	
				\$3026.80	\$3026.80
 <u>Other Expenses</u>					
Office supplies - postage and paper				300.00	
Festival Songbook - materials and labor				300.00	
Hall rental and janitorial services				100.00	
Promotion and publicity				200.00	
Recording tapes and services				<u>150.00</u>	
				\$1050.00	\$1050.00
10% Hidden costs					407.00
					<u>407.00</u>
				Grand Total	\$4483.80

ESTIMATED OPTIMUM INCOME

450 Registration fees @ \$10. each #	\$4500.00
# Special rate of \$5.00 for:	
(a) Students	
(b) Employees of the Dept. of Public Parks and Recreation who cannot attend more than 6 of the sessions.	

DEDICATION

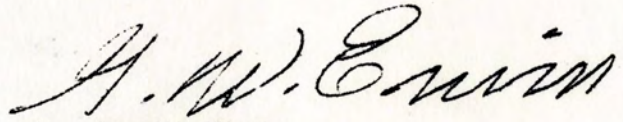
The spirit and life of a people is most vividly expressed in folk-song and dance. No other art form, whether classical, commercial or graphic, can communicate the hopes, aspirations, history and color as well as the spontaneous expression of folk-song and dance. We are dedicated to achieving this in large measure through the FESTIVAL OF FOLK-MUSIC OF HAWAII AND THE PACIFIC NATIONS.



John M. Kelly Jr., Director

Music School

Palama Settlement



Dr. Gerald Erwin

Director of Music Education

Department of Public Instruction

Co-Chairmen of the Festival