

Jazz a Special Focus of APAP 2010

Jazz plays a featured role in the run-down of APAP 2010 programs and events, thanks to our partnership with the National Endowment for the Arts' NEA Jazz Masters Program and Jazz at Lincoln Center. Those in the business of making and presenting jazz have witnessed many changes, challenges and opportunities in recent years – all of which will be addressed proactively as jazz artists, agents/managers, presenters and yes, jazz aficionados, come together over a five-day period of events and activities (January 8 – 12, 2010) in New York City. The jazz fest begins with Friday's Pre-Conference Forum on Classical, Jazz, Contemporary, and New Music – focused on new trends and opportunities in the musical marketplace for developing and sustaining audiences. Saturday and Sunday morning conference sessions will explore what jazz artists need to thrive in today's changing cultural climate and how peers in the field are engaging future audiences for jazz. Some of the NEA Jazz Masters will be participating in the above sessions and a special conversation with 2010 Jazz Masters Awards honorees will take place on Monday morning, prior to APAP's Annual Awards Luncheon. Conference participants also have access to discounted tickets to Dizzie's Club Coca-Cola in conjunction with a special reception for the 2010 Jazz Masters on Monday evening! Our special jazz initiative culminates with a Forum: *Tomorrow's Jazz Audiences: Where Are They?* from 3:00-5:00pm on Tuesday afternoon preceding the 2010 NEA Jazz Masters Awards Concert at Jazz at Lincoln Center.

The APAP 2010 Jazz Program activities are as follows (note: participants listed are subject to change; others to be added). All events take place at the New York Hilton unless otherwise noted.

Friday, January 8

Classical, Jazz, Contemporary, and New Music Forum (9:00am – 12:00pm)

Following up on last year's successful pre-conference music forum, jazz has been added to this convening of classical, jazz and contemporary artists, presenters, and producers whose innovations in the musical marketplace are engaging and sustaining new and diverse audiences. The session will focus on innovation, partnerships, and strategies among the range of people, places, and modalities that comprise music presenting today.

Facilitator: Limor Tomer, Executive Producer for Music, WNYC Radio

Saturday, January 9

TRACK I: Artists at The Core

***Jazz in the 21st Century – America's Expanding Legacy* (9:00am – 11:50am)**

Feel the rhythm of the most rapidly changing movement in music today – the renaissance of jazz in America and its expanding global connections. This session brings together an intergenerational mix of artists, agents/managers, presenters and producers who are in the process of re-imagining and synthesizing America's gift to the music world – and placing jazz on the global main stage. What do jazz artists need in order to grow and thrive as members of the performing arts community? What are their aspirations and who are their partners in this exciting era of cross-over and hybridization in the music industry? The dialogue will include

NEA Jazz Masters, established younger artists, and emerging artists who are engaged in bringing vitality and visibility to one of this country's greatest legacies.

Featured Speakers: Ramsey Lewis, 2007 NEA Jazz Master

Facilitator: Mark Ruffin, Jazz Host, Sirius XM

Discussants: Aaron Diehl, Artist (2009 YPCA alum); Gerald Clayton, Artist; Stefon Harris, Artist; Vijay Iyer, Artist; Tim Jackson, General Manager, Monterey Jazz Festival; Karen Kennedy, 24 Seven Artist Management; Garrett Shelton, Shelton Media Works; Gretchen Parlato, Artist

Sunday, January 10

TRACK II: Participant Powered Experience

***Got Jazz? A New Age of Audience Enlightenment* (9:00 – 10:50am)**

Discover some of the most successful ideas and strategies that artists, presenters, agents/managers, and producers are using to create entry points for audiences of all ages to experience jazz. There is a growing audience here and abroad for this unique American art form that has captivated the world. This session will explore new educational programs and resources that have been developed by Jazz at Lincoln Center, the NEA Jazz in the Schools program, and other leaders in the field and what is still to be done to ensure a prominent place for jazz in our lives, across generations, and across socio-economic and geographic boundaries.

Featured Speaker: Adrian Ellis, Executive Director, Jazz at Lincoln Center

Facilitator: Lawrence Simpson, Senior Vice President for Academic Affairs and Provost, Berklee College of Music

Discussants: Marty Ashby; Executive Producer, MCG Jazz; Erika Floreska, Director of Education, Jazz at Lincoln Center; Susan Muscarella, Founder and Executive Director, The Jazz School; Cecilia Smith, Artist; Billy Taylor, 1988 NEA Jazz Master

Town Hall (11:00am – 12:45pm)

Jazz will be among the suggested topics for this “open forum” session in which participants are invited to engage in peer-to-peer dialogue to focus on issues and ideas that follow-upon or may not have been addressed in the earlier track sessions.

Monday, January 11

Meet the 2010 NEA Jazz Masters (11:00am – 12:00pm)

This session features a conversation with 2010 NEA Jazz Masters and moderated by A.B. Spellman. Arts Presenters will coordinate meeting logistics.

Dizzy's Club Coca-Cola 7:30pm (Jazz at Lincoln Center)

Arts Presenters members are invited to share in this opportunity to meet Jazz Masters informally (after a scheduled reception) and to enjoy an evening of jazz in this special setting.

Tuesday, January 12

Closing Plenary (10:00am – 11:30am)

In addition to receiving world-wide acclaim for his extraordinary talent as a musician, Wynton Marsalis is garnering high recognition for his ability to speak from the heart - to draw the connection between the arts, our heritage and our humanity. Come away inspired and ready to participate in the afternoon forum that follows.

Jazz Forum: *Tomorrow's Jazz Audiences: Where Are They?* (3:00 – 5:00pm)

Artists, agents/managers, presenters, producers and aficionados come together over the course of four days at the APAP 2010 Conference – to share their experiences, ideas, frustrations, opportunities, hopes and most important, their commitment to jazz. This late afternoon session is the first part of an exciting and memorable event for all of us who embrace jazz as an important part of our lives. It is the culminating opportunity to capsule what we know and to strategize what we must do now to ensure long-term audiences, deeper public engagement in and sustainable support for jazz as we move forward in the decade ahead.

Jazz leaders and stakeholders from around the world have long endorsed the need for an action-oriented forum focused on what's core in terms of initiatives and resources to put the jazz field in thriving mode and to introduce jazz to people of all ages and backgrounds. Come prepared to add your expertise and ideas to the dialogue and to help shape an action agenda with achievable goals and strategies we can collectively execute within the year to secure future audiences for jazz.

Here are just a few individuals we expect will be in the room: Gerald Clayton, Artist; Vijay Iyer, Artist; Cecilia Smith, Artist; Helen Sung, Artist; Marty Ashby, MCG Jazz; Larry Blumenfeld, Writer/Editor; Gail Boyd; Brian Camilio, Artist Share; Jean Cook, Future of Music Coalition; Sara Donnelly, Mid-Atlantic Arts Foundation; Adrian Ellis, Jazz at Lincoln Center; Sandra Gibson, Arts Presenters (APAP); Tim Jackson, Monterey Jazz Festival; Karen Kennedy, 24 Seven Artist Management; Danny Melnick, Absolutely Live Entertainment; Michael Ricci, All About Jazz; Ian Rogers, Topspin; Greg Scholl; Tim Westergren, Pandora Radio, Laurel Wicks Ted Kurland Associates.

Jazz Masters Awards Ceremony and Concert (7:30pm – 10:00pm, Rose Theater, Jazz at Lincoln Center)

Following the Forum, the 2010 NEA Jazz Masters Awards Ceremony and Concert at Jazz at Lincoln Center will feature Wynton Marsalis and the Jazz at Lincoln Center Orchestra with honorees Annie Ross, Kenny Barron, Yusef Lateeff, and Cedar Walton performing in a program dedicated to the 2010 NEA Jazz Masters. The eight 2010 Jazz Masters are:

- Muhal Richard Abrams: Pianist, Composer and Educator
- Bill Holman, Composer: Arranger, Saxophonist
- Bobby Hutcherson: Vibraphonist, Marimba Player, Composer
- Kenny Barron: Pianist, Composer, Educator

- Yusef Lateef: Saxophonist, Flutist, Oboist, Composer, Educator
- Annie Ross: Vocalist
- Cedar Walton: Pianist, Composer
- George Avakian: Record Producer, Manager, Jazz Historian, Recipient of the A.B. Spellman NEA Jazz Masters Award for Jazz Advocacy.

Don't miss this special chain of events – five days of sessions dedicated to jazz at the APAP Conference, this Jazz Forum and a special treat in the company of and tribute to legendary jazz artists and their music. Act now! Register for the conference and jazz track and RSVP for the Forum. It's all a part of APAP Conference 2010!

Register for the APAP 2010 Conference
<http://www.apapconference.org/>