

Mass Culture Gathering

Topic	Mass Culture Collaborative Initiative: adding Saskatchewan's Voice		
Date	22 September 2018	Location	MacKenzie Art Gallery – Regina, Sask.
Participants	Public Don List – Saskatchewan FilmPool Eric Eggerston – Blue Sky Cultural Connection Gary Robins– Blue Sky Cultural Connection Luke McConnell – Senior Policy Analyst Ministry of Parks, Culture, and Sport Michael Jones – Saskatchewan Arts Board Mike Burns – ACTRA Peter Sametz – Saskatchewan Orchestral Assoc Rose Gilks – SaskCulture Sandra Massey – Heritage Saskatchewan Wendy Nelson – CARFAC SK		SAA Board/Staff Daniel Parr – Saskbooks Jim Hodges – Roadside Attractions Kathryn Rickets – SAA President Kelley Jo Burke – SAA Past President Marnie Gladwell – SAA Executive Director Risa Payant – Common Weal Community Arts
Notetaker(s)	Jessica Riess, SAA Communications and Outreach Officer		
Facilitator(s)	Dr. Ian McWilliams, SAA Research Officer		
Question(s)	What national-level research would Saskatchewan people like to see done? and/or What research questions would we like to see explored on a national level?		
Perspectives and thoughts	We purposely took a broad approach in terms on our questions and welcomed specific responses to the <i>Mass Culture Phase One Report</i> (suggested reading for this Gathering). First, there were general questions about the initiative (Mass Culture = M/C): <ul style="list-style-type: none"> • To be clear: what is meant by culture? Art and Culture are not interchangeable terms. Does it <i>include</i> Heritage or is that specific to culture? • On guiding cultural policy: What is the aim? What is it aiming to influence? Legislation, practice, decision making? • CCA closed left a research gap and Canadian Arts Coalition doesn't fill that gap – perhaps M/C Research can fill this gap • When you get to the federal level, there isn't one group that can speak for the community as a whole. Difficult to do, but if Mass Culture could do this it would be beneficial. Like the Saskatchewan Arts Alliance –be a collective voice – working together – speaking for the whole – instead of competing with each other • Who is M/C speaking to? Are they interested only in research or also advocacy? It has to be research that answers a question – be careful not to get lost in the research. Moving on more specifically to the questions of the day: <ul style="list-style-type: none"> • Big question – at this stage – because it is so politicized – NAFTA – is culture on the table or not – regarding tariffs – how vulnerable is culture? What filter through the media is that Americans are unhappy about culture not being on the table – Canadians happy about it – an international trade agreement – what research is not going to spring up in the next 90 or so day, but regarding with cultural protection in terms of trade – international or • Changing of the Copyright Act – a refresh of what this could mean for the sector – hearings going on right now in Ottawa re: residual copyright. • In relation to requirements for symphony orchestra to have a national try outs before international try outs – copyright – was there national research regarding changes to copyright and photography Specifically reacting to the name “Mass Culture” <ul style="list-style-type: none"> • The name implies some sort of homogenized culture when my sense of the conversation is actually focussed on the arts; the most overt forms of individual identity and communication; whereas culture broadly understood is massively complex and diverse. 		

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	<ul style="list-style-type: none"> • “Mass” has a potentially derogatory tone – generic and general – “mobilization” seems better • But it can also be “Mass” as in “critical mass”
<p>What research would be useful?</p>	<ul style="list-style-type: none"> • Stats Canada and the data collected must reflect the realities of cultural identity – individual and collective. • Definitions are hard on Saskatchewan artists. It is hard to find SK artists who can define themselves as artists depending on Stats Canada’s definitions of artists (by the majority of wages/work-hours). This is true across the country – urban and rural – voices are being missed, especially young and indigenous. Small populations in rural areas are difficult to track generally. <ul style="list-style-type: none"> • Look into these definitions to change • What is considered art, culture, and heritage? • “Community-led cultural research” implies local relevance rather than national interests. Nevertheless – [it is important to be] measuring the impact of the arts on sense of community and belonging, ideas of citizenship and social responsibility. • Cultural appropriation regarding indigenous and newcomer culture – who is telling our stories and who has the right to tell those stories? • RE: TRC – How is this being addressed in national cultural policy? Provincially have these policies that looked at the TRC – regarding the decolonization of our institutions. Compare these policies across provinces. What are the commonalities? Most of these policies are outdated. What happens to these policies once they have been written? <ul style="list-style-type: none"> • Re: copyright – hybrids and appropriation – what is that line? Heritage and culture – that relationship with the indigenous populations is a large issue in Saskatchewan. • What does comparative information/research looks like? • It would be useful to have a depository of information and comparisons available to organizations. • A true network of researchers connected to ongoing and past research that local and national organizations can tap into and learn from – know what is being done and where – common vernacular to aid in projects and grants. <ul style="list-style-type: none"> • Universities tend to have these networks. • What are the characteristics of a strong cultural economy – ecosystem? • Access to resources – how does financial input/donation affect that ecosystem and the institution in question? <ul style="list-style-type: none"> • How are things connected regarding funding and non-funded • This makes the voices at the table important – the youth and indigenous – those who are not traditionally at the funding table • Look at the past to plan for the future • Policy creation must be fluid to adapt to the changing cultural map, cultural plans constantly updated
<p>Whose voices are needed?</p>	<p>Everyone Youth Rural voices Indigenous Educators Patrons Mid-range artists who are mid-career, middle age From outside the arts and culture – people who value the arts, patrons – those who are not in the arts Disabled individuals Again what is the definition of culture? heritage? There is a lot of fluidity regarding mass culture in Canada – are we in the right place – trying to form an organization Mass immigration – how does this effect research Organizations that have arrived late to funding structures and are now at a disadvantage.</p>

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	<p>There is an indigenous research forum going on this week [] at the UofR this week. [Details: <i>Indigenous Research Showcase Week</i> – Sept. 23-28th, a joint initiative with the University of Regina and its three federated colleges (First Nations University of Canada, Campion College, and Luther College.)</p>
Resources & Links (mentioned during discussion or shared afterwards)	<ul style="list-style-type: none">• CADAC• Createquity: A cultural think tank to see cultural trends – resources still online• First Nations University of Canada (FNUNIV)• SPAR (Saskatchewan Partnership for Arts Research)• Hill Strategies• Universities have a network of connections and research specialists
What else happened during and after the Gathering?	<ul style="list-style-type: none">• Gathering happened after SAA's <i>AGM and Community Forum</i> – included a presentation/discussion about Universal Basic Income.• General discussion about the desire for access to good, local statistics.