



**20
24**

ANNUAL REPORT

American Folklore Society



Reflections from the President

We are in unusual times. Between the wars in Gaza and Ukraine, the divisiveness of the 2024 election, protests on campus, a country questioning the role of education, especially the liberal arts, the rise of AI and its challenges to intellectual property, our attention is scattered, and our hearts are troubled. Yet, our field has so much to offer. As folklorists, we have the skills to listen to multiple stories without judgement, to document varied histories and cultural experiences, to advocate for equity across all communities, and to make sense of complex narratives.



Moments like these are opportunities to reflect; to assess where we are, to understand whom we serve, to deepen our purpose, and to adjust, if necessary, how we meet the needs of our communities. These were the questions explored by the Executive Board when we met during the annual meeting presciently titled "Crossing the Global Storm." Despite the literal and figurative clouds overhead, we managed to bring creativity and wisdom to a process designed to build collaboration and camaraderie among board members. We left the meeting and joined the conference with renewed hope for the future.

Our annual conference, held in Albuquerque, New Mexico, was filled with people finding paths through their storms, building bridges to connect resources and create coalitions, and drawing on meaningful cultural traditions to survive. It was a chance to focus on what makes us human. As my presidential predecessor Marilyn White said, when she arrived, "I'd rather be here with my peeps, than anywhere else right now."

A highlight of the conference for me was working with Local Planning Committee coordinator Julián Carillo to plan the Presidential Invited Plenary. I wanted to do something a little different, a conversation, not a lecture. I wanted to use this plenary to foreground local wisdom by listening to and learning from local community leaders who are building pathways between the academy and the community; to cross, and perhaps ameliorate, local manifestations of the global storm. We brought together National Heritage Fellow and flamenco dancer Eva Encinas with Dine' historian Dr. Jennifer Denetdale in a conversation to inspire new ways of working across sectors and between cultures. They were brilliant.

There were many other highlights: a puppet workshop, a ghost tour of Old Town Albuquerque, a Zine swap, an amazing range of panels, papers, workshops, and posters, and a revival of the Open Conversation with the Executive Board where members were invited to bring their ideas to the Board for discussion. The re-energized Section Conveners' Breakfast launched a focused effort to streamline communications with Sections and provide some continuity among them.

Beyond the in-person gathering, we have strengthened virtual access to folklorists and folklore scholarship/programming significantly over the past several years. Our two-day virtual conference, just two weeks after being in person, enables many international members to present their work and be in conversation with folklorists around the world. Additionally, online workshops and presentations organized by the Fellows and various sections of the AFS broaden our reach and offer opportunities to stay in touch throughout the year. We make lemonade when handed lemons.

Another innovation this year is the new leadership model for the Journal of American Folklore, our flagship publication. As universities are withdrawing or limiting their support of journals, this shared leadership model distributes editorial responsibilities across several sectors and opens up opportunities to imagine new structures or platforms for sharing the wisdom of our field. With Lorraine Walsh Cashman providing consistent leadership as the Senior Managing Editor, the Editorial Collective has the space to focus on making a collective editorial model one that is sustainable.

As we move into 2025, we recognize a growing need for advocacy in our field. We receive requests on a regular basis for public statements in support of, or against, actions or changes impacting our infrastructure. A plea from several members early in 2024 to write a public statement opposing the use of the pet-eating meme by a certain political candidate to discredit immigrants, resulted in Board discussions about when public statements are appropriate and when other actions might be more effective. In the case of the pet-eating meme, a trope going back to the 1860s, we agreed that a better approach was to share scholarly information about the trope and encourage our members to submit OpEd pieces to their local papers. This has the effect of reaching more people and is a good example of how our expertise can inform public issues, without also placing our organization in political jeopardy.

The need for advocacy continues and I am excited to remind you that the Media and Public Outreach Committee has launched the second edition of the Folklore Advocacy Toolkit. I encourage all of you to download it and lift your voices in support of all that is important to you. The staff has also been working on a new communications platform which we will share with you soon in 2025.

It has been a challenging year, but we have faced it with grace and kindness. I am grateful to Marilyn White for paving the way and being an invaluable mentor. I am also grateful for the wisdom I have accessed through the Council of Past Presidents. Most importantly, I am grateful for the dedication and nimble creativity of Jessica Turner and the staff of AFS. Send them a note or a box of chocolates. The work they do every day, behind the scenes, is impressive. I have grounded my presidency in listening and providing space for new ideas to emerge. Please reach out to me if you have an idea that could make our community stronger. I'd love to hear from you.

In gratitude and solidarity,

Amy Skillman
President
American Folklore Society

Reflections from the Executive Director

Dear Friends and Colleagues,

2024 was a year of resilience, renewal, and remarkable collaboration across the American Folklore Society. We gathered in Albuquerque, New Mexico—through snowstorms and structural obstacles, in-person and virtually—united by the theme Crossing the Global Storm: Networks, Solidarities, and Communities in Struggle. The Annual Meeting drew nearly 900 participants from across the world, a testament to our enduring commitment to cultural work grounded in justice, connection, and creativity.



This year's achievements extended far beyond the meeting. We expanded our flagship Folk Arts Partnership Professional Development Institute, offering targeted mentorship, community-building, and equity-focused programming for state folklife partners through national collaboration with the National Assembly of State Arts Agencies and the National Endowment for the Arts. Our ongoing support for the Notable Folklorists of Color: Expanding the Frames exhibition culminated in an inspiring workshop in Albuquerque, spotlighting inclusive pedagogies and intergenerational knowledge exchange.

We celebrated our 2024 awardees and Fellows, recognizing the brilliant diversity and impact of our members' work—from grassroots cultural organizers and independent artists to institutional leaders and emerging scholars. We also welcomed a newly elected cohort to the AFS Executive Board and deepened our commitment to equity, access, and professional development across all sectors of the field.

Still, 2024 presented challenges. Infrastructure failures at the Albuquerque Convention Center required adaptability, and ongoing transitions in staffing and systems reminded us of the importance of sustainable support structures. These moments underscored the need for flexible leadership and deeper investment in our organization's digital, administrative, and human infrastructure. Looking ahead, these structures of support will bolster one of the biggest needs for our membership in 2025: advocacy. AFS is committed to continued advocacy across our field—by and for individuals and organizations alike—to communicate the relevance of our work and the importance of supporting this work at all levels.

I am continually inspired by your dedication and trust. Thank you for your work, your wisdom, and your willingness to build a more inclusive and imaginative future for folklore studies and cultural work. Together, we continue to chart new pathways—through storms and beyond.

Warm regards,

Jessica A. Turner
Executive Director
American Folklore Society



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2024 AFS ANNUAL REPORT

GOVERNANCE

Governance

2024 Executive Board

Amy Skillman, President (2024–25)
Marilyn White, Immediate Past-President (2024)
Karen “Queen Nur” Abdul-Malik (2022–24)
Tim Frandy (2022–24)
Rossina Zamora Liu (2022–24)
Meltem Türköz (2022–24)
Jerrilyn McGregory (2023–25)
Junious Brickhouse (2023–25)
Ann Ferrell (2023–25)
Maribel Alvarez (2023–25)
Betty Belanus (2024–26)
Ziying You (2024–26)
Kiran Singh Sirah (2024–26)
Ex-officio: Jessica A. Turner (Executive Director)

2024 AFS Elections

The American Folklore Society Executive Board announced the results of the 2024 election, who will begin their terms in 2025:

AFS President: (2025-2028):
Jason Baird Jackson (Indiana University)

AFS Executive Board: (2025-2027):
Rachel González-Martin (University of Texas at Austin)
Anika Wilson (University of Wisconsin-Milwaukee)

AFS Executive Board, Board-Elected Member (2025-2027):
Lisa Rathje (Local Learning)

Nominating Committee (2025-2027):
Kelley Totten (Memorial University of Newfoundland)

2024 AFS Staff and Support Team

Executive Director: Jessica A. Turner
Community Engagement Coordinator: Charish Bishop
Professional Development Institute/Special Projects: Cassie Rosita Patterson
Sr. Managing Editor, *Journal of American Folklore*: Lorraine Walsh Cashman
Graduate Assistant: Zhou Chunfen (Indiana Univ.)
Annual Meeting Program Lead/Technical Coordinator: Julián Antonio Carrillo (Univ. of New Mexico)
Annual Meeting Program Assistant: Ashley Martinez (Univ. of New Mexico)
Special Thanks: Lora Bottinelli, Rosalind V. Rini Larson, and Martha Sims



2024 AFS ANNUAL REPORT AWARDS



Awards, Prizes, and Grants

American Folklore Society Honors for 2024

AFS Lifetime Scholarly Achievement Award

Jan Harold Brunvand (emeritus professor of English, University of Utah)

Benjamin A. Botkin Prize

Betty Belanus (retired, Smithsonian Center for Folklife and Cultural Heritage)

Joey Brackner (retired, Alabama Center for Traditional Culture)

Chicago Folklore Prize

Andrew Peck. *Digital Legend and Belief: The Slender Man, Folklore, and the Media*
(University of Wisconsin Press)

Gerald L. Davis Presence Pathway Award

Shevan Bastian (independent)

Juhi Gupta (Alliance for California Traditional Arts)

Andrea Marañón Laguna (Indiana University)

Mauro Romualdo (Salt Lake Capoeira)

Kateri Smith (Wheelwright Museum of the American Indian)

AFS Section Awards, Prizes, and Stipends for 2024

Archie Green Student Travel Award

(Public Programs Section)

Madelyn Gereighty (University of Georgia)

Chloe Lundrigan (Memorial University of Newfoundland)

Ruchi Rana (University of Delhi)

Barbro Klein Prize

(Nordic-Baltic Section)

Diego Benning Wang (Princeton University)

Don Yoder Prize

(Folk Belief and Religious Folklife Section)

Caroline Stampiaka (University of British Columbia)



Benjamin A. Botkin Prize

Betty Belanus

(retired, Smithsonian Center for Folklife and Cultural Heritage)

Elli Köngäs-Maranda Prizes

(Women's Section)

Lorena Avellar de Muniagurria (State University of Campinas)

Priscila Cobra (Carimbó Cobra Venenosa)

Folklore and Science Annual Prize

(Folklore and Science Section)

Anna Beresin (University of the Arts)

Fernand Braudel Mediterranean Folklore Graduate Student Prize

(Mediterranean Studies
Section)

Caroline Stampliaka (University of British Columbia)

Independent and Public Folklore Travel Stipend

(Independent Folklorists Section and Public Programs Section)

Selena Morales (independent)

William Patterson (independent)

Iona and Peter Opie Prize

(Children's Folklore Section)

Anna Beresin (University of the Arts)

Julia Bishop (University of Sheffield)

Sheila Bock (University of Nevada, Las Vegas), honorable mention

John Wesley Work III Award

(African American Folklore Section)

Joseph Johnson (Indiana University)

Leonard Norman Primiano Graduate Student Travel Award

(Folk Belief and Religious Folklife Section)

Ciara Bernal (The Ohio State University)

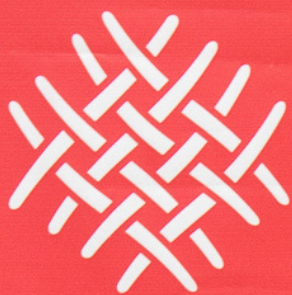
Alix Roederer (University of Oregon)

Polly Stewart Student Travel Stipend

(Women's Section)

Caroline Brown (University of British Columbia), first place

Gavilán Rayna Russom (Goucher College), second place



AMERICAN
FOLKLORE
SOCIETY



Chicago Folklore Prize
Andrew Peck
Digital Legend and Belief:
The Slender Man, Folklore, and the Media
(University of Wisconsin Press)

Sue Samuelson Award

(Foodways Section)

Salma Valadez-Marquez (University of Oregon)

W. W. Newell Prize

(Children's Folklore Section)

Drake Hansen (Utah State University)

Gwyn Harris (Indiana University)

Wayland D. Hand Prize

(History and Folklore Section)

Jennifer Eastman Attebery.

As Legend Has It: History, Heritage, and the Construction of Swedish American Identity (University of Wisconsin Press), authored category

Toms Kencis.

Folklore and Ethnology in the Soviet Western Borderlands: Socialist in Form, National in Content (Lexington Books), edited category

William A. Wilson Prize

(Folk Belief and Religious Folklife Section)

Maeve Hagerty (University of Oxford)

Women's and Independent Folklorists' Sections Annual Meeting Award

(Independent Folklorists Section and Women's Section)

Felicia Black (independent)

AFS Fellows

The following individuals were named to the [Fellows of the American Folklore Society](#) in 2024:

Ian Brodie

Guillermo De los Reyes

Janet C. Gilmore

Nancy Groce

Gregory Hansen

Amy Kitchener

Debra Lattanzi Shutika

Ellen E. McHale
Thomas A. McKean
Yvonne J. Milspaw
Clifford R. Murphy
Kirin Narayan
Arzu Öztürkmen
Francisco Vaz da Silva



AMERICAN
FOLKLORE
SOCIETY

Fernand Braudel Mediterranean Folklore Graduate Student Prize
Caroline Stampliaka (University of British Columbia)



2024 AFS Fellow
Arzu Öztürkmen



2024 AFS ANNUAL REPORT

ANNUAL MEETING



Annual Meeting

Meeting in the Storm – 2024 Albuquerque and AFS

The American Folklore Society hosted a robust gathering for its 136th Annual Meeting November 6-9, 2024 in Albuquerque, New Mexico and virtually November 18-19. The 2024 Annual Meeting brought together nearly 900 US and international specialists in folklore and folklife, folk narrative, popular culture, music, material culture, and related fields to exchange work and ideas and to create and strengthen relationships and networks.

**10-25% increase
in proposal
submissions in
most proposal
categories**



The AFS Local Organizing and Review Committees worked diligently throughout the year to support the theme of the conference: Crossing the Global Storm: Networks, Solidarities, and Communities in Struggle. The global storm reminds us about the intimate connections among people who struggle across the globe and hemisphere. Crossing the Global Storm brought together folklorists, culture bearers, culture workers, communities, and organizations working to build networks of autonomy, commitment, and collaboration.

From forums and workshops, to papers, posters and excursions, the response to the Call for Proposals and positive feedback on our new proposal management system was impressive. With over 500 individuals submitting their ideas for the Albuquerque meeting, we saw an increase in most proposal categories by 10-25% from 2022 and 2023.

For those attending in-person, the Meeting was not without its challenges, including a non-functioning Conference Center with heat, smells, and broken equipment. The [2024 participant survey results](#) provide more details about the impacts of these shortfalls on our participants.

On its first day in Albuquerque, the meeting began with a pre-conference from the Association of Western State Folklorists, as well as excursions around the city. While the meeting week started with snowy weather, our participants made their way together again for a heartfelt Opening Ceremony and Reception, featuring local artists Lone Piñon and a dance workshop from Lucy Salazar.



Jennie Terman, Katrina Reinert and Corey Travis dance to the music of Lone Piñon at the Welcome Reception. American Folklore Society Annual Meeting 2024. Photos by Alan Burdette, Josh Weilepp, and Ian Turner.



2024 American Folklore Society Conference. Photos by Alan Burdette, Josh Weillepp, and Ian Turner.

Thursday through Saturday were full of sessions that reached across the many fields of interest and focus for our members and participants. The AFS board and committees included special sessions to support engagement and response to critical questions of the field. This included a lively AFS Executive Board Candidates meet and greet, and “Bring your Ideas to the AFS Executive Board ” as well as special sessions such as “Folklore Fieldwork and the Safety of Ethnographers” and “Finding Resonance and Relevance” a workshop facilitated by the Cultural Diversity Committee.



2024 American Folklore Society Conference. Photos by Alan Burdette, Josh Weilepp, and Ian Turner.

Our Local Organizing Committee offered a variety of ways to discover the region and resources. Most notably, the Maxwell Museum of Anthropology at the University of New Mexico hosted a special series of Museums-focused programming on the topic of Community Engagement in the Museum. Scheduling the local events and excursions is a balancing act each year/in each location. Many of you enjoy these ways to experience local cultures, sights, and communities while engaging with colleagues. With the changing calendar and climate at each annual meeting, local organizers and AFS staff do their best to navigate weather and other scheduling changes and disruptions that come up. Participants' interest in attending these continues, and along with local organizers, we hope to cultivate satisfying, engaging events both short and extended, to enable more of you to participate.



In this same spirit of community engagement, the Presidential Invited Lecture for the 2024 Annual Meeting featured University of New Mexico (UNM) Professor of American Studies Dr. Jennifer Nez Denetdale (Diné) and NEA Heritage Fellow and UNM Professor Emerita Eva Enciñias in a conversation focused on their respective and collaborative cultural and educational work in New Mexico. The conversation was facilitated by AFS President Amy Skillman.

The Meeting also revamped familiar conference offerings and provided new ones, including a new Conference Platform, Poster Sessions, Bilingual Access, Section Guides and Print Programs



We appreciate and value participants' feedback and willingness to embrace new formats and materials. In that regard, the participation in the Virtual Sessions, held Nov 18-19, was also strong. These sessions allowed more than a hundred scholars to present online, whether schedules or geography prevented them from attending in person. Recordings of these virtual sessions, along with some from the in-person meeting, are available to Registered Conference attendees via the [online meeting platform](#). The new digital poster session offered a wealth of intriguing ideas. In our 2025 iteration of the poster session, we are planning a more personally interactive format in person and considering ways to more effectively set up the virtual poster session to reflect the spirit of the in-person session.

The present moment challenges us all to expand and experiment, to find fresh solutions to perennial problems, and to creatively respond to the needs and constraints that are unique to this moment. We thank you for joining us to consider these goals and opportunities and for collaborating with us as we put these ideas in motion.



Thank you to the Sponsors of the Meeting, the Local Organizing Committee, the Review committee, Section Conveners, artists, exhibitors, and volunteers and all the many members who work together through a variety of challenges to make the meeting a success each year!

Photos by Alan Burdette, Josh Weillepp, and Ian Turner.



2024 AFS ANNUAL REPORT PUBLICATIONS

Journal of American Folklore

JAF

A GLOBAL QUARTERLY

Journal of American Folklore

JAF

A GLOBAL QUARTERLY

Journal of American Folklore

JAF

A GLOBAL QUARTERLY

Journal of American Folklore

JAF

A GLOBAL QUARTERLY

AFS Publications

Journal of American Folklore

The AFS Executive Board has selected the next editors of the JAF: A Global Quarterly (Journal of American Folklore). The journal will be lead by an editorial collective made up of Sarah Bryan (Association for Cultural Equity), Norma Cantú (Trinity University, TX), Coppélie Cocq (Umeå University, Sweden), Tim Frandy (University of British Columbia), Lisa Gabbert (Utah State University), Shelley Ingram (University of Louisiana at Lafayette), and Senior Managing Editor Lorraine Walsh Cashman. The transition will begin this fall under the leadership of current Editor-in-Chief Lisa Gilman, with the collective assuming leadership January 1, 2025.

“The conventional structure of an editor-in-chief and student editorial assistants based at a single university has prevented many talented colleagues from participating in JAF leadership,” observed AFS Publications Committee Chair Danille Christensen. “Public-sector folklorists, historically marginalized scholars with heavy service loads, and faculty at non-R1 institutions may not be able to leverage the time, funding, and personnel that editing a flagship journal requires. These days, research-intensive universities are also less poised to extend this kind of support. So this editorial collective will disperse labor and combine physical resources—and it will also bring together diverse content expertise and broad intellectual networks. We’re grateful for the creative energy of the new team and look forward to seeing them build on the excellent foundations laid by the current George Mason University editors and their predecessors.”

The members of the collective envision continuing Gilman’s work, which has concentrated on the diversification and decolonization of the field and in the strategic elevation of diverse voices and scholarly perspectives who advocate for greater equity and social justice. They write, “We envision this collective model as an additional step in diversifying and decolonizing the journal as it promotes inclusion and equity by allowing for broader participation in both the editorship and the journal as a forum for dialogue in our field. Issues that the collective will address include the role of generative AI in the scholarly process. We envision spending significant time the first year deciding what the role of AI is by engaging with the Scholarly Publications committee, the AFS Executive Board, and the emerging policies of other major journals and professional societies about this issue. Another issue we will address is the role of the journal within the greater ecology of scholarly folklore communication. Social media is central to global communication and currently the journal does not have a large social media presence. In line with our vision to reach out and include a diverse readership, it is essential to identify relevant digital channels and forms of communication to expand the journal’s impact and reach.”

The editorial collective will begin acquiring work in 2025, with Gabbert taking the first turn as the collective’s chair. Their first issue will appear in Winter 2026. The new editors are in conversation with the outgoing editorial team, including Editor-in-Chief Lisa Gilman, Associate

Editors Benjamin Gatling, Debra Lattanzi Shutika, and Lijun Zhang, and Editorial Assistant Emma Bussard. AFS will issue an announcement to the membership once the new editors are prepared to receive and evaluate submissions.

As the flagship publication of the Society, published quarterly since the Society's founding in 1888, JAF engages academic and public folklore from anywhere in the world through a wide range of materials, including blind peer reviewed scholarly articles, perspective pieces, featured and reviewed projects, and book reviews that engage with the broad field of folklore across academic, public, and applied works. JAF invites contributions that critically engage issues associated with race, ethnicity, gender, sexuality, class, ability, religion, and citizenship.

AFS President Amy Skillman praised the new collective. "The Executive Board found the idea of a collective exciting and innovative. And this particular collective is solid, reputable, and highly capable. This model opens new pathways to potentially benefit AFS in the long run. The board is also happy to see this diverse, multi-institutional collective put serious attention towards the challenges and opportunities of generative AI. This is a highly qualified group with a strong vision to continue the work of the journal, which Editor-in-Chief Lisa Gilman has expanded so well over her tenure."

Please join the Executive Board in thanking these colleagues for their willingness to serve the Society and the field by taking on this major scholarly communications leadership role.

Introduction to the Folklore Advocacy Toolkit

Why Advocate?

Advocate As...

Advocate For and With...

Reach Out To...

Make a Plan

Download this Toolkit

Folklore Advocacy Toolkit

In 2024 the second edition of the Folklore Advocacy Toolkit, produced by the Media and Public Outreach Committee, was published and is available for download from the AFS website. The Folklore Advocacy Toolkit is a guide to promoting and sustaining folklore work in the United States, including tips and case studies specific to nonprofit organizations, higher education, independent folklorists, and community scholars. The toolkit engaged a broad spectrum of advocacy work, including case studies representing the diverse voices and advocacy needs for our field.

“We see so many opportunities for folklorists to advocate for our communities; from addressing conspiracy theories to false narratives about immigrants, from helping advocate for funding to making a case with legislators, folklorists and the communities they support will find case studies and examples in this updated and revised toolkit.”

—Langston Collin Wilkins and Susan Eleuterio,
co-chairs of the AFS Media and Public Outreach Committee

[Read the Folklore Advocacy Toolkit Online and download the revised PDF.](#)

[Link](#)

The Folklore Advocacy Toolkit is for everyone and is also available to view online. The toolkit breaks down components of advocacy into sections on:

- Why Advocate?
- Who and what we advocate for
- Where to advocate
- And advocacy planning



2024 AFS ANNUAL REPORT PROJECTS

Projects

Folk Arts Partnership Professional Development Institute

Since 2022, the American Folklore Society has managed the Folk Arts Partnership Professional Development Institute (FAP PDI) in collaboration with the National Assembly of State Arts Agencies and the National Endowment for the Arts to support folk and traditional arts staff as part of their mission to strengthen state arts agencies.

Components of the Professional Development Institute include

- Virtual and In-Person Workshops
- Community of Practice
- Hive Mentorship Program
- Informal networking and sharing
- Leader Clinics, which provide a framework for collaborative input from colleagues
- Targeted engagement
- Maintaining a Resource Hub with an archive of workshops, recordings, and resources

Throughout 2024, AFS expanded the Hive Mentorship Program to include newly hired FAPs; launched a Community of Practice to engage the recently-released Funding Choice Points guide produced by NASAA; engaged in targeted one-on-one outreach with new and onboarding FAPs; supported and produced programming for the NASAA convening in San Juan, Puerto Rico; and supported programming at the Annual Meeting of the American Folklore Society in Albuquerque, New Mexico.

Impact consultants Sonia MasSheva Mañjon (Chief Academic Officer, Pennsylvania Academy of the Fine Arts) and Rina Rossi (Independent) brought perspectives and expertise in mentorship, leadership development, and assessment to the 2024 PDI.

Mañjon led Hive Mentorship Program sessions exploring concepts (and differences between) coaching, sponsorship, and mentorship, as well as strategies (and prompts) for deepening mentorship conversations, as well as building relationships built on trust reciprocity rather than power. Mañjon facilitated a workshop focused on supportive structures for sustaining dynamic, multifaceted, grassroots cultural organizations and institutions at the 2024 NASA pre-conference, and a workshop at the AFS Annual Meeting titled, Strategies Towards Succession Planning: The Leader Clinic Process of Engagement.



Sonia MasSheva Mañjon leads her workshop at the AFS Annual Meeting titled, Strategies Towards Succession Planning: The Leader Clinic Process of Engagement American Folklore Society Annual Meeting 2024. Photos by Alan Burdette, Josh Weilepp, and Ian Turner.

Rina Rossi (Independent) co-planned and co-facilitated three Community of Practice (CoP) sessions engaging the Funding Choice Points document recently released by the National Assembly of State Arts Agencies. Each of the three sessions focused on two “choice points,” important decision points in the granting application process that can impact equity outcomes. Choice points discussed in each of the CoP sessions were drawn from a survey that Rossi designed to assess areas of work in which Folk Arts Partners had the most influence. Sessions focused on distributing grant announcements, providing technical assistance to applicants, designing community engagement criteria, designing artistic excellence criteria, recruiting review panelists, and training review panelists.

This year, cohort members Brad McMullen (chair), Taylor Burby, Kendall Henry and Lisa Higgins led a report-out about the 2024 National Assembly of State Arts Agencies at the Annual Meeting of the American Folklore Society. Co-sponsored by the AFS Independent Folklorists Section, the session brought lessons, insights, and adaptations learned from the biennial assembly to the AFS conference and was particularly aimed at sharing with graduate students, independent folklorists, and public folklorists. The session concluded with the launch of the AFS Independent Folklorists' Section's Directory Initiative.



Notable Folklorists of Color: Expanding the Frames Exhibition

In 2020, building on the success of the standing *Notable Folklorists of Color* standing exhibit at the 2019 meetings celebrating the 25th anniversary of the Cultural Diversity Committee, AFS staff graphic designer and webmaster Meredith McGriff met with curators Olivia Cadaval and Phyllis May-Machunda, to build an online AFS website for the 2019 *Notable Folklorists of Color: Remembering Our Ancestral Legacies* exhibition, so that this research could be shared more widely with AFS membership and with the broader community. As they reframed the original project, Phyllis and Meredith worked with AFS sponsored folklore graduate students (Gloria Colom Braña, Alexandra Sanchez) from Indiana University to enrich this project. Phyllis mentored Gloria on creating bibliographies of the scholarship by the first 25 BIPOC ancestor/scholars, while Meredith guided design work, and the photographic research and permissions.

In 2021 and 2022, Olivia Cadaval and Phyllis May-Machunda were joined by Sojin Kim to curate an expansion of the *Notable Folklorists of Color* exhibition. *Notable Folklorists of Color: Expanding the Frames—Contributions of BIPOC Ancestors to Folklore Studies*. While the 2019 exhibition featured folklorists who were members of AFS or worked in the federal folklore agencies, this expansion would feature 135 ancestor/scholars who contributed publications to folklore studies and mostly worked outside academia, within their communities. Over these two years, the curatorial team identified Latinx folklorists curated by Cadaval; Asian American and Pacific Islander folklorists curated by Kim; and Native American and African American folklorists, curated by May-Machunda. The curatorial team also recruited 50 current BIPOC folklorists and scholars from allied fields to write about these BIPOC folklore ancestors and edited each panel. In addition, AFS continued their sponsorship of the work of three folklore graduate students on the project (Gloria Colom Braña, Holly Mathews, Maria T. Lewis). May-Machunda met with them weekly or biweekly, mentoring the graduate students in researching the scholarship by this new set of ancestors. McGriff also mentored Maria Lewis in photographic research. McGriff designed the new panels for the expanded exhibition to coordinate with the first exhibition.

The *Notable Folklorists of Color* curatorial team introduced the expanded exhibition to AFS at the 2022 annual meeting in Tulsa. AFS hosted a lovely buffet reception to celebrate the opening of the exhibition and honor the current BIPOC scholars who contributed scholarship on the scholar/ancestors. In addition, AFS gave to the membership, a guiding essay booklet to the exhibition, “Recentering the Periphery, Coloring the Discourses, and Expanding the Frames”, written by Phyllis May-Machunda. Providing an interpretative context for the work central to the *Notable Folklorists of Color* initiative, it also defined concepts, listed the BIPOC ancestor/scholars, and the contributing current BIPOC scholars. The booklet was designed by Cecelia Halle from Smithsonian Center for Folklife and Cultural Heritage and generously paid for by the AFS Folklore Fellows. At these meetings, AFS also gave away card sets featuring a selection of the BIPOC scholar/ancestors.

In 2023, AFS continued to support the *Notable Folklorists of Color* initiative. The departure of Meredith McGriff from AFS staff for another job was devastating for the work of the initiative. As a result, the focus of the initiative’s work became to get the whole exhibition up online. May-Machunda worked with graduate student Holly Matthews to format and standardize the

bibliographies of scholarship by the scholar/ancestors. In 2023 and 2024, folklore graduate students Holly Mathews and Garima Plawat worked with AFS staff Cassie Patterson to upload panels into WordPress. Holly Mathew uploaded all the bibliographies. The curators finished writing additional sections to the site but unfortunately, AFS needs to hire a webmaster to update the WordPress website before more information can be added to the site.



In addition, Ebony Bailey joined the initiative to begin presenting educational workshops with the materials from the exhibition. She was joined by Anna Nogar in presenting a workshop at the 2024 AFS annual meetings in Albuquerque. Ebony Bailey joined the initiative to begin presenting educational workshops with the materials from the exhibition. She was joined by Anna Nogar in presenting a workshop about sharing and creating inclusive folklore pedagogy at the 2024 AFS annual meetings in Albuquerque. The workshop brought together panelists from across the field (Camille Acosta, Minuette Floyd,

David Todd Lawrence, Carmella Scorcio Pacheco, Laura Yohualtla Huiz Ríos-Ramirez, Dominique Rodríguez, and Elena Valdez) to discuss varied approaches to incorporating knowledge from folklorists of color and/communities of color in the classroom. Ultimately, the workshop sought to foster interdisciplinary networks and explore the following question: how, as a field, can we facilitate knowledge exchange among folklorists engaged in inclusive pedagogical work and support emerging folklorists in implementing inclusive and critical curricula, interdisciplinary research, and collaborative projects?

Learn more at <https://notablefolkloristsofcolor.org/>



2024 AFS ANNUAL REPORT

SECTION REPORTS

2024 Section Reports

Sections

The Society supports over three dozen sections for the exploration of special interests in our field. [Explore more about these sections](#), their work, and how to get involved.

AFS Sections / areas of focus

[African American Folklore Section](#)

[African Studies Section](#)

[Archives and Libraries Section](#)

[British Folk Studies Section](#)

[Chicano and Chicana Section](#)

[Children's Folklore Section](#)

[Comics and Culture Section](#)

[Creative Writing and Storytelling Section](#)

[Dance and Movement Analysis Section](#)

[Folk Arts and Material Culture Section](#)

[Folk Belief and Religious Folklife Section](#)

[Folk Narrative Section](#)

[Folklore and Education Section](#)

[Folklore and Historic Preservation](#)

[Folklore and Literature Section](#)

[Folklore and Museums Section](#)

[Folklore and Oral History Section](#)

[Folklore and Science Section](#)

[Folklore Latino, Latinoamericano, y Caribeño Section](#)

[Foodways Section](#)

[Graduate Student and Young Professional Section](#)

[History and Folklore Section](#)

[Independent Folklorists' Section](#)

[Jewish Folklore and Ethnology Section](#)

[LGBTQIA+ Section](#)

[Medieval and Early Modern Folklore Section](#)

[Mediterranean Studies Section](#)

[Music and Song Section](#)

Section conveners

Lamont Jack Pearley and Todd Lawrence.

-

-

-

Emily Castillo-Espinoza and Estevan Azcona

Brandon Barker

Erin Bahl and Andy Kolovos

Laura Marcus Green

Daniela Ivanova-Nyberg

Martha C. Sims

Margaret Kruesi, Andrea Kitta, Lynne McNeill,
and Tom Mould

-

Linda Deafenbaugh, Mary Sellers, and Lauren
"Lola" Hémard

-

Shelley Ingram and Todd Richardson

Michael Knoll (Interim Convener) and Vanessa
Navarro Maza

Dana Ernst

Charles LaShure; Daisy Ahlstone and

Stephen Locketto, Junior Conveners

Stef Garcia and Rachel González-Martin

Lucy Long and Ricki Saltzman

Ang DiNardo, and Sylas Alvarez

Simon Bronner

Cecelia Ottenweller and Karen Dietz

Simon Bronner and Amy K. Milligan

Andrea Glass-Heffner

Judith Lanzendorfer and Charlotte Artese

Sara Bell and Anna Lomax Wood

Hilary Warner-Evans

New Directions in Folklore	-
Nordic-Baltic Folklore Section	Anna Rue, Carrie Hertz, Micah Ling, and Mirva Johnson
Politics, Folklore and Social Justice Section	(no convener listed)
Public Programs Section	Naomi Sturm-Wijesinghe and Ellie Dassler
Socialist and Post-Socialist Area Studies Section-	
Space, Place, and Landscapes Section	-
Transnational Asia/Pacific Section	Ziying You, Senior Convener, and Garima Plawat, Junior Convener
Women's Section	Sue Eleuterio and Charli Brown

Section Reports

The following highlights are from select sections' 2024 activity reports. Each of these sections created a fresh–refreshed–opportunity for constructive and engaging interaction amongst its members.

Folklore and Museums Section

Convener: Michael Knoll, HistoryMiami Museum

This was a year of transition, with a handful of the more active members reenergizing the section. Michael Knoll served as the interim convener during this period and supported the active members as they began to fortify the structure of the section, reviewing and renewing some basic elements of section functionality. A highlight for the section was sponsoring the Museum Forum and Reception at the Maxwell Museum in Albuquerque, during the 2024 Annual Meeting.

Chicano y Chicana Section / Folklore Latino, Latinoamericano, Caribeño Section

Conveners: Estevan Azcona, University of Arizona, and Ruth Castillo Espinoza, University of Texas at Austin

Conveners: Rachel Gonzalez-Martin and Stefania Garcia, both University of Texas at Austin

At this year's Annual Meeting these sections co-hosted an event for the recipient of their Compañero de las Americas award given to a person who has contributed to the understanding of Latino, Latin American, or Caribbean folklore. and whose contributions fall within the context of the AFS annual meeting theme or venue. This year they honored santero artist Charlie Carrillo, born in Albuquerque, educated and still working in New Mexico. Carrillo's artistic focus is on "santeros' native techniques, values, and devotional spirit" (<https://santosofnm.com/>). In addition to the creative work about which he is passionate, he holds a doctorate in anthropology / archaeology (UNM). The joint effort of these sections brought together 35 people, both literally and figuratively, to enjoy Carrillo's art chat and acknowledgement of the award.

Mediterranean Studies Section

Conveners: Sara Bell, Vance-Granville Community College, and Anna Wood, Association for Cultural Equity

The section hosted a panel at the meeting in Albuquerque, organized by Sabina Magliocco and Anna Wood, honoring Luisa Del Giudice as a “researcher, scholar, cultural facilitator, organizer and advocate, non-profit founder and director,” who has focused her scholarship on the study of Italy, the U.S., and Canada, effectively locating “Italian diaspora culture on the folklore map.” A reception in celebration of Del Giudice, sponsored by the section, followed the panel.

In addition to acknowledging and feting a scholar dedicated to one of the focus areas of the section members, this was the inaugural year for the Fernand Braudel Prize for Outstanding Student Research in Mediterranean Folklore, awarded to Caroline Stampiaka for her paper “Embodied Wisdom: Traditional Healing and Vernacular Religion in Evros, Greece.”

Independent Section

Conveners: Cecelia Ottenweller and Karen Dietz

The Independent Section met monthly, via Zoom, on the third Thursday of every month. These gatherings included three special programs to support the work of the members of the section. These programs occurred during the section’s fall meetings: “A Guide to RFPs,” with Brad McMullen, “The Work of Life!” with Karen Dietz and William Patterson, and “Money Matters” with Sue Eleuterio. This use of virtual meeting space effectively brought together members with a range of backgrounds and practices to benefit from each other’s and experts’ experiences.



2024 AFS ANNUAL REPORT

FINANCIAL SUMMARY

Financial Summary

These figures reflect the financial activities of the American Folklore Society during the 2024 fiscal year, which ran from September 1, 2023, to August 31, 2024.

Expense figures allocate the cost of staff time as it was spent on each activity, instead of counting all staff time as administration.

Administration

Revenue \$188,338

Membership Dues \$88,538

Investments \$67,500

Gifts and Contributions \$25,500

Other \$6,800

Expenses \$160,187

Administration Net Income \$28,151

Annual Meeting *

Revenue \$171,045

(includes American Rescue Plan Org Grant Allocation: 30,000)

Expenses (including fee waivers and scholarships) \$198,600

Annual Meeting Net Income: -\$27,555

Projects

Revenue \$165,100

Expenses \$166,000

Projects Net Income -\$900

Publications

Revenue \$86,504

Expenses \$85,400

Publications Net Income \$1,104

Sections

Revenue \$20,770

Expenses \$19,743

Sections Net Income \$1,026

Total revenue \$631,757 **

Total expenses \$629,930

FY 2024 net income \$1,827

*These figures are from the November 2023 annual meeting in Portland, Oregon, which took place during FY 2024.

**Total revenue includes a \$50,000 draw from cash reserve investments.

Revenue and Expenses as Percentages of Total

Revenue

Sections 3%

Investments 11%

Gifts and Other 10%

Dues 14%

Annual Meeting 22%

Publications 14%

Projects 26%

Expenses

Sections 3%

Publications 14%

Annual Meeting 32%

Administration 25%

Projects 26%



2024 AFS ANNUAL REPORT

PARTNER AND DONOR ACKNOWLEDGEMENTS

Donors

The AFS Executive Board would like to thank the following Society members for their belief in our mission and their support of our work.

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These members have made gifts—either present contributions or future pledges—to the AFS Endowment Fund, thereby helping to sustain the permanence and strength of AFS and the field.

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To make a present gift to the AFS Endowment Fund, please visit: <https://americanfolkloresociety.org/donate-to-afs/>.

To discuss making a future pledge to the Endowment Fund, please contact executive director Jessica Turner at jturner@afsnet.org or 812.856.2346.

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The following members have generously donated to our Annual Meeting to sponsor students, artists, networking activities, special events, and offset our carbon costs and meeting fees. We could not do this work to convene the field without the generous support of individuals and organizations like you! We are grateful to:

Kath Currey
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Anna Wood

Acknowledgments

The following partners have provided generous support for the 2024 AFS Annual Meeting:

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Arkansas Folk and Traditional Arts, University of Arkansas Libraries Special Collections

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