

# ARTS GREENSBORO PRESS RELEASE

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## ArtsGreensboro Announces 2019 Betty Cone Medal of Arts Award



**Greensboro, N.C., June 19, 2019** — ArtsGreensboro is honored to announce that Logie Meachum is the 2019 recipient of the Betty Cone Medal of Arts Award. Established in 1999, the award honors local artists that have achieved clear excellence in their discipline and have made extraordinary contributions to their field or the community through their artistry or expertise. Few in Greensboro exemplify excellence and have made a

lasting impact more than Logie Meachum, making this year's decision to make this award posthumously an easy one.

In his letter of recommendation for awarding Logie this Betty Cone Medal of Arts Award, Atiba Berkley wrote "Logie Meachum, Greensboro's griot and renaissance man, passed away in December (2018). For over forty years Logie was universally recognized as Greensboro's consummate bluesman, storyteller, actor, writer, and arts educator. Not only was Logie one of Greensboro's most talented musicians, but he also mentored several generations of performers. Meachum's devotion to music, learning, and friendships allowed him to cultivate an authentic presence that was equally at home in a barroom blues jam or an interfaith religious service. As a Greensboro native who grew up during the time of segregation, Meachum infused his music and storytelling with a spirituality and a knowledge of local history in a way that commanded moral authenticity. He performed at the Kennedy Center in Washington DC and in 2007 won the Piedmont Blues Preservation Society's competition, advancing to the International Blues Challenge in Memphis."

Doug Mokaren, Owner at Doug Mokaren (creative services) wrote in support of Meachum: "I've been there while he taught college students at UNC-G. He was engaging, thoughtful, and thought provoking. He involved the classes with his down-home delivery while challenging his students to think bigger. I've heard his teachings on Slavery and how field hands would sing Deep River, a Spiritual, "Deep River, Lord...I want to cross over into campground." He went further to recount his times witnessing how Meachum connected with school children, "I've enjoyed Logie telling stories to school children as a special guest at several schools throughout Greensboro, and I've been in the audience while Logie told tall tales while singing the blues. I've been rewarded when Mr. Meachum performed poetry spontaneously. The audiences, young and old, loved his stories of growing up with his grandma and aunts. Logie could command an audience of 3 people to thousands. He was not

shy to engage in song or conversation with whoever was around." He finished his letter of recommendation with the simple statement, "Logie Meachum is Greensboro's hidden treasure and should be awarded the Betty Cone Medal of Arts Posthumously."

Heeding this advice, ArtsGreensboro is proud that this year's AT&T of North Carolina's supported Betty Cone Medal of Arts Award has indeed been awarded to Mr. Logie Meachum and will be accepted by Atiba Berkley at ArtsGreensboro's June 19<sup>th</sup> Annual Celebration at HQ Greensboro.

[High Res Photo of Logie Meachum](#) (Photo courtesy of News & Record)

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[About ArtsGreensboro](#) is the only organization dedicated to strengthening the entire arts landscape in our community, which means that our contributors and volunteers have a wide impact on thousands: local audiences, students, teachers, artists, and families. We support arts events, projects, facilities, school arts programs, artists, and a local arts economy that contributes over \$162 million annually back into our city.

The purpose of ArtsGreensboro is to lead and serve our creative community both as a financial resource and catalyst toward innovation, excellence, and sustainability – in order to harness the power of the arts to educate and inspire, connect people across all cultures to build a stronger community, and make Greensboro a vibrant and healthy place to live and work.