IFAM Public Relations Report, January 2019 - July 2019

Over 115 Print Stories, Calendar Listings, and Broadcast Features syndicated to over 1,850,000 Media Outlets

I. International Folk Art Market Coverage

Main Print + Digital Stories:

To run. The New York Times: Feature story by Guy Trebay


April 19, 2019. SantaFe.org: Feature blog “This Summers Must See Markets, Festivals & Exhibitions” (https://santafe.org/blog/summer-markets-festivals-exhibitions/)


June 28, 2019. TravelZoo: Top destination to travel to “The Best Places to Travel in July” (https://www.travelzoo.com/blog/the-best-places-to-travel-in-


July 2019. Local flavor: Included in the popular Art beat section (http://www.localflavormagazine.com/art-beat-july-19/)


July 6, 2019. **The Santa Fe New Mexican**: Editorial by Inez Gomez “The world is in Santa Fe; let’s embrace it” ([https://www.santafenewmexican.com/opinion/editorials/the-world-is-in-santa-fe-let-s-embrace-it/article_f607c12d-8e4b-567c-ad0c-8af38858e8bf.html](https://www.santafenewmexican.com/opinion/editorials/the-world-is-in-santa-fe-let-s-embrace-it/article_f607c12d-8e4b-567c-ad0c-8af38858e8bf.html))


July 7, 2019. **The Santa Fe New Mexican**: Market Guide mentioned on the cover


July 11, 2019. The Santa Fe New Mexican: Cover story of Local & Region section “Annual Folk Art Market Launches” (https://www.santafenewmexican.com/news/local_news/annual-folk-art-market-launches/article_c9feb71c-aa2a-51f6-88db-e01c98b03a42.html)


Associated Press story syndicated to 1,730,000 media outlets, including the following:


commerce-world-peace-inside-the-international-folk-art/article_4a9138b3-018b-5885-a567-d1089aa6a0fa.html


July 12, 2019. Albuquerque Journal: Cover photo “Tapestry master” with caption


July 13, 2019. The Santa Fe New Mexican: Pasapick on the cover “International Folk Art Market”


July/August 2019. Elle Décor: Featured photo and paragraph in the magazine “The Must-See Exhibitions on our Summer Calendar”


Summer 2019. Tumbleweeds: Feature story “At International Folk Art Market, Sunday is geared toward families”


Summer 2019. Green Fire Times: Feature Story

Zuma Press: Photos posted to Zuma Press

Feature Radio and Television Stories:

TO AIR. PBS News Hour: Feature on Market

June 23, 2019. PBS Report From Santa Fe: Interview with Stuart Ashman and Judith Espinar “International Folk Art Market” (https://www.pbs.org/video/international-folk-art-market-pqs8py/?fbclid=IwAR2wOqxsR5i-13UPkEeEgE_4fvbKPhk_iucMmdH9yhq7dFLWDPFP7FpNm0)

Also aired on:

- Saturday night, June 22, 2019, 6:00 p.m. for the entire east side of the state, on Channel 3, KENW-TV, the PBS station in Portales. STATEWIDE the DISH-TV network also airs it on Channel 3 at this time.
- Sunday morning, June 23, 8:00 a.m. for Las Cruces and the Southern part of the State, on KRWG-TV, the PBS station in Las Cruces, Channel 22.
- Sunday morning, June 23, 8:00 a.m. for Albuquerque and Santa Fe and all of Northern New Mexico, on Channel 5, KNME-TV, the PBS station in Albuquerque.
- Sunday afternoon, June 23, 4:30 pm Channel 9.1 for Albuquerque, Santa Fe, and Northern NM (Ch.9.1 (over the air), can also be seen on Comcast Cable Ch. 204 HD -or on DISH on Ch. 9 or 8825 HD)
- Sunday evening, June 23, 5:30 p.m. STATEWIDE on DirecTV cable, tune in to Channel 3.
- Heard on the radio on Monday morning, June 24, 9:30 a.m. KANW-FM, 89.1 over the air and streaming online.

July 12, 2019. PBS New Mexico in Focus: Feature on the Volunteers of IFAM. Interviews with Stuart Ashman, Sandra Wylie, Laurie and Michael Vander Velde, Gloria Silver, and Jayna Varghese “16th International Folk Art Market In Santa Fe” (https://www.newmexicopbs.org/productions/newmexicoinfocus/16th-international-folk-art-market-in-santa-fe/)


Also aired on:

- Saturday night, July 20, 2019, 6:00 p.m. for the entire east side of the state, on Channel 3, KENW-TV, the PBS station in Portales. STATEWIDE the DISH-TV network also airs it on Channel 3 at this time.
- Sunday morning, July 21, 8:00 a.m. for Las Cruces and the Southern part of the State, on KRWG-TV, the PBS station in Las Cruces, Channel 22.
- Sunday morning, July 21, 8:00 a.m. for Albuquerque and Santa Fe and all of Northern New Mexico, on Channel 5, KNME-TV, the PBS station in Albuquerque.
- Sunday afternoon, July 21, 4:30 pm Channel 9.1 for Albuquerque, Santa Fe, and Northern NM (Ch.9.1 (over the air), can also be seen on Comcast Cable Ch. 204 HD -or on DISH on Ch. 9 or 8825 HD)
- Sunday evening, July 21, 5:30 p.m. STATEWIDE on DirecTV cable, tune in to Channel 3.
- Heard on the radio on Monday morning, July 22, 9:30 a.m. KANW-FM, 89.1 over the air and streaming online.


June 27, 2019. Coffee and Culture with Jennifer Villela: Interview with Judith Espinar and Mary Littrell “Judith Espinar & Mary Littrell from The International Folk Art Market”  
(https://santafe.com/ktrc/podcasts/judith-espinar-mary-littrell-from-the-international-folk-art-market)

(http://livingfromhappiness.libsyn.com/)

July 5, 2019. Wake Up Call with MK Mendoza: 30 minute interview with Stuart Ashman on the morning show

July 5, 2019. Best Cultural Destinations Podcast by Meg Pier: “Podcast Interview with Phoebe Lasoi Salau, Maasai Bead Artisan of Kenya”  
(https://bestculturaldestinations.com/podcast/interview-maasai-bead-artisan-kenya)

(https://santafe.com/ktrc/podcasts/stuart-ashman-judith-espinar-on-the-international-folk-art-market)

July 9, 2019. The Big Show with Honey Harris: Interview with Keith Recker and Porfirio Gutierrez

July 10, 2019. Santa Fe Reporter: Top Picks “SFR Picks-Week of July 10”  
(https://www.sfreporter.com/arts/sfrpicks/2019/07/10/sfr-picks-week-of-july-10/)


July 12, 2019. KRQE: News report “Santa Fe prepares for International Folk Art Market”  

July 12, 2019. KANW 89.1 FM: News report “Latest New Mexico news, sports, business and entertainment at 3:20 a.m. MDT”

July 15, 2019. Happiness in Action with Melanie Harth: Interview with Mary Littrell “Maya Women Change Lives Through Art” Interview with Mary Littrell (http://livingfromhappiness.libsyn.com/)

General Other Coverage:


July 12, 2019. El Pais Vallenato: “Chimichagua’s mat arrives at the world’s largest popular fair” (https://www.elpaisvallenato.com/2019/07/12/la-palma-de-esta-de-chimichagua-llega-a-la-feria-popular-mas-grand-el-mundo/)

July 13, 2019. Hora724.vom: “Handicrafts of the Atlantic are exhibited at the International Folk Art Market, the largest art fair in the world” (http://www.hora724.com/artesanias-del-atlantico-se-exhiben-en-el-international-folk-art-market-la-feria-de-arte-mas-grande-del-mundo/)

July 19, 2019. Thrums Books: “This is What World Peace Looks Like” (https://thrumsbooks.com/this-is-what-world-peace-looks-like/)


In Out Viajes: “Salvatore Ferragamo presenta su colección renovada e inspirada en el desierto” (https://www.inoutviajes.com/noticia/9799/)


June 19, 2019. SantaFe.org: “July is Festival Season in the City Different” (https://santafe.org/blog/july-events/)


II. Calendar Listings

In addition, we placed more than 160 online calendar and event listings for: the Wednesday Night Mandela Welcome Reception and Book Signing, the Thursday night Artist Procession and Free Concert, the Friday Market Opening Party, Saturday Early Bird Market, Saturday Market, Sunday Market Community and Family Day.


Asianart.com:
(http://asianart.com/eventcalendar/index.php?method=Detail&Id=17605&)

Cowboys & Indians: (https://www.cowboysindians.com/event/international-folk-art-market-santa-fe-friday-market-opening-party/)
(https://www.cowboysindians.com/event/international-folk-art-market-santa-fe-early-bird-market/)
(https://www.cowboysindians.com/event/international-folk-art-market-santa-fe-saturday-market/)
(https://www.cowboysindians.com/event/international-folk-art-market-santa-fe-community-family-day/)
Eventful.com:  
(http://eventful.com/santafe/events/international-folk-art-market-santa-fe-artist-proce-/E0-001-126834141-3)  
(http://eventful.com/santafe/events/international-folk-art-market-santa-fe-friday-marke-/E0-001-123154618-2)  
(http://eventful.com/santafe/events/international-folk-art-market-santa-fe-early-bird-m-/E0-001-123154733-0)  
(http://eventful.com/santafe/events/international-folk-art-market-santa-fe-saturday-mar-/E0-001-123154758-9)  
(http://eventful.com/santafe/events/international-folk-art-market-santa-fe-sunday-marke-/E0-001-123154794-1)

FairsAndFestivals.net:  

Festival Net:  

Festivals.com:  
(https://www.festivals.com/international-folk-art-market-santa-fe-friday-market-opening-party--5714/)  
(https://www.festivals.com/international-folk-art-market-santa-fe-early-bird-market--5715/)  
(https://www.festivals.com/international-folk-art-market-santa-fe-saturday-market-5716/)  
(https://www.festivals.com/international-folk-art-market-santa-fe-community-and-family-day--5717)

First American Art Magazine:  
(https://firstamericanartmagazine.com/calendar/)

GuestLife:  
(https://www.guestlife.com/events/international-folk-art-market-santa-fe-early-bird-market-at-museum-hill/)

KRWG New Mexico and Texas: (Mandela Welcome Reception submitted, not yet live.)
(https://www.krwg.org/community-calendar/event/488609)
(https://www.krwg.org/community-calendar/event/442958)
(https://www.krwg.org/community-calendar/event/455343)
(https://www.krwg.org/community-calendar/event/455345)
(https://www.krwg.org/community-calendar/event/455347)

KSFR: (Mandela Welcome Reception submitted, not yet live.)
(https://www.ksfr.org/community-calendar/event/488617)
(https://www.ksfr.org/community-calendar/event/442949)
(https://www.ksfr.org/community-calendar/event/455325)
(https://www.ksfr.org/community-calendar/event/455328)
(https://www.ksfr.org/community-calendar/event/455332)

KUNM: (Mandela Welcome Reception submitted, not yet live.)
(https://www.kunm.org/community-calendar/event/488640)
(https://www.kunm.org/community-calendar/event/442955)
(https://www.kunm.org/community-calendar/event/455334)
(https://www.kunm.org/community-calendar/event/455336)
(https://www.kunm.org/community-calendar/event/455339)

(https://themagsantafe.com/event/international-folk-art-market-santa-fe-friday-market-opening-party/)
The Santa Fe Reporter: (https://calendar.sfreporter.com/cal/1566170)
(https://calendar.sfreporter.com/cal/1566169)
(https://calendar.sfreporter.com/cal/1566171)

Tumbleweeds: (http://www.sftumbleweeds.com/calendar.html)

Santa Fean: (Mandela Welcome Reception, submitted, not yet live.)
(https://calendar.santafean.com/#/?i=3)
(https://calendar.santafean.com/#/?i=5)
(https://calendar.santafean.com/#/?i=7)
(https://calendar.santafean.com/#/?i=7)
(https://calendar.santafean.com/#/?i=8)

SantaFe.com: (Mandela Welcome Reception submitted, not yet live.)
(https://santafe.com/calendar/07-12-2019)
(https://santafe.com/calendar/07-14-2019)

SantaFe.org: (https://santafe.org/Calendar/)

(http://www.spingo.com/calendar/event/7638180-market-opening-party?radius_miles=100&location=87501-santa-fe&sections=all&date=2019-07-10)
(http://www.spingo.com/calendar/event/7638181-early-bird-market?radius_miles=100&location=87501-santa-fe&sections=all&date=2019-07-10)
We Also Placed Stories and Calendar Items in the Following Summer Guides:

THE Magazine Summer Exhibition Guide
Bienvenidos
The Essential Guide
The Collectors Guide
Santa Fe Bandstand
Inside Santa Fe

III. National and Regional Meetings and Interviews

Scheduled and Conducted 12 New York City Press Meetings

Architectural Digest - Madeline O'Malley, Market Editor
Interested in including the Market in a new online column

Conde Nast Traveler - Laura Redman, Deputy Digital Director
Interested in covering the Market. Laura is leaving soon to join AFAR Magazine and wanted to cover the Market there too

CNN - Fareed Zakaria
Very positive response

Art Market Monitor - Marion Maneker, Editor
Offered to do both an online story and podcast as well as introduce us to Sotheby's Home director for possible collaborations

Harper's Bazaar - Deborah Needleman, Editor at Large
We had a great lunch and Deborah would like to help us in any way she can
The Art Newspaper - Gabriella Angeleti, Staff Reporter & Margaret Carrigan, Deputy Art Market Editor
They will do a preview story and would like to come to the Market

Endless Vacation Magazine - Bree Sposato, Editor in Chief & Jessen O’Brien, Associate Editor
They are interested in doing a piece on the Market and possibly coming this summer. The publication has a subscription base of over 3 million

Forbes Life Online - Michael Solomon, Editor & Karla Alindahao, Writer
They will do a preview story online

The New York Times - Guy Trebay, Art Critic
Guy is very interested in coming to the Market this year. He is one of the most respected art and culture writers at the Times. It would be a huge win for us if he covered the Market.

Elle Décor - Ingrid Abramovitch, Features Director
They were very excited about the Market. This year would likely be an online piece and they may come to the Market for a larger piece for 2020

Quintessence - Stacey Bewkes, Blogger
Stacey loved the idea and posted a picture of our meeting on her popular blog. She may be out of town for this year's Market but is putting it on her calendar for 2020

The Magazine Antiques - Elizabeth Pochoda, Contributing Editor
Elizabeth committed to a piece in the Magazine Antiques and she will also work to place a story in HyperAllergic or possibly the Atlantic. We are getting her more information and she would like to come to the Market

Scheduled and Conducted Over 100 Interviews and Background Meetings

Patricia Hopkins of Bienvenidos interviewed Stuart Ashman – January 29, 2019

Tracy Mobley Martinez, Editor of Pasatiempo interviewed Stuart Ashman and Carmella Padilla – April 23, 2019

Megan Bennett of Albuquerque Journal North interviewed Stuart Ashman and Keith Recker – April 24, 2019
Richard Eeds, Host of The Richard Eeds Show interviewed Stuart Ashman – April 29, 2019

Matt Grubs, Producer of PBS In Focus meet with Stuart Ashman – April 30, 2019

Kathaleen Roberts, Arts Editor of the Albuquerque Journal meet with Stuart Ashman – May 1, 2019

Richard Towne, Chanda Shaw, and Erin Brown of KUNM meet with Stuart Ashman – May 1, 2019

Kathleen McCleery, Producer of PBS News Hour meet with Stuart Ashman – May 1, 2019

Rebecca Stadlen Amir of Architectural Digest interviewed Peter Speliopoulos and Vera Vandenbosch – June 12, 2019

Megan Bennett of the Albuquerque Journal North interviewed Meridel Rubenstein about Nature Iraq – June 13, 2019

Megan Bennett of the Albuquerque Journal North interviewed Jassim Al-Asadi of Nature Iraq – June 14, 2019

Meg Pier, Host of Best Cultural Destinations interviewed Phoebe Lasoi – June 15, 2019

Lorene Mills, Host of Report From Santa Fe interviewed Stuart Ashman and Judith Espinar – June 17, 2019

Jennifer Levin of Pasatiempo interviewed Stuart Ashman, Sandra Wylie, Keith Recker, and Cristin McKnight – June 17, 2019

Kathaleen Roberts of the Albuquerque Journal interviewed Ivan Dimitrov and Carmella Padilla – June 19, 2019

Lynn Cline, Host of Cline’s Corner interviewed Stuart Ashman and Kenny Mann – June 21, 2019

Jennifer Villela, Host of Coffee and Culture interviewed Judith Espinar and Mary Littrell – June 26, 2019
Meg Peir, Host of Best Cultural Destinations interviewed Rupa Trivedi – June 28, 2019

Melanie Harth, Host of Happiness in Action interviewed Peggy Gaustad – June 28, 2019

Matt Grubs, Producer of NM PBS In Focus interviewed Stuart Ashman, Sandra Wylie, Laurie and Michael Vander Velde, Gloria Silver, Jayna Varghese

Megan Kamerick of KUNM News interviewed Keith Recker – July 6, 2019

Megan Kamerick of KUNM News interviewed Porfirio Gutierrez and Phoebe Lasoi – July 8, 2019

Megan Kamerick of KUNM News interviewed Rupa Trivedi – July 10, 2019

Lorene Mills, Host of Report from Santa Fe, interviewed Ndaba Mandela and Teddy Warria – July 11, 2019

Tom Trowbridge, Host of Wake Up Call interviewed Ndaba Mandela and Teddy Warria – July 12, 2019

Carolina Balbiani interviewed Phoebe Lasoi, Rupa Trivedi, and Florencia Espinal Ramirez and Vicente Castillo Dionicio – July 11, 2019


Kathleen McCleery of PBS News Hour interviewed Stuart Ashman, Mary Tafoya, Karen Gibbs, Phoebe Lasoi, Porfirio Gutierrez, Andrea Usai, Ndaba Mandela, as well as other artists at Mentor to Market – July 10-14, 2019

IV. Press Material Development

Wrote/Distributed/Pitched 19 Press Releases and Background Sheets

- New CEO Release: “Celebrated Arts Leader Stuart Ashman Takes the Helm at the Santa Fe International Folk Art Market”
• Feature Release: “16th Annual International Folk Art Market”
• 50 Countries Release: “50 Countries at the International Folk Art Market Santa Fe”
• Mentor to Market Release: “International Folk Art Market Santa Fe Mentor to Market Programs for Master Artists”
• Children’s Passport Project Release: “The Children’s Passport Project At The International Folk Art Market Santa Fe Returns In 2019”
• Calendar Release ‘The World’s Largest Folk Art Festival is a Must-See for Art and Culture Lovers”
• Artist Procession and Live Music Release: “Celebrated Musician Frank Leto and his band PANdemonium to Play at the 2019 International Folk Art Market Community Celebration”
• Expert Spokespeople Release
• Honorary Chair Release: “Nurturing New Generations of Cultural Leaders and Peacemakers”
• Sustainability Sunday Release: “Sustainability Sunday at the International Folk Art Market Santa Fe”
• Museum Partners Release: “An American Experience Five Folk Artists, Five Cultural Partners”
• New Director of Advancement Release: “The Santa Fe International Folk Art Market Hires Melissa Mann as Director of Advancement”
• IFAM Artist Preview and Luncheon Release
• Drafted script for Ekit
• Finalized changes to the Ekit page
• Curated photos for media
• Multiple press letters
• Impacts Fact Sheet
• Behind The Scenes Statistics

Press Passes and Media Invitations

Over 100 journalists attended the Market
CHC distributed 175 passes for IFAM 2019

V. Other Stories to Come:

Melanie Harth of KSFR: 3-5 shows from Market artist interviews
Selvedge Magazine
Surface Magazine
Pure Inspiration
VIVA GLAM MAGAZINE
Ornament Magazine
Interweave Magazine
Handwoven Magazine
Land Water People Time
Green Fire Times Online Report
Couturing Traveller
Santiva Chronicle