

## What is Catskill Waters?

[Catskill Waters](#) is a social art project about stories of the Ashokan, Neversink, and Rondout Watersheds. While highlighting people and issues in the communities around the watersheds, we bring disparate communities together with the transformative power of art through shared experiences.

## Is Catskill Waters a not-for-profit project?

Yes. Catskill Waters is sponsored by Fractured Atlas, a 501(c)(3) public charity. Contributions for the purposes of Catskill Waters are tax-deductible to the extent permitted by law.

## Is Catskill Waters funded by grants?

Yes. It is made possible in part with funds from Rondout Neversink Stream Program, a project of Sullivan County Soil & Water Conservation District funded by New York City Department of Environmental Protection, and Ashokan Watershed Stream Management Program, a project of Cornell Cooperative Extension of Ulster County and the Ulster County Soil & Water Conservation District, funded by the New York City Department of Environmental Protection.

## What is Catskill Waters Autumn Banquet?

It is a fundraiser like no other—in fact, the fundraising part is only a small aspect of it. It's a hybrid of a multi-media art project, culinary bliss, and a social and economic experiment. The main attraction is a 4-course dinner prepared by David Waltuck, owner of the legendary Chanterelle (1979–2009). Chanterelle was a restaurant like no other. Although it was one of the most expensive restaurants at the time, if you only ate there once, they still made you feel like you were a long-time customer. Dining there was an experience described by the New Yorker journalist Adam Gopnik as “a three-hour engineered transcendence of the mundane.”

The venue is Old Glenford Church, a project of our hosts **Mor Pipman** and **Eric Hurliman**. In this historic building which was moved from the site of Ashokan reservoir, they have been cultivating a robust supportive community by hosting [Hudson Valley Music Nights](#) for years. The intimate paradise they have created—solar panels, grape vines, a fig tree, an orchard garden, chickens, a pond—is a beautiful example of the spirit of our community.

## What is the fundraiser for?

It is for launching a podcast series as an extension of Catskill Waters. We have been collecting stories and interviewing people in the NYC watersheds located in the Catskill Mountains. As we head into the production phase of the project with a team of artists, we have come to believe that an additional podcast series would be a perfect vehicle to keep the stories going, bring our community to the world, and to take proactive steps by addressing real issues and searching for real solutions.

Listen to our podcast introduction on [SoundCloud](#)

Read our podcast proposal in [Google Doc](#)

## **How is it an art project?**

It is an evening curated with artists' curiosity and their persistent pursuit for it. Our principal artist Sergey Jivetin always wanted to create an optical lens with ice. Our fundraiser presented itself as a perfect opportunity for this idea, so he is doing just that, and much more; Bob Lukomski who teaches composition in electronic music at SUNY New Paltz will be performing live using samples of audio recordings from interviews; there will be a variety of video projections.

Paying an homage to the Chanterelle tradition (they had an artist design a menu cover once every six months), we have seven local artists designing a menu cover. Their original works will be on view along with several original menus from the Chanterelle collection (many thanks to Omar Lopez-Chahoud for bringing me to the attention of the menu collection). More importantly, David Waltuck's cuisine is art. Chanterelle was an art project.

## **Artists**

- Jenny Lee Fowler
- Dave Hebb
- Margaret Helthaler
- Beth Humphrey
- Segey Jivetin
- Bob Lukomski
- Will Lytle
- Norm Magnusson
- Alicia Mikles
- Keiko Sono
- Chris Victor

## **Why sponsor Catskill Waters?**

Be part of Catskill history by sponsoring our project. Catskill Waters is a transformative collaboration among non-profits, artists, businesses, and residents that addresses many concerns we face today in regards to our relationship to our land, while building meaningful relationships and co-creating a story archive.

There are many benefits to sponsoring Catskill Waters. We are content creators, with emphasis on Youtube videos and podcasts. We are also event and exhibition producers, with public events scheduled from Claryville to Central Park West. As our sponsors, you will have a wide range of opportunities for exposure and networking.

## **Sponsorship Tiers and Benefits (with event tickets)**

Catskill Waters is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the charitable purposes of Catskill Waters must be made payable to "Fractured

Atlas” only. The value of each ticket is \$180. Any contribution above that amount is tax-deductible to the extent permitted by law.

- |                      |   |
|----------------------|---|
| Ashokan<br>(\$1500)  | <ul style="list-style-type: none"><li>● 4 tickets to our Autumn Banquet</li><li>● Speaking opportunity at three events</li><li>● Second tier logo recognition on all our digital and print materials including:website, podcast site, email newsletter, flyer, etc.</li><li>● “Presented by” naming opportunity at all of our events</li><li>● Inclusion in all press releases</li><li>● Feature mention in two social media platforms (Facebook and Instagram)</li><li>● Project blog entry highlighting the sponsor’s contribution to the community</li><li>● Mention in the first eight episodes of podcasts</li></ul> |
| Rondout<br>(\$1000)  | <ul style="list-style-type: none"><li>● 3 tickets to our Autumn Banquet</li><li>● Speaking opportunity at two events</li><li>● Logo recognition on all our digital and print materials including:website, podcast site, email newsletter, flyer, etc.</li><li>● “Presented by” naming opportunity at all of our events</li><li>● Inclusion in all press releases</li><li>● Feature mention in two social media platforms (Facebook and Instagram)</li><li>● Mention in the first six episodes of podcasts</li></ul>   |
| Neversink<br>(\$750) | <ul style="list-style-type: none"><li>● 2 tickets to our Autumn Banquet</li><li>● Speaking opportunity at one event</li><li>● Logo recognition on all our digital and print materials including:website, podcast site, email newsletter, flyer, etc.</li><li>● “Presented by” naming opportunity at two events</li><li>● Inclusion in all press releases</li><li>● Feature mention in two social media platforms (Facebook and Instagram)</li><li>● Mention in the first four episodes of podcasts</li></ul>  |

Cooper Lake  
(\$400)

- 1 ticket to our Autumn Banquet
- Name recognition on all our digital and print materials including: website, podcast site, email newsletter, flyer, etc.
- “Presented by” naming opportunity at one event
- 
- Inclusion in all press releases
- Mention in two social media platforms (Facebook and Instagram)
- Mention in the first three episodes of podcasts

### **Sponsorship Tiers and Benefits (without event tickets)**

The Catskill Waters is a fiscally sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the purposes of The Catskill Waters must be made payable to Fractured Atlas and are tax-deductible to the extent permitted by law.

Slide (\$1000)

- Speaking opportunity at two events (excluding Autumn Banquet but including summer 2018 fundraising event)
- Second tier logo recognition on all our digital and print materials including: website, podcast site, email newsletter, flyer, etc.
- “Presented by” naming opportunity at all of our events
- Inclusion in all press releases
- Feature mention in two social media platforms (Facebook and Instagram)
- Project blog entry highlighting the sponsor’s contribution to the community
- Mention in the first twelve episodes of podcasts

- |                       |  |
|-----------------------|--|
| Peekamoose<br>(\$750) | <ul style="list-style-type: none"><li>• Speaking opportunity at one event (excluding fall 2017 and summer 2018 fundraising events)</li><li>• Logo recognition on all our digital and print materials including: website, podcast site, email newsletter, flyer, etc.</li><li>• “Presented by” naming opportunity at all of our events</li><li>• Inclusion in all press releases</li><li>• Feature mention in two social media platforms (Facebook and Instagram)</li><li>• Project blog entry highlighting the sponsor’s contribution to the community</li><li>• Mention in the first eight episodes of podcasts</li></ul> |
| Sugarloaf<br>(\$500)  | <ul style="list-style-type: none"><li>• Logo recognition on all our digital materials including: website, podcast site, email newsletter, etc.</li><li>• “Presented by” naming opportunity at all of our events</li><li>• Inclusion in all press releases</li><li>• Feature mention in two social media platforms (Facebook and Instagram)</li><li>• Mention in the first six episodes of podcasts</li></ul>   |
| Panther (\$250)       | <ul style="list-style-type: none"><li>• Name recognition on our website and podcast site</li><li>• Inclusion in all press releases</li><li>• Mention in two social media platforms (Facebook and Instagram)</li><li>• Mention in the first four episodes of podcasts</li></ul>   |
| Big Indian<br>(\$150) | <ul style="list-style-type: none"><li>• Name recognition on our website and podcast site</li><li>• Mention in one social media platform (Facebook)</li><li>• Mention in the first two episodes of podcasts</li></ul>   |
| Balsam (\$100)        | <ul style="list-style-type: none"><li>• Name recognition on our website and podcast site</li><li>• Mention in the first episode of podcasts</li></ul>  |
| Vly (\$50)            | <ul style="list-style-type: none"><li>• Name recognition on our website and podcast site</li></ul>   |

To make donation without tickets, visit

<https://www.fracturedatlas.org/site/fiscal/profile?id=14822#>

To make donation with tickets,

visit [https://www.fracturedatlas.org/site/fiscal/profile?id=14822#giving\\_levels](https://www.fracturedatlas.org/site/fiscal/profile?id=14822#giving_levels)

For any questions and comments, contact Keiko ([keiko@catskillwaters.org](mailto:keiko@catskillwaters.org), 845-616-4635)

## Catskill Waters Podcast Proposal

---

*Introduction Script: Welcome to Catskill Waters – a podcast celebrating the Catskills, its history, the environment, and the people who call this place home.*

*The Catskill region enjoys a diverse population of farmers, artists, and entrepreneurs; part-timers, and old-timers. We'll highlight their stories and focus on the communities in which they live. Like the water that this land provides for New York City, people flow and connect in small streams and large torrents.*

*We'll explore the relationships between rural towns, and the city that relies on them to safeguard its pristine water supply. We'll highlight the balance that so many have found here between work, family, community, and passion.*

*Our beliefs and views may be different, but we're united in our deep connection to this land of bubbling streams, vibrant seasons, and crisp sweet air. We hope this podcast will bring into focus the many attributes that have made, and continue to make, the Catskill region a draw for so many, and a place to try new ideas towards a resilient future.*

---

### **Mission**

Our passion is in hearing stories in the storyteller's environment and bringing them to the listeners as they are, not as isolated individuals but as vital elements that make up the community and the environment.

### **Goals**

Regardless of the background or interest, many residents in the Catskills nurture passion—fishing, making art, hunting, building, outdoors—and pay certain sacrifice for it. We will ask our guests and listeners what makes them feel grateful, and how we could maintain or cultivate those qualities.

We will also ask what makes them anxious. What prevents them from feeling safe and happy? Underneath the blue sky and green canopy of trees, there are many concerns that cast a shadow on our wellbeing as a community—financial insecurity, opioid epidemics, lack of jobs, decreasing population. Our podcast will bring out the real voices from real people while addressing these issues within the larger context of the community and society.

As we highlight our local voices, we also look to the world for other communities and individuals who hold similar ethos and face similar problems. We will invite guests who are in the frontline of search for an equitable and cooperative world. Our confirmed guests include Scott Santen, a leading voice in Universal Basic Income movement, and Cyril Montana, a writer based in Paris who is finishing a documentary about his home village Lacoste and its takeover by an American college and fashion designer.

Catskill Waters Podcast is an extension of Catskill Waters, a community outreach project funded in part with funds from Rondout Neversink Stream Program, a project of Sullivan County Soil & Water Conservation District funded by New York City Department of Environmental Protection, and Ashokan Watershed Stream Management Program, a project of Cornell Cooperative Extension of Ulster County and the Ulster County Soil & Water Conservation District, funded by the New York City Department of Environmental Protection.

## Timeline

10/14/17	Autumn Banquet fundraiser for podcast series
10/16/17–11/12/17	Catskill Waters Production Team Residency, Chrch Project Space, Cottekill Production of first podcast episode at Chrch Project Space, Cottekill
11/12/17	Screening and Reception, premiere of the first podcast episode, Chrch Project Space, Cottekill, New York
11/12/17~	Monthly release of a new episode

## Staff

Project Director: Keiko Sono

[Keiko Sono](#) is a multi-media artist who produces events and projects that focus on connections. She is the project director of [Catskill Waters](#) and a recipient of grants from Neversink Rondout Stream Programs and Ashokan Watershed Stream Management Program. She also received a decentralization grant from Arts Mid-Hudson with [Yankeetown Pond Project](#), which became the precursor to Catskill Waters. She operated [Flick Book Studio](#), a stop-motion animation studio in Saugerties, from 2011 to 2016.

Podcast Producer: Brett Barry

[Brett Barry](#) is an audio producer and voice-over artist with a [studio](#) in Chichester, NY. He has narrated more than 100 books, including a series of nature classics for [Silver Hollow Audio](#). In addition to audiobooks, Brett has voiced numerous commercials, promos, and documentaries, and he is the host of public radio's Sound Beat. He has produced a series of driving tours of [Route 28](#), including Catskills history, the arts, and outdoor recreation. He teaches classes in SUNY New Paltz's department of Digital Media & Journalism.

Theme Music: [Josh Roy Brown](#)

Project Advisors: Dave Hebb, Karen Rauter, Mark Vian