

# Appalshop 2018 Annual Report





**Appalshop envisions a world where the inherent value of all people is amplified and where they have the agency to create and sustain a diverse and equitable community.**



**OUR MISSION IS TO ENLIST THE POWER OF EDUCATION, MEDIA, THEATER, MUSIC, AND OTHER ARTS TO:**

**document, disseminate, and revitalize the lasting traditions and contemporary creativity of Appalachia;**

**tell stories the commercial cultural industries don't tell, challenging stereotypes with Appalachian voices and visions;**

**support communities' efforts to achieve justice and equity and solve their own problems in their own ways;**

**celebrate cultural diversity as a positive social value;**

**and participate in regional, national, and global dialogue toward these ends.**





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# 50 Appalshop Reflections

Executive Director, Alex Gibson &  
Director of Advancement, Tanya Turner



As Appalshop approaches its 50th anniversary, travel is an ever-growing part of the Executive Director's and Director of Advancement's jobs. At first, we worried that being away from the office for so long would separate us from our work. We worried we would lose touch with what makes Appalshop particularly special. We could not have been more wrong.

Over the last year, we have met with more Appalshop family, friends, and alumni than we ever thought possible. Again and again, we are reminded of the monumental legacy of those who came before us. When we travel, we fly on the wings of apex forces – forces which have shaped how art is created and presented nationally. Many of you learned from Appalshop before you went on to change the world. Others taught us a bit, then left to practice somewhere else. Regardless of what brought you into the Appalshop family, we all recognize that the need for intercultural collaboration and authentic storytelling is greater than ever before.

One story rises to the top when we recall our travels of 2018. While in New York City for a public access television and film conference, INPUT, we took a long walk with Caron Atlas, former Appalshop staff of nearly 10 years. She led us to The Commonwealth Bar, a Kentucky landmark in Brooklyn. Whitesburg's own Ray Gish – now a pub owner with “The Best Jukebox in NYC!” – made us at home with his mother's Derby pie. What a celebration of Kentucky! That same evening, we met Stephanie and Jeff Whetstone, who introduced themselves as Appalshop's first interns. Jeff took photos of Appalshop programming for several years in the 80s; he now teaches photography at Princeton University. We heard stories and laughed and asked questions and, before we knew it, Derby Day transformed into hours of Appalshop-themed story circles, each building on the last. The night ended with one last smile before we parted with a “see you next time!”

We hope that Appalshop continues to “see you next time” – in our hallways, on the streets of our Letcher County communities and beyond, and through your continuing support and engagement with our arts and media. We spend a great deal of time telling Appalshop's story to ensure that we will have the opportunity, support, and resources to meet again down the road. Touring Appalshop's alumni, friends, and family is a humbling homecoming. Better even than coffee, the stories of why we matter fill our tanks and ready us to round the next half-century bend.



“ If every community had an Appalshop, we would all be much better at exchanging handshakes and recipes. They are a beacon of decency and forward-thinking in our country’s continued quest for equal human rights. ”

**Nick Offerman, 2018 Giving Tuesday**



Actor, author, & woodworker, Nick Offerman, in the WMMT Studios, Feb. 2018

# NATIONAL PRESS

**"Passive, poor and white?  
What people keep getting  
wrong about Appalachia,"**  
The Guardian



**"As coal jobs left, this  
Appalachian arts & culture  
institution gave residents  
reasons to stay,"** PBS News Hour



**"Where Birth Control Is Scarce,  
Young Women Create Sex  
Education Outside the  
Classroom,"** Yes! Magazine



**"Calls From Home: How one  
Kentucky radio station connects  
inmates and families,"** The  
Christian Science Monitor



**"Roadside Theater's  
Living Library,"**  
HowlRound



**"Award-winning documentary,  
'hillbilly' gives fresh, diverse look  
at Appalachia,"** Huntington  
Herald-Dispatch



# 2018 AWARDS

## NFCB's "Community Counts" Initiative Award



The Corporation for Public Broadcasting (CPB) awarded a grant of \$314,106 to the National Federation of Community Broadcasters (NFCB) to work with 10 public radio stations serving rural communities – including WMMT-FM – as part of NFCB's "Community Counts" initiative. The initiative is designed to help community-based stations enhance original content creation, increase audience engagement, grow revenue and expand services. With CPB's support, NFCB will provide training, mentorship and technical assistance to help strengthen these ten stations' organizational capacities as well as diversify their revenue streams.

## Nieman Foundation for Journalism at Harvard Fellowship



Ohio Valley Resource reporter Benny Becker was named one of 27 fellows of The Nieman Foundation for Journalism at Harvard, home to internationally recognized journalism fellowships, programs and publications. The group includes reporters, correspondents, editors, photographers, filmmakers, television news anchors, a radio producer and other journalists who specialize in data investigations, digital development, social media, virtual reality and new forms of storytelling. Benny began two semesters of study at Harvard University in the fall of 2018.



## Intercultural Leadership Institute Fellowship



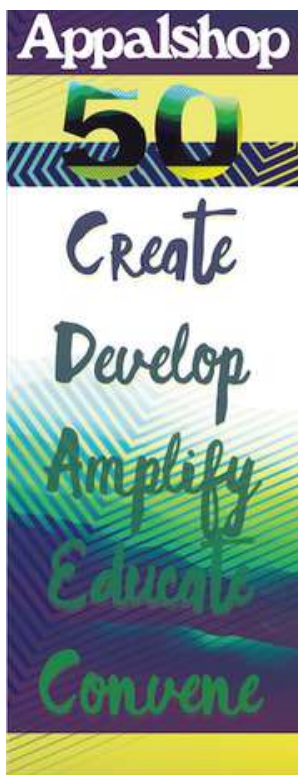
Appalshop's Amy Brooks was among 25 national emerging professionals selected to participate in the Intercultural Leadership Institute (ILI), a year-long leadership program for artists, culture bearers and other arts professionals. The initiative works to develop professional skills virtually and in three week-long, on-site intensive gatherings in host communities throughout the year. ILI is co-sponsored and hosted by Alternate ROOTS, P'AI Foundation, First Peoples Fund, and the National Association of Latino Arts and Cultures.

## National Film Preservation Foundation Award



Appalshop Archive received a 2018 award from the National Film Preservation Foundation to preserve the 54-minute color documentary *The Big Lever: Party Politics in Leslie County, Kentucky* (1982, dir. by Frances Morton). Through the lens of a local race for County Judge-Executive in which the incumbent candidate is under indictment for vote fraud, the film looks at the intricate mix of culture, history and tradition that influence small town political allegiances. The grant from NFPF will support best-practice film preservation, in which the original 16mm picture and sound reels are printed to fresh film stock, creating preservation elements and a new 16mm film print.

## Appalshop Launched 50th Anniversary Branding in 2018



# GALLERY ARTISTS

**Elijah Hartgrove**  
Morehead, Kentucky



**Corbin Fouts**  
Prestonsburg, Kentucky



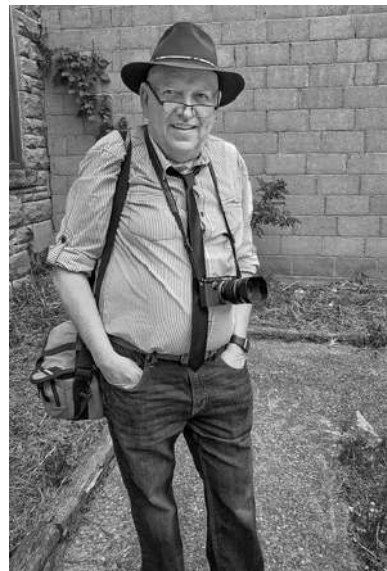
**Russell Wright**  
Whitesburg, Kentucky



**Appalshop Archive**  
Whiteburg, Kentucky



**Dustin Hall**  
Neon, Kentucky



**Malcolm Wilson**  
Blackey, Kentucky



# EVENT ARTWORK

**Letcher County Culture  
Hub Celebration, April**  
Design by Malcolm Wilson



**The Moth Main Stage at  
Appalshop, May**  
Design by Appalshop



**Seedtime on the  
Cumberland, June**  
Design by Jenn Hesh



**Monthly Old Time Jams,  
May - October**  
Design by Carrie Carter



**Fall Festival on West  
Sixth Farm, September**  
Design by West Sixth



**Feminist Friday Girls Rock  
Camp Benefit, November**  
Design by Isabella Linkous

2018 SNAPSHOTS

# PROGRAMMING

**Appalshop Archive Launches  
Media-Rich Virtual Tour App**



**AMI Reports on Reproductive  
Health with All Access EKY**



**June Appal Releases Nate  
Polly Debut, *Headed Back***



**Performing Our Future Organizes  
with Black Belt Citizens, AL**



**WMMT Launches Region's  
First Girls Rock Camp**



**Director Alex Gibson Delivers  
Berea College Commencement**



# REPORTING

**Mountain Talk: "Women in Labor Organizing"**  
March



**Mountain Talk: "Country Queers"**  
June



**Mountain News: "Families in Crisis, from EKY to the Border"**  
July



**Mountain Talk: "10 Years of The STAY Project!"**  
August



**Mountain News: "East Kentucky's First Pride Festival"**  
November



**Making Connections: "Saving Black Lung Benefits"**  
December



# ANNUAL APPEAL



**Appalshop**  
APPALSHOP.ORG  
@APPALSHOP

**GIRLS ROCK**  
WMMT-FM hosts region's first girls rock music camp

**ALL ACCESS EKY**  
AMI's 30th media summer centers reproductive health

**LOOKING AHEAD TO 50 YEARS**  
Since 1969, Appalshop has connected diverse people to address complex issues

**50**

Photo by Katie Fowler: Hannah Adams of Letcher County, 18, All Access EKY peer trainer & producer

Friend,

I was honored recently to see Appalshop's work recognized when I was named one of 60 "Southerners of the Year" by *Southern Living*. Both of my eastern Kentucky grandmothers had *Southern Living* on their shelves and tables for recipes, patterns, and advice. Decades later, Appalshop, here in Whitesburg, KY, is featured. For all of you who know Appalshop, I think this means we've crossed a threshold.

Appalshop is no longer just an experiment. It is no longer a dream that young people in the hills were trying to accomplish. Instead, it's a success! We are a place where new ideas are brought, developed, challenged and explored. Your generous support has helped us get here.

This year, for instance, donors like you enabled Appalshop to host Girls Rock Camp, the first rural Southern location for this national alliance; and to co-launch All Access EKY, an initiative to build education and support for reproductive rights by working with local youth. I'm proud to see our community sustain responsive programming that honors and empowers women, girls, and LGBTQ communities in the coalfields. This is the best of the Appalshop I have come to know: its commitment to amplifying those who are often unseen or unheard to create the solutions we all need.


This work hasn't existed in a silo. Appalshop relies on those of you near and far to help us flourish through your teachings, time, and care. We appreciate all you've done for Appalshop, and hope you will donate now and help us continue along the path we have laid together.

As we approach our 50th Anniversary, please come see us here in Whitesburg. Or host us where you live! Let's talk about who else should be named a Southerner of the Year.

Sincerely,  
*Ada Smith*  
Ada Smith



Artwork by Sam McKinney; Nate Polley's 2018 June Appal Release Album Cover



**Why Support Appalshop?**

"Appalshop's work is rooted in the region. Its methods could democratize culture everywhere."

Robin Epstein, New York

**“FOR KEEPING POSITIVE STORIES OF THE REGION IN FRONT OF THE WORLD'S EYES, I AM ETERNALLY GRATEFUL”**



Kathy Sohn  
Greensboro, NC



I believe in the work that Appalshop does and believe that creativity, collaboration, empathy and sharing can all make the world better!

CHRISTINA HARDEBECK



# FINANCIALS

## INCOME BY SOURCE

Endowment Disp.  
28.8%

Private Grants  
31.4%

Other  
10.1%

Ind. Donors  
8.7%

Public Grants  
21%

Fundraising  
8.7%

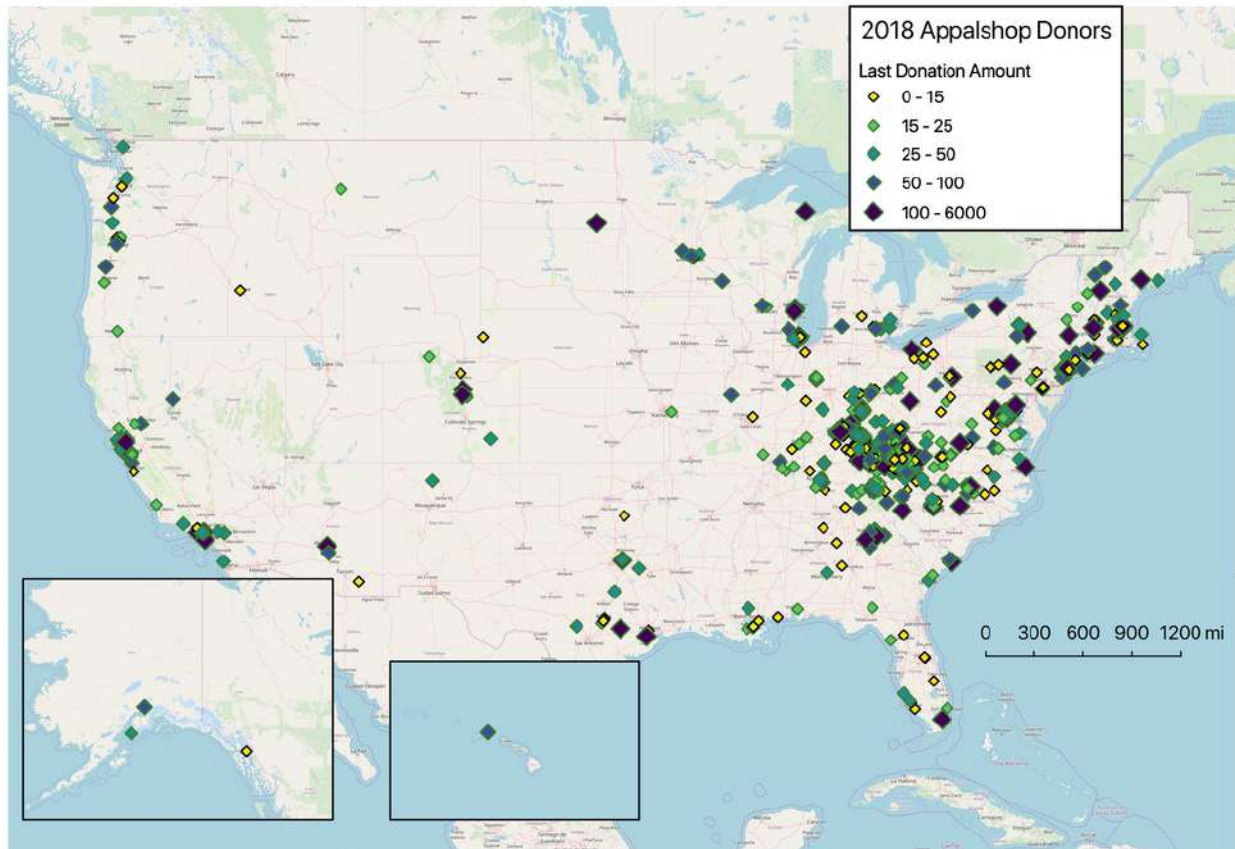
Admin  
15.1%

## EXPENSES BY FUNCTION

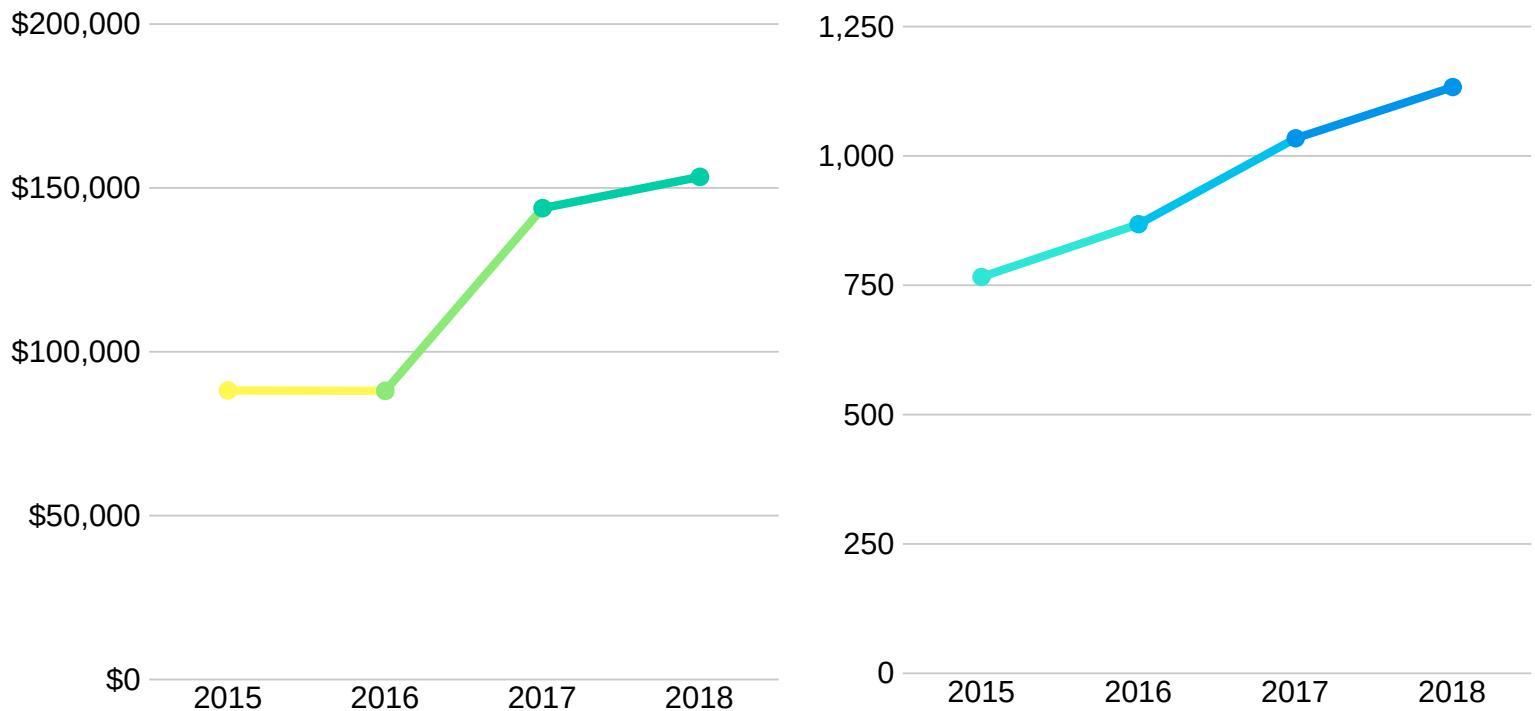
Programming  
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# IN MEMORIAM



## **Jim Webb (September 24, 1945 - October 22, 2018)**

It is so hard to describe what Jim Webb meant to Appalshop. Words are inadequate to measure his impact on generations of filmmakers, photographers, writers, radio listeners and programmers young and old alike. They cannot convey the wild joy, at once playful and determined, which Jim brought to every musical program, board meeting, or community gathering he led or attended here over the decades; nor can they capture the vivid, bone-deep connection to a culture and place which his poems instilled in the hearts of so many Appalachian people throughout his career. Without his brilliant wordplay around us, we struggle to say how deeply Jim's loss was felt in the hallways, studios and offices of Appalshop. Jim was a poet, teacher, mentor, artist, lover of humans, animals and all that the wild eye could see from Wiley's Last Resort. Jim's spirit left this plane on his beloved land a top Pine Mountain, surrounded by loved ones. In the Fall of 2018 our community celebrated his unbelievable life with a memorial ceremony and Appalshop Gallery exhibit, "Wiley's Whirled...". We hope to continue to lift and celebrate the spirit of Jim Webb in 2019 during our 50th celebrations and for years to come. We have 30 years of recorded audio of Wiley Quixote, his radio personality, to help along the way.

## **Maureen Mullinax (February 8, 1962 – March 25, 2018)**

Maureen Mullinax was a dear friend of Appalshop and to all of the young people who were a part of the Appalachian Media Institute when she was Director. Maureen died in the Spring of 2018 at her home in Cincinnati. Maureen studied Sociology at the University of Kentucky, where she received a Masters and Ph.D. She moved to Whitesburg where she worked for Appalshop and MACED. She married Greg Howard, of Whitesburg, KY in 2004. Later, they moved to Cincinnati where Maureen taught at Xavier University.

Few people are brilliant, driven, and kind. Maureen was. We miss her.



# RETIREMENT



## **Patsy Adams**

Patsy Adams, retired as of September 2018, was Appalshop's long-time Financial Administrator. Born and raised in Letcher County, KY, she joined Appalshop's Marketing & Sales division in the late 1980s. She later served as Receptionist for Appalshop and became Bookkeeper for the organization in 2004. Patsy is irreplaceable at Appalshop. We are lucky she is still close by to assist as needed with phones, mailings, and to share stories and laughs with staff. In one of her last Appalshop emails, Patsy shared, "In the 30 plus years that I have been here, Appalshop has taught me so much. When I started I had never been on a computer and I was terrified that I would do something horribly wrong. I have been blessed to have patient mentors that have worked to educate me on the skills that I needed in the many positions that I have been part of. Because of Appalshop I have been able to stay in the hometown that I love. I have always said that Appalshop's greatest assets are the employees and I'm thankful to have been a part of this team."

# SPOTLIGHT ON 2019

**Black Artists Headline  
33rd Seedtime Festival  
Whitesburg, Kentucky  
June 7-8**



**Appalshop Launches New  
Makerspace/ 3D Printing  
Course | Whitesburg, Kentucky  
August**



**Appalshop at 50 Reunions &  
Theater Dedication Event  
Whitesburg, Kentucky  
Oct. 5 & Dec. 6**



**Monthly Appalshop at 50  
Speed Cinema Screenings  
Louisville, Kentucky  
January - Decemeber**



**Executive Director Alex Gibson  
Speaks at NYU & Harvard  
New York & Boston  
April 4 & 6**



**50th Celebration with ArtPlace  
American & Rural Generation  
Jackson, Mississippi  
May 22**







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