

LOCAL 1000

North American
Traveling Musicians Union



NEW DEAL

FALL/WINTER 2011-2012

Just Imagine

by John McCutcheon

It all started simply enough: a bunch of musical labor activists trading war stories over lunch. This strike with the mineworkers, that picket line with the Eastern Airlines flight attendants, a benefit for the Austin, MN P-9 meatpackers. There was admiration and awe for the workers who'd risked their livelihoods...and sometimes their lives...defending their rights and standing up for one another. I think it was Charlie King who asked, "Don't you wish we felt that way about *our* Union?" The question became a challenge. Before the weekend was out, a small handful of us had formed the New Deal Committee, determined to see just how democratic, how responsive the AFM could be. There were meetings, brainstorming sessions, audacious questions. Finally, the AFM said, "OK, we'll give you a new kind of Local, based not on geography, but on the kind of work you do." A convention vote later, Local 1000 was born.

I was one of those activists at that first lunch, served on the New Deal Committee, and cheered when we were chartered. In 1996 then-President John O'Connor called and said, "You have to run for president." And that was that. Now, fifteen long years later I'm looking forward to returning to the rank-and-file and turning over the gavel to our fabulous new president, Tret Fure. Local 1000 looks completely different than it did back in 1996.

Fifteen years ago we had 72 members. Today we hover just below 500. We are the fastest growing Local in AFM history and the largest Local ever that does not have a symphony. We are among a tiny minority of Locals that has not seen a drop in membership in these lean, recent years.

Fifteen years ago not a single folk musician had ever retired with a Union Pension. After years of dogged determination and mind-bending creativity, the AFM-EPF finally opened the Pension gates to us via member CBAs and the LS-1 contract. Today there are many folk musicians who are enjoying a Pension every year. Musicians who now have choices about their work lives. Musicians who can look forward to a life of dignity instead of desperation.

Fifteen years ago many folk musicians had no options for health insurance. Local 1000 changed all that.

Fifteen years ago we were a fly in the AFM ointment, a burr under the saddle of the International leadership. Other Locals looked at us with suspicion and wondered who and why we were. Today, we have an International president who is an old friend and a working partner, an International Executive Board that understands and supports us, and many Locals that leap to our support at the Convention and come to us for advice and solidarity.

Fifteen years ago folk musicians had nowhere to go with grievances or

concerns. Today we have proven we can intercede on behalf of musicians to help resolve problems. We have major festivals under CBA and dozens of presenters and venues signing on to our Fair Trade Music initiative.

How did this all happen? It happened because musicians figured out how to accomplish things by working together, realizing that we didn't have to do everything on our own. That's what we're used to, in this freewheeling profession. But we found that we had brothers and sisters who shared our conditions and our concerns. We found that we had friends across the trade that "got" what we are and lent a hand in countless, invaluable ways.

It took Charlie King refusing to take "no" for an answer from the Pension Fund. It took John O'Connor slogging through the AFM legalese, helping us meet the chartering demands and keeping our organizational nose clean. It took Ian Robb and Ken Whiteley translating Local 1000 for hundreds of Canadian artists, who now make up nearly a third of our membership. It took Tret Fure bringing a clear, consistent message to young women starting up in the trade that Local 1000 was their home. It took former Folk Alliance director, Phyllis Barney, seeing our natural partnership early on and continually raising our profile in the Folk Alliance world. It took the New York City Local 802 taking us

continued on page 5 —

New Deal is the official organ of Local 1000. Please read it carefully.

**INSIDE: Page 2—Music to Occupy • Page 3—Tech Tips • NERFA • Upcoming Meetings • Page 4—Emergency Relief Fund • Forever Wild Far West Folk Alliance • OCF Annual Conference • Page 5—Proposed Bylaws Amendments • Election Results
Page 6—Pete Seeger & Local 1000 members at Occupy Wall Street**

Music to Occupy

by Sandy O & Pat Humphries, Emma's Revolution

"We are here, we are here, we are here!" While this could have been the chant at the many Occupies we've been singing at wherever we tour these days, it comes from Dr. Seuss' *Horton Hears A Who!*, when Cindy Lou Who cries out to protect her microscopic community from the giant neighbors who refuse to believe she exists.

Sandy pictured herself in Cindy Lou's shoes after reading a recent article in the *New York Times* headlined, "At the Protests, the Message Lacks a Melody."

The article wondered, "Where have all the protest songs gone?" and went on to convince itself that there aren't any. This was an exasperating read for activist musicians, especially activist women musicians. Of the 20+ performers referred to in the article, only two were women (they weren't us). Of the seven people quoted (musicians, critics and writers), exactly zero were women. And, of course, it was all the more exasperating because the *New York Times* was simply wrong.

Two days earlier, a *Washington Post* article had rightly declared "Occupy Wall Street Inspires a New Generation of Protest Songs." And this time, ours was one of the songs featured. Riffing on a Facebook post that read, "The U.S. should invade the U.S. and win the hearts and minds of the people," Pat wrote the song, "Occupy the USA," with a rousing, tongue-in-cheek chorus:

"Welcome to the U.S. Occupation,
To win the hearts and minds,
Defend all humankind.



Emma's Revolution: Sanda Opatow and Pat Humphries sing to Occupy the USA.

Tell the banks and the corporations,
we're here to occupy the USA."

David Rovics' song, "Occupy Wall Street (We're Gonna Stay Right Here)," was also profiled. David took on the challenge of answering mainstream journalists' repeated query, "But, why are you occupying Wall Street?" The song unleashes a compelling litany of answers, beginning with:

"Because this is where they
buy the politicians,
Because this is where power has its seat,
Because ninety-nine percent
of us are suffering,
At the mercy of the madmen
on this street."

We knew that the *Washington Post* article was just the beginning of the story, so we put the *New York Times* question out to the Local 1000 list. The response was great and, with responses from beyond L1K, greatly more representative in terms

of gender. (Also greatly more voluminous than we can fit here so check out the stories, lyrics, songs and videos at: www.emmasrevolution.com/revolution/activistmusic.)

L1K folks are adapting old songs. From Rik Palieri: "The bankers got bailed out — we shall not be moved — We got sold out — we shall not be moved . . ." and Dave Lippman: "The Occupation Is On" (a parody of "The Panic Is On," a 1930s He-

zekiah Jenkins song): "I need a job to pay my debts, Money talks too much, shuts up all the rest, Downsized and merged across the nation, Lost my job, found an occupation, Doggone, occupation is on."

Other musicians (including those who have fallen off the L1K rolls) have written new songs for the movement. L1Kers Evan Greer and Deborah Van Kleef both have songs in progress at the time of this writing.

L1Kers are taking the songs to the streets. Holly Near said, after learning during a concert intermission in Albany, NY that police were set to disperse the nearby occupation, she "designed the second set to be all about action. . . . At the end, the audience was on their feet and singing, and a large percentage of them walked out of the concert hall and headed for the occupation." Their action ended up helping to avert the eviction.

We are here. We are here. We are here.



Using online email marketing services

Today, email list management goes hand-in-hand with sending electronic newsletters. What follows is a brief introduction to online email marketing services:

Here is a typical fan/member mailing and list scenario:

- visitors sign up for your mailing list directly on your website
- they are welcomed with a confirmation email (an “opt in”) and can subscribe/unsubscribe themselves at any time
- you visit the online service to send a newsletter, manage your mailing list and view the statistics on your mailings

While many sites (Bandwagon, ReverbNation) offer some flavor of these functions, along with other artist services, I personally prefer a service that specializes in email marketing which has the most effective, customizable tools possible.

Why can't I just send from my own program?

In a nutshell: because of spam. Anytime you send a mailing from an “unauthenticated” mail server (like your computer) to a large list, you risk being identified and blocked as a spammer; whereas, an online mailing service “authenticates” your message. To comply with recent laws, a good newsletter also contains a snail-mail

address, an unsubscribe link and information about how the recipient got on the list.

Mailing service features

- Popular emailing services offer:
- a limited number of free subscribers to your list (number varies widely)
 - choice of free or custom templates
 - HTML and text-only versions of the mailing
 - a sign up form code you can embed in your website
 - info on new subscribers, unsubscribes and who/how many clicked on links in your email
 - detailed list management (add/remove subscribers manually or via file import)
 - ability to create custom fields and segment lists

Doing it my way

My approach to e-news is to create a page in the website (for my clients, usually WordPress, but any site offering backend access to code will work). The page uses a specially designed “template” (HTML coded layout) that is optimized for display in common email programs (width, fonts, etc.). Text and photos are added to this page – the template can also include recent posts, gigs and other site content –

and then the URL (web address) of that page is pasted into the campaign creator of my favorite online

email marketing service, MailChimp. MailChimp then imports (amazingly!) everything on that web page and voilà, a ready-to-send-out newsletter! Of all the services I've used, I love MailChimp the best; their price, analytics and social network features can't be beat. A close second is Campaign Monitor; I use both regularly.



About the author

Local 1000 member Dana Whittle designs for, writes about, performs and promotes folk music. A self-professed middle-aged geek, she lives in rural Québec with her fiddler husband, musical kids and satellite internet. Visit her online at vizou.com to read an expanded version of this article.

©2011 Dana Whittle

NERFA

Local 1000 made another impressive showing at the Northeast regional Folk Alliance Conference that took place on November 12-13 in Kerhonkson, NY.

The Showcase-Free Zone proved to be as popular as always with many conference attendees stopping by to share a song and join in on choruses. We are grateful to members Kim and Reggie Harris, Bev Grant, Ina May Wool, Rik Barron, Cathy Fink and Marcy Marxer and SONiA for the great job of hosting this annual Local 1000 tradition.

We also succeeded in signing up a few venues for our Fair Trade Music campaign.

— by **Deb Cowan, Eastern US Board Member**



Amy Fix and Tret Fure staffing the Local 1000 booth at NERFA (NorthEast Regional Folk Alliance).



Emergency Relief Fund

In these tough economic times, with so many people under-insured, Local 1000's Emergency Relief Fund is there. The Emergency Relief Fund (ERF) of Local 1000 was established for members in good standing who have emergency financial needs, such as rent, medical or other necessary expenses for which they are requesting assistance. The ERF is funded by voluntary donations from Local 1000 members.

Please remember your musician brothers and sisters when paying dues to your union or any time, and consider giving a little to the Emergency Relief Fund. No donation is too small.

LOCAL 1000

welcomes these NEW MEMBERS

David Baxter
Dan Berger
Julien Bonvoisin
Racheal Cogan
Joshua Geisler
Lawrence Hanks
Deborah Robins Hanks
Art Isaacs
Chris London
James Mack
Matt Mosionier
Rick Nestler
Donna Nestler
Kyron Newbury
Alfredo Ortiz
Davis Rachel
Anthony Rinaldi
Gerald Ross
Jordan Safer
Jeff Sceviour
Kit Soden
Betty Soo
Aliza Thibodeau
Hank Woji
Ina May Wool
Sash Zand

Reinstated Members

Brad Hart
Francisco Herrera
Tony Nesbitt-Larking
Jayme Stone



Forever Wild

"It was a bittersweet moment to join with Walkin' Jim Stoltz's friends, family, community and enviro-musical compatriots to celebrate his life at the Forever Wild concert in Big Sky, MT last month. We were invited to perform because our song, "Silent Spring" was part of the compilation cd released by Walkin' Jim's organization, MUSE (Musicians United to Sustain the Environment) to honor the life and groundbreaking work of Rachel Carson. In Big Sky, musicians came from across the country to sing their songs and Walkin' Jim's . . . and to get a glimpse of the spectacular natural beauty that so inspired him. A glimpse that renews our commitment to work and sing to keep the wild places of this Earth forever wild."

— by Sandy O and Pat Humphries
of Emma's Revolution



Far-West Folk Alliance

As the Western Regional Representative to the Executive Board of Local 1000, I was very excited that the Board and Membership meetings were held this year at the Far-West Folk Alliance gathering in Eugene, Oregon. This is part of the Board's strategy to be present at the various regional gatherings of the Folk Alliance, rather than focusing all of our attention on reaching members through the Folk Alliance International meeting in Memphis. The Far-West folks were very excited to welcome us as well and asked our president, John McCutcheon, to give their first-ever keynote address. He hit the ball out of the park! (You may watch a video of John Stern's speech on our website at: www.local1000.com). Our Board members had leadership roles in several panels and through the Showcase Free Zone and display area we were able to encourage our current members and recruit new ones.

— by Steve Eulberg
Secretary-Treasurer

OCFF held 25th Annual Conference

The Ontario Council of Folk Festivals, (OCFF) usually held in Ottawa, teetered 1,000 feet above the roar of Niagara Falls, Ontario this October. Quebecois (including "foot tapping"), Dixieland Jazz, Bluegrass, Old Time, Singer-songwriter, Folk/Soul, Folk/Jazz, Spoken Word, and many string band jam sessions were all well represented. Amy Fix attended and was able to chat with many of our Canadian members.

At OCFF 2012, Local 1000 plans to host our own Showcase-Free Zone for open song circles, and possibly hold a Local 1000 Membership Meeting. Look for announcements in the Summer *New Deal* 2012.



under their substantial wing, giving us office space, support staff, advice, and muscle from the beginning. It took Office Manager Amy Fix being a friendly, patient voice on the Local's phone, guiding members through the maze of questions about new programs and benefits.

But, mostly, it took you. Taking the leap, believing in the impossible, aggravating notion of a non-geographic Local. Dreams need legs and no one stands alone. Our ability to accomplish these amazing feats in a mere decade-and-a-half is because we have a vocal, active membership. We have the force to take a stand because our members demand it. We have the resources to do our work because members file contracts and pay work

dues. We have the creativity to challenge the old AFM paradigms because our members not only ask "why?" but "why not?"

So as I wind up this final note to you as your president I can only say, "Thank you." It has been an unimaginable honor and I count it as one of the most challenging and joyous times of my life. Our Executive Board is the best I've worked with and I cannot imagine a better new leader than our long-time Vice President, Tret Fure. I intend to stay involved and be a good, cranky rank-and-filer, the kind of old timer reminding folks about our original dream, all the while droning the mantra you all have heard from me all these years, "Now, just imagine..."

Executive Board Proposes Bylaws Amendments

The following Bylaw change will be brought to the Local 1000 membership meeting on May 16, 2012 for action. The change is a recommendation made by the Executive Board. In order for a Bylaw change to pass, it must be voted favorably by three-quarters of the membership at the Local's first annual meeting. In order to be part of voting body, you must be a member in good standing and show an up-to-date membership card.

Please note that a strikethrough represents proposed deletion of current language.

[Brackets] indicate proposed additions to current language.

Proposed Bylaw Change:

V. FEES, DUTIES, AND ASSESSMENTS
Section 3. Effective April 1, 2009 all members shall pay membership dues of ~~\$150~~. Dues may be paid quarterly at the rate of \$40 per quarter. ~~Twenty dollars of each member's dues will be credited to the member's work dues bill each year. For those paying quarterly, \$5 of each member's dues will be credited to the member's work dues bill each quarter, but only for the quarter in which the dues are paid.~~

Election Results

Local 1000 elected Tret Fure as President at its October 2011 meeting. Also returned to the Board were Canada Vice President Ken Whiteley and Midwestern U.S. Board Member Sandy Andina.

Tret Fure will be replacing John McCutcheon, who has given Local 1000 fifteen years of service and leadership as President and who has brought numerous new members into the fold. We thank him for his energizing spirit, commitment and guidance.

Since the election, Amy Fix has resigned as Secretary-Treasurer and has been replaced by Board Member Steve Eulberg, who was appointed to finish Amy's unexpired term. Steve has been serving in his second term as Western Regional Representative. The Board is grateful for Amy's service this year editing the *New Deal* and working to balance office duties with her Board responsibilities. She has been our Business Representative and Office Manager for over ten years and she will remain in these positions for Local 1000.



LOCAL 1000

Upcoming Meetings...

The Spring Membership Meeting of Local 1000 will take place on Wednesday, May 16 during the Member Retreat at The Highlander Center near Knoxville, Tennessee. You must be a member in good standing (dues paid up to date) to attend. The Spring Executive Board Retreat will be held at The Highlander Center on Monday May 14th

Save the date ...

Registration begins January 1, 2012 for the next Highlander Retreat for Local 1000 Members: May 15-17, 2012

Find Local 1000 on Facebook & Twitter

212-843-8726

E-mail: office@local1000.com

LOCAL 1000 OFFICERS:

President:

JOHN MCCUTCHEON

404-296-5943 • president@local1000.com

Secretary/Treasurer

STEVE EULBERG

970-222-8358 • seulberg@steveeulberg.com

Vice President/At-Large Board Member:

TRET FURE

608-469-4007 • TFWOLF@aol.com

Canadian Vice President:

KEN WHITELEY

416-533-9988 • mrwhale@interlog.com

Midwestern Board Member:

SANDY ANDINA

773-973-3130 • sandina@aol.com

Western US Board Member:

VACANT

Eastern US Board Member:

DEBRA COWAN

508-662-9746 • dcowan@debracowan.com

- New Deal Editor: Amy Fix
- Contributing Editor: Steve Eulberg
- Copy Editor: Amanda Gookin
- On the Road Editor: Sue Trainor
- Member News Editor: Joe Jencks

Photo by Ed Stern. ©2011 Ed Stern. All Rights Reserved. Edsternphoto.com



The Clearwater Benefit concert

Local 1000 member Pete Seeger organized a Freedom Singers march from his Clearwater Benefit concert in support of the Occupy Wall Street movement. At the end of the march, the Freedom Singers sang with a crowd of over 1,000 people at the fountain. Pictured along with Pete (seated to the right of the drummer, center), are Tom Chapin, Rick Nestler, Arlo Guthrie and Tao Rodriguez-Seeger.



322 West 48th St. • New York, NY 10036
212-843-8726 • Fax: 212-489-6030
e-mail: office@local1000.com • website: www.local1000.com

