



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

**A Finding Aid to the
Greater Chicago Jewish Folk Arts Festival
(Chicago, Ill.) Records**

Manuscript Collection No. 737

Collection Summary

Title	Greater Chicago Jewish Folk Arts Festival (Chicago, Ill.) Records
Dates	1980-2004
Collection Number	MS-737
Repository	The Jacob Rader Marcus Center of the American Jewish Archives
Creator	Greater Chicago Jewish Folk Arts Festival (Chicago, Ill.)
Extent	4.8 linear feet (12 Hollinger boxes)
Language of the Material	English

Administrative Information

Biographical Sketch

The Greater Chicago Jewish Folk Arts Festival is organized every other year by the Jewish Production Organization for Cultural Events and Theatre (P.O.C.E.T.), a production group comprised of professionals in the fields of art, music, theater, dance, radio, television, communications, community relations, graphic arts, education, engineering, finance and law. The brainchild of Michael Lorge, it has been produced biennially wholly by volunteers since 1980. The festival draws more than 40,000 attendees, and requires planning a year in advance. The event's prospectus lists the following rationale for producing the festival:

- Bringing together the best of the community's professional and amateur performers and artists.
- Demonstrating to Jewish children and the larger community that the Jewish community does not just gather in time of crisis.
- Educating the Jewish community about its multi-faceted culture.
- Reaching out to the general community to show the breadth and depth of the Jewish community.
- Providing an avenue for Jewish artists and performers to develop and present their work and encourage them to work on Jewish themes within their fields.
- Encouraging tolerance by bringing the entire Jewish community together to celebrate our culture, identity and diversity.

The festival includes continuous music on two stages, a family stage, a story telling/dance tent, a juried art fair, a hands-on activity area, a book sale, a craft tent, an ethnic food fair and organization information booths. It is one of the largest and longest-running Jewish festivals in the United States. The festival's organizers refer to it as The Heart and Soul of Jewish Chicago.

Publicity is another area of tremendous importance to the festival. Festival planners' increasing sophistication where advertising is concerned can be seen as each year's documents include more and more newspaper clippings, the bulk of which are ads. The use of billboards necessitates deciding the most advantageous locations; ordering caps and t-shirts raises the obvious question, "How many?" The timing of such orders is critical, as is the design of the items. The advantage of an attractive festival logo becomes obvious! Appearances on local television by the festival's founder, Michael Lorge, also serve to promote awareness of the festival.

Production, the actual nuts and bolts of making a festival happen, requires endless arrangements. If there is one thing that cannot fail to impress, it is the attention to details, both large and small. Nothing is left to chance. Michael Lorge and his co-chairs are never too busy to write a thank-you note; they are never disinterested, never disorganized.

Scope and Content

The Greater Chicago Jewish Folk Arts Festival consist of correspondence, advertising, contracts, meeting agendas, applications, permits, prospectuses, budgets, insurance policies, and other documents. Each year of the festival, with the exception of the first, 1980, is represented by documentation about art and artists, the festival budget, kosher food vendors, insurance, performers (some from overseas), post-festival correspondence, a yearly prospectus, publicity, sponsors/fundraising, and volunteers. While sponsors and fundraising may be heavily represented one year, and performers the next, a very complete picture of what it takes to produce a festival attended by 40,000 people is created..

The collection is arranged into one chronological series, with the same subjects arising in planning and producing each year's festival. Certainly the researcher who is interested in learning about finding sponsors, corresponding with them, writing a prospectus to tell them what they can underwrite and the "opportunities" that exist for them to communicate their name to a particular community, the Jewish community in this case, can find examples of all of these in this collection.

The collection includes one audiocassette. One compact disc recording of music from the 2000 festival has been removed to the AJA disc collection and has been cataloged as CD-769. The American Jewish Archives owns the records for Festivals through 2004. The GCJFAF is ongoing. For more information about the Festival, go to www.pocet.org.

Arrangement The collection is arranged in one (1) series: A. General.

Terms of Access The collection is open for use; no restrictions apply.

Preferred Citation Footnotes and bibliographic references should refer to the Greater Chicago Jewish Folk Arts Festival (Chicago, Ill.) Records and the American Jewish Archives. A suggestion for at least the first citation is as follows:

[Description], [Date], Box #, Folder #. MS-737. Greater Chicago Jewish Folk Arts Festival (Chicago, Ill.) Records. American Jewish Archives, Cincinnati, Ohio.

Provenance Received from Michael Lorge, Skokie, Ill., 2006.

Processing Information Processed by Vicki Lipski, November 2006.

Index Terms

Subjects Ethnic festivals / Folk art / Jewish Production Organization for Cultural Events and Theatre / Jews -- Illinois -- Chicago

Corporate Names Greater Chicago Jewish Folk Arts Festival (Chicago, Ill.)

Series A. General, 1980-2004

Box and Folder Listing

Box 1. Folder 1. 1980 festival, 1980

Box 1. Folder 2. 1981 festival, 1981

Box 1. Folder 3. Art, 1983

Box 1. Folder 4. Budget, 1983

Box 1. Folder 5. Food vendors, 1983

Box 1. Folder 6. Jewish Production Organization for Cultural Events and Theatre (P.O.C.E.T.).

Box 1. Folder 7. Performers, 1983

Box 1. Folder 8. Permits, 1983

Box 1. Folder 9. Photographs, 1983

Box 1. Folder 10. Post-festival correspondence, 1983

Box 1. Folder 11. Production, 1983

Box 1. Folder 12. Prospectus, 1983

Box 1. Folder 13. Publicity, 1983

Box 1. Folder 14. Sponsors/fundraising, 1983

Box 2. Folder 1. Art, 1986

Box 2. Folder 2. Budget, 1986

Box 2. Folder 3. Craft/book fair, 1986

Box 2. Folder 4. Food vendors, 1986

Box 2. Folder 5. Hands on, 1986

Box 2. Folder 6. Insurance, 1986

Box 2. Folder 7. Invitations, 1986

Box 2. Folder 8. Participants/organizations, 1986

Box 2. Folder 9. Performers, 1986

Box 2. Folder 10. Photographs, 1986

Box 2. Folder 11. Post-festival correspondence, 1986

Box 2. Folder 12. Production, 1986

Box 2. Folder 13. Prospectus, 1986

Box 2. Folder 14. Publicity, 1986

Box 2. Folder 15. Sponsors/fundraising, 1986

Box 2. Folder 16. Steering Committee, 1986

Box 2. Folder 17. Suppliers, 1986

Box 2. Folder 18. Volunteers, 1986

Box 3. Folder 1. Art, 1988

Box 3. Folder 2. Budget, 1988

Box 3. Folder 3. Food vendors, 1988

Box 3. Folder 4. Hands on, 1988

Box 3. Folder 5. Insurance, 1988

Box 3. Folder 6. Performers, 1988

Box 3. Folder 7. Permits, 1988

Box 3. Folder 8. Planning, 1988

Box 3. Folder 9. Production, 1988

Box 3. Folder 10. Prospectus, 1988

Box 3. Folder 11. Publicity, 1988

Box 3. Folder 12. Sponsors, 1988

Box 3. Folder 13. Steering Committee, 1988

Box 3. Folder 14. Suppliers, 1988

Box 3. Folder 15. Video release, 1988

Box 3. Folder 16. Miscellaneous, 1988

Box 4. Folder 1. Art, 1990

Box 4. Folder 2. Budget, 1990

Box 4. Folder 3. Food vendors, 1990

Box 4. Folder 4. Hands on, 1990

Box 4. Folder 5. Insurance, 1990

Box 4. Folder 6. Invitations, 1990

Box 4. Folder 7. Neighborhood festival application, 1990

Box 4. Folder 8. Performers, 1990

Box 4. Folder 9. Photographs, 1990

Box 4. Folder 10. Production, 1990

Box 4. Folder 11. Publicity, 1990

Box 4. Folder 12. Sponsors/fundraising, 1990

Box 4. Folder 13. Steering Committee, 1990

Box 4. Folder 14. Suppliers, 1990

Box 4. Folder 15. Video release, 1990

Box 4. Folder 16. Volunteers, 1990

Box 4. Folder 17. Miscellaneous, 1990

Box 5. Folder 1. Budget, 1992

Box 5. Folder 2. City material — coordination with the City of Chicago, 1992

Box 5. Folder 3. Food vendors, 1992

Box 5. Folder 4. Insurance, 1992

Box 5. Folder 5. Maps, 1992

Box 5. Folder 6. Performers, 1992

Box 5. Folder 7. Production, 1992

Box 5. Folder 8. Publicity, 1992

Box 5. Folder 9. Sponsors/fundraising, 1992

Box 5. Folder 10. State material. Ethnic Affairs, State of Illinois, 1992

Box 5. Folder 11. Steering Committee, 1992

Box 5. Folder 12. Suppliers, 1992

Box 5. Folder 13. Volunteers, 1992

Box 5. Folder 14. Miscellaneous, 1992

Box 6. Folder 1. Art, 1994

Box 6. Folder 2. Budget, 1994

Box 6. Folder 3. City regulations, 1994

Box 6. Folder 4. Food vendor, 1994

Box 6. Folder 5. Hands on, 1994

Box 6. Folder 6. Insurance, 1994

Box 6. Folder 7. Invitations, 1994

Box 6. Folder 8. Neighborhood festival/City of Chicago, 1994

Box 6. Folder 9. Performers, 1994

Box 6. Folder 10. Photographs/negatives, 1994

Box 6. Folder 11. Post-festival correspondence, 1994

Box 6. Folder 12. Production, 1994

Box 6. Folder 13. Prospectus, 1994

Box 6. Folder 14. Publicity, 1994

Box 6. Folder 15. Sponsors/fundraising, 1994

Box 6. Folder 16. Steering Committee, 1994

Box 6. Folder 17. Suppliers, 1994

Box 6. Folder 18. Volunteers, 1994

Box 7. Folder 1. Accounting, 1996

Box 7. Folder 2. Art, 1996

Box 7. Folder 3. Food vendors, 1996

Box 7. Folder 4. Insurance, 1996

Box 7. Folder 5. Invitations, 1996

Box 7. Folder 6. MarkeTown, 1996

Box 7. Folder 7. Performers, 1996

Box 7. Folder 8. Photographs/negatives, 1996

Box 7. Folder 9. Production, 1996

Box 7. Folder 10. Publicity, 1996

Box 7. Folder 11. Sponsors/fundraising, 1996

Box 7. Folder 12. Steering Committee, 1996

Box 7. Folder 13. Suppliers, 1996

Box 7. Folder 14. Video/audio release, 1996

Box 7. Folder 15. Volunteers, 1996

Box 7. Folder 16. Miscellaneous, 1996

Box 8. Folder 1. Art, 1998

Box 8. Folder 2. Budget, 1998

Box 8. Folder 3. Food vendors, 1998

Box 8. Folder 4. Insurance, 1998

Box 8. Folder 5. Invitations, 1998

Box 8. Folder 6. Maps, 1998

Box 8. Folder 7. MarkeTown, 1998

Box 8. Folder 8. Performers. Includes audiocassette: The 1997 North American Zionist Song Competition, 1998

Box 8. Folder 9. Photographs/negatives, 1998

Box 8. Folder 10. Post-festival correspondence, 1998

Box 9. Folder 1. Production, 1998

Box 9. Folder 2. Prospectus, 1998

Box 9. Folder 3. Publicity, 1998

Box 9. Folder 4. Publicity, 1998

Box 9. Folder 5. Raffle prizes, 1998

Box 9. Folder 6. Sponsors/fundraising, 1998

Box 9. Folder 7. Steering Committee, 1998

Box 9. Folder 8. Suppliers, 1998

Box 9. Folder 9. Video, 1998

Box 9. Folder 10. Volunteers, 1998

Box 9. Folder 11. Miscellaneous, 1998

Box 10. Folder 1. Art, 2000

Box 10. Folder 2. Budget, 2000

Box 10. Folder 3. Festival CD. Planning, 2000

Box CD-76. Folder 9. Festival CD. Sunshine & Jewish Stars, 2000

Box 10. Folder 4. Festival T-shirt, 2000

Box 10. Folder 5. Food vendors, 2000

Box 10. Folder 6. Insurance, 2000

Box 10. Folder 7. MarkeTown, 2000

Box 10. Folder 8. Performers, 2000

Box 10. Folder 9. Post-festival correspondence, 2000

Box 10. Folder 10. Production, 2000

Box 10. Folder 11. Publicity, 2000

Box 10. Folder 12. Sponsors, 2000

Box 10. Folder 13. Suppliers, 2000

Box 10. Folder 14. Video/audio, 2000

Box 10. Folder 15. Volunteers, 2000

Box 11. Folder 1. Art, 2002

Box 11. Folder 2. Budget/accounting, 2002

Box 11. Folder 3. Food vendors, 2002

Box 11. Folder 4. Hands on, 2002

Box 11. Folder 5. Insurance, 2002

Box 11. Folder 6. Performers, 2002

Box 11. Folder 7. Performers, 2002

Box 11. Folder 8. Post-festival correspondence, 2002

Box 11. Folder 9. Production, 2002

Box 11. Folder 10. Production, 2002

Box 11. Folder 11. Prospectus, 2002

Box 11. Folder 12. Publicity, 2002

Box 11. Folder 13. Sponsors/fundraising, 2002

Box 11. Folder 14. Steering Committee, 2002

Box 11. Folder 15. Video/audio, 2002

Box 11. Folder 16. Volunteers, 2002

Box 12. Folder 1. Art, 2004

Box 12. Folder 2. Budget, 2004

Box 12. Folder 3. Food vendors, 2004

Box 12. Folder 4. Insurance, 2004

Box 12. Folder 5. Performers, 2004

Box 12. Folder 6. Post-festival correspondence, 2004

Box 12. Folder 7. Production, 2004

Box 12. Folder 8. Prospectus, 2004

Box 12. Folder 9. Publicity, 2004

Box 12. Folder 10. Sponsors/fundraising, 2004

Box 12. Folder 11. Volunteers, 2004