Name: Daniel Goldmark

Department: Music

Additional Faculty/Staff involved: 

Project Title: International Exchange Program in Popular Music Studies

Brief Description of Project (100 words or less):
I am proposing to bring together the directors of several programs on the study of popular music from around the world with the purpose of discussing and devising an international exchange program, which would serve graduate students and CWRU's Center for Popular Music Studies.

Total Funds Requested: 7500

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International Exchange Program in Popular Music Studies  
Daniel Goldmark, Department of Music

This proposal is to request funding to help in the planning stages for an international exchange program in popular music studies. Most of the funding would support a symposium to discuss varying disciplinary approaches to popular music studies amongst the major academic centers for such work: the University of Turku (Finland), the University of Liverpool (UK), the University of Western Ontario (Canada), and CWRU. Part of the funding would allow me to visit the International Institute for Popular Culture at the University of Turku. The ultimate goal of these visits is to bring the leaders of these programs together and work out the details of possible exchange programs between the academic programs in popular music studies that each of these schools offer. The resulting program would benefit CWRU students by providing new academic and professional opportunities to them, as well as raising CWRU’s status as a leader in popular music studies internationally.

Summary of the proposal
CWRU’s Center for Popular Music Studies (CPMS) is unique in that it is the only program in any university in the United States with a specific focus on popular music. (Popular music is often defined as music that has a wide appeal, is made available through mass distribution (i.e., the music industry), and created for a mass audience.) Since the program’s inception in 2010, it has organized several small symposia at CWRU, sponsored research fellowships, and created undergraduate and graduate curricula for concentrations in popular music studies.

Creating an exchange program with other popular music studies programs around the world would be a first in the discipline, as no similar system exists. Such a program would give our students an opportunity to take courses in a foreign country, which would expose them to an international faculty and scholars, expand the students’ network of colleagues by meeting and working with other students, and faculty, as well as expand their understanding of how scholars discuss, critique, and research popular music. One specific advantage of having CWRU music students take courses at any of the universities with whom we are hoping to build a partnership is that they all have very strong programs in critical theory, which is not one of CWRU’s strengths. The CWRU graduate student who spends a semester or year abroad will thus gain not only a more international perspective on a broad spectrum of topics, but also a stronger knowledge base in particular areas.

For the exchange student who visits CWRU, the University in general and the CPMS have much to offer. Besides the strong faculty, which, in conversation, one of the colleagues abroad described as “all stars in popular music studies and cultural music research,” the CPMS has the great fortune of being geographically located amongst major archival collections. I anticipate one of the major selling points of bringing students to CWRU will thus be the resources offered by the Rock and Roll...
Hall of Fame and Museum. The Rock Hall’s Library & Archives is the single largest archival collection dedicated to popular music anywhere in the world. Its holdings include the papers of major record companies, music industry executives, and performers. Likewise, the Library’s holdings focus on writing about popular music of all genres from academic, journalistic, and popular perspectives. I have already approached the Director of the Rock Hall’s Library & Archives (Andy Leach) about the possibility of students from other programs coming to work or even serve research assistantships at the facility; he was more than enthusiastic about the opportunity. The Vice President of Education for the Rock Hall (Lauren Onkey) is also supportive of the program.

The exchange program would be framed as an opportunity to conduct research not just at CWRU or in Cleveland, but also as a means to take advantage of the various resources the greater area has to offer. Unique archives at the Cleveland Public Library, the Ohio State University, the University of Pittsburgh, and even the University of Michigan (to name just a few) are within close enough driving range to make them accessible to students who come to work for a semester or year. Another major archival asset in the area is the Ray & Pat Browne Library for Popular Culture Studies at Bowling Green State University. This collection, the largest of its kind in the country, focuses on all forms of material culture, including posters, advertisements, comic books, fan magazines, dolls, greeting cards, matchbooks, photos, and scripts, to name just a few. These resources, available locally and within several hours drive, would therefore present an excellent opportunity for students to work with archival materials in often renowned collections.

To facilitate the discussion about the challenges and issues involved in creating such a program, I am proposing hosting the directors of the programs named above at CWRU for three days. The visit would begin with a daylong symposium; each invited participant would be asked to make a presentation on the strengths and/or assets of their particular program. I foresee several topics for discussion:

- Assets and liabilities of popular music studies
- Popular music and popular culture studies at the university level
- Assets and liabilities of the specific programs represented
- State of the field—current research, publications, etc.
- How an exchange program at the grad level might work

Besides the program leaders attending the symposium, I would ask Andy Leach (Archivist at the Rock Hall Library) and Lauren Onkey (VP of Education at the Rock Hall) to participate, as both have extensive experience in popular music and/or popular culture studies, and both institutions would be expected to take part in the exchange program; their input and involvement would thus be essential to the process. The symposium would be open to the public; graduate students in popular music studies at CWRU—and anyone else interested—would be invited to attend the symposium as spectators. The remainder of the time in Ohio would be spent
visiting the various archives described: one day at the Rock Hall and the Library & Archives, and one day at the Popular Culture Studies library at BGSU.

**Outcomes expected by the project**
What I hope to gain from gathering the program leaders in one place is the following:

1. Generate interest in creating the exchange program
2. Determine which of the institutions hope to take part
3. Create a vision for the program
4. Outline what curricular exchanges might be offered by each institution
5. Discuss possible strategies for fundraising

Another reason for bringing the program leaders to Cleveland is to educate the group about the many exciting research and archival resources and opportunities their students would gain from coming to CWRU (and Ohio).

**Plan for sustainability**
Once a plan for an exchange program is devised, we will seek funding support from the College of Arts and Sciences, as well as from the Provost. The representatives of the various programs have already expressed their intent to seek financial support from their colleges and administrators.

**Explanation of how this benefits CWRU as a whole**
Two components of the mission statement of the CPMS are supporting collaboration amongst historians of popular music, and providing opportunities to graduate students to learn about popular music in an active, critically robust program. The presumptive exchange program that will be created will not only bridge geographic as well as disciplinary distances between the programs in question, but will provide our students (and those of the other schools) the opportunity to pursue their studies in unique settings that will give them significant advantages when they enter the professional realm.

Finally, no formalized exchange program for the study of popular music exists. By taking the lead and beginning a conversation between not two but four programs, CWRU becomes the recognized leader in a new approach to interdisciplinary and international studies in music.
Separate, detailed budget including secured funding from other sources or potential funding partners, if applicable.

Detailed Budget

Symposium
Travel to Cleveland for John Richardson, University of Turku- $1600
Three nights at Glidden House @ $139/night + tax- $450

Travel to Cleveland for Keir Keightley, University of Western Ontario- $150
Three nights at Glidden House @ $139/night + tax- $450

Travel to Cleveland for Norma Coates, University of Western Ontario- $150
Three nights at Glidden House @ $139/night + tax- $450

Travel to Cleveland for Sara Cohen, University of Liverpool- $1100
Three nights at Glidden House @ $139/night + tax- $450

Food for all participants during stay- $20/meal-
(breakfast included at Glidden House) $500

Shuttle service to and from BGSU- $300
Welcome reception- $300

Other travel
Travel to Turku, Finland to visit/assess facilities of International Institute for Popular Culture $1600

Total required $7500
Total requested $7500
**Project Timeline**

mid-January 2015 - Formally invite participants to campus; set up appointments at Rock and Roll Hall of Fame, Rock Hall Library and Archive, BGSU

May 20-23, 2015 - Symposium on popular music studies

- May 21: Symposium on CWRU campus, to take place in Harkness Classroom; welcome reception that evening
- May 22: Site visits to Rock and Roll Hall of Fame & Museum and Rock Hall Library & Archive
- May 23: Site visit to Popular Culture Archive at BGSU

June 2015 - Begin drawing up plans for exchange programs (based on results of symposium)

August 2015 - Propose exchange program to International Affairs and CAS
Dear Sharon Burke,

I write in full support of the proposal submitted by Daniel Goldmark for a 2015 Faculty Seed Grant from the Center for International Affairs. Professor Goldmark has recently been named director of the Department of Music’s Center for Popular Music Studies, and funding from a Faculty Seed Grant would enable him to develop productive and sustainable relationships between our Center and many of the world’s top scholars and students of popular music.

Specifically, Goldmark seeks to build ongoing exchange programs between CWRU’s Center for Popular Music Studies and similarly vital centers based in Canada, England, and Finland. Given the sterling reputation Goldmark enjoys as a preeminent popular-music scholar, his close working relationship with the leaders of Cleveland’s Rock and Roll Hall of Fame and Museum, and the contacts he has already forged with like-minded researchers throughout the globe, I have no doubt that his proposed collaborations would be well received by the relevant partners. Most important apropos of the guidelines established for your grant, I am confident that Goldmark’s project could be maintained and grown over time. Once up and running, such exchanges would reflect positively on the Department of Music, the Center for International Affairs, and CWRU in general. For all of the reasons cited above, Daniel Goldmark’s proposal strikes me as ideal for and worthy of a Faculty Seed Grant. Thank you for giving it its due consideration.

Sincerely,

Professor and Chair

November 28, 2014