

EASTER VACATION WEEK FOLK MUSIC FESTIVAL

March 30 through April 4, 1959

41 Teachers

Suggested Double Theme:

EAST MEETS WEST and
150th BIRTHDAY ANNIVERSARY OF ABRAHAM LINCOLN

Purpose of Festival

To broaden the understanding among teachers, parks and playground workers, group leaders and all others interested in folk music, of the great heritage of folk song of both East and West which we have in Hawaii.

By emphasizing the East-West theme it will be possible to show how the two great streams of the world's culture - that of East and West - converge here in Hawaii producing a rich resource of tradition and materials that can and should be used in teaching and recreational work.

Personnel

Imports: The East-West theme would be made most tangible by importing outstanding performer-authorities from the mainland and from the Orient.

Accordingly tentative arrangements have been made with Mr. Sam Hinton of the U. S. and feelers are out through several channels for contacts with such a person in Japan. Although it would be desirable to have representation from Korea, China and the Philippines, probable budget of this first festival will limit the program to one person from the Orient and one, possibly two from the mainland U. S. Japan was selected for a number of reasons which can be discussed at the meetings, mainly that the Japanese culture is most strongly represented in Hawaii of the many national groups.

Contact has been made also with Mr. Jester Hairston of Los Angeles, one of the nation's outstanding Negro scholars. Mr. Hairston, if available, would be able to represent the third continent Africa, and its strong influence on American folk music. This would also tie in directly with Negro history and the Lincoln celebration. See the section below on the LONESOME TRAIN.

Local: In addition to these imported folk musicians, local resource people would be drawn in not only organizationally but to contribute to the selected areas of Hawaiian, Korean, Chinese and Filipino folk music.

PRACTICAL OBJECTIVE:

The practical objective would be to provide each registrant with a kit of songs, mimeographed, with melody, original verses and English translations, simple classroom performance suggestions such as rhythm instruments and some relevant historical background information.

These songs would be taught in the seminar sessions with emphasis upon simple teaching techniques such as rote, response singing etc. By the end of the week those taking the course will have learned a new and useful repertory of songs of East and West and have a kit including all these songs as a sort of prepared memorandum for future use.

Organization of Sessions

	March 30	March 31	April 1	April 2	April 3	April 4
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning 9-11:30 2½ hrs.	(a) Opening talk (b) Folk Songs of Japan	Folk Songs of Korea	Folk Songs of Hawaii and the Pacific Islands	Folk Songs of Japan (Village songs)	Folk Songs of Hawaii and the Pacific Islands	Review all areas and small groups Consultation
Afternoon 3:30 ~~1-4:30~~ 2½ hrs.	Folk Songs of America Children Songs	Folk Songs of Japan Children Songs	Folk Songs of America Work Songs	Folk Songs of China and the Philippines	Folk Songs of America General	
Evening 7:30-9:00 1½ hrs.	Guest Artist Concert Hinton & Hairston	Dance Recital and Community Sing	Beach Party sing	Guest Artist Concert Oriental	Waikiki Shell Concert	Waikiki Shell Concert

111	Japan
1	Korea
1	China and Philippines
11	Hawaii and Pacific Islands
111	America

For DPI In-Service "B" credits teachers would be required to take in all the day sessions and any one night session for total of 30 hours of work.

Festival Concerts:

As a climax to the week of folk music sessions there will be two big concerts at the Waikiki Shell on Friday and Saturday evenings, April 3 and 4.

These two concerts will include: the Honolulu Community Chorus and full orchestra in two large works based upon the folk idiom: SONG OF THE FORESTS by Shostakovich and LONESOME TRAIN by Robinson and Lampell; possibly a group of Oriental and Hawaiian folk songs arranged for orchestra and chorus; and performance by local Oriental folk music and dance groups. This programming has to be further studied as to representation and length of the concerts.

The cantata, LONESOME TRAIN is considered a classic in American folk cantatas and deals with the life and spirit of Abraham Lincoln. It is well known in mainland schools and through radio and concert presentations. Earl Robinson also composed the famous BALLAD FOR AMERICANS. The LONESOME TRAIN would be brilliant as a staged production with square dance and southern church scenes, Lincoln, narrator, ballad singer, street scenes, full chorus and orchestra.

SONG OF THE FORESTS is a large choral-orchestral work for chorus, children's chorus, bass and tenor soloists and full orchestra with additional brass choir in the finale.

Although composed by a contemporary composer, (1949) the work is very understandable, melodious and folk-like in vocal material. The subject matter, brimming with optimism and life, sings a paean to man's triumph over the raw forces of nature.

Both works are available on recordings:

Songs of the Forests:
Lonesome Train:

Vanguard label 12" #422
Decca label 10" DL 5054 may
not be easy to get.

Finances:

There should be two separate budgets for the Festival, (a) the Seminars Budget and (b) the Concerts Budget.

The Seminars Budget

Expenses:

The single biggest expense item will be transportation, possibly living expenses for the fees for the guest performer-teachers. These would probably total about \$2000. as follows:

Tokyo round trip air passage (tourist)	\$694.80
L.A. " " " " " (2 @ \$266.)	532.00
Three fees at \$100 each	300.00
Living expenses - 3 x \$150	450.00
	\$ 1976.80

Additional expenses would include:

Song book - paper and stencils, etc.	\$100.00
Hall rental (questionable item)	100.00
Promotion and publicity	200.00
Recording tapes	40.00
Hidden costs	100.00
	<u>\$540.00</u>

Approximate Grand Total \$2516.00

Income:

The main source of funds should be registrant fees. With a registration of 250 to 300 persons at \$8. to \$10. per person the expenses would be covered. In December 1957, we completely covered all expenses for the Bach-Beethoven Festival bringing Mr. Herford from New York by charging \$10. per person. One hundred and thirty two teachers and music lovers paid fees for this festival which was pitched at a far more exclusive level of interest than the present planned Folk Music Festival.

This Folk Music Festival will appeal to very large numbers of school teachers and recreational workers who need new folk music resources for their classes and activities and who do not have the musical knowledge or time to dig them out for themselves. Sampling of opinion among teachers bears this out.

The Concerts Budget

Expenses

Estimated costs for two concerts at the Waikiki Shell would be approximately

\$4500.

Income

Income from ticket sales would depend upon extent of promotion and ticket price range. Two performances with total audience of 8000 persons with average ticket price of 50¢ would just about cover the costs of performance.

This would entail:

1. an aggressive and commanding publicity and promotional campaign from now until March with a big buildup close to the concert dates.
2. very reasonable ticket pricing, e.g., 75¢ for adults and 50¢ for children
3. sharp ticket selling in the vast "hinterland" audience of Honolulu based upon the inclusion of Oriental material in the program; creating of "new audience paths".

Possible additional step would be to get one or more sponsors-underwriters, again with special effort among untapped groups.

This prospectus prepared by:
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September 19, 1958