

Drumming is a traditional musical form in Rwanda, a taboo activity for women that was reserved solely for men. In spite of these obstacles, an ethnically and socially diverse group of women came together to demonstrate unity and love through music.



BY STUART D. YOAK AND
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CURIOUS COMBINATIONS:

Music, Business, and Peace

What images come to mind when you hear that Indiana University recently convened a conference on the topic of business, music, and peace? Would, could, should American business have any interest in peace? And, if a business did have an interest in peace, would they sing about it? And, if music had an interest in peace, what would be the tune?

Crazy? Maybe not. On May 11 a diverse group of IU faculty from the Business School, the Music School, and the Department of Ethnomusicology joined business folk, scholars, musicians, professionals and activists from across the United States and several other countries for the 2nd Annual Music, Business, Peace Summit.

Timothy L. Fort, a member of the MBP Summit organizing committee, maintains that businesses can and should play a central role in peace-building. In his new book *The Diplomat in the Corner Office: Corporate Foreign Policy* he argues that companies can claim a strategic advantage in doing so. What business contributes to peace can be found in economic development (fighting poverty); the rule of law; and community-building (corporate citizenship externally, corporate culture internally). Fort is one of the founders of the business and peace movement, so one might imagine him a lone voice singing this tune about the business and peace connection. Surprisingly, however, he was joined at the Summit by four of his colleagues from Kelley (Professors Langvardt, Prenkert, Haugh and Woody) and now the combinations begin to get curious.

In the business of political campaigns, music is often used to guide the experience of an event or shape the perception of a candidate. Arlen Langvardt gave numerous examples

including Obama's use of Sam and Dave's "Hold on I'm Coming" in his presidential campaign, and Trump's use of the Rolling Stones, the Beatles, and Queen. Music can be effective in generating positive responses for oneself or denigrating an opponent. In cases such as these, compositions and performances are being used for political gain and clearly may not be what the composer or performer originally intended. Langvardt pointed out that U.S. law provides composers and performers specific economic rights with regard to their work product, but does little to protect a person's reputation when their music is used in ways that contradict their personal integrity.

Music and film create another powerful force for peace as Jamie Prenkert demonstrated to the MBP Summit participants with a stirring analysis of the 2005 film *Joyeux Noel*. The film dramatizes a signature event during WWI when French, German, and Scottish troops in German-occupied France held a series of unauthorized Christmas truces. The film's gruesome depiction of war comes to a halt as combatants on both sides of the trenches meet in no-man's-land to hear a German soldier sing "Silent Night" accompanied by a piper in the Scottish front-line. Sadly, after this brief pause, the soldiers were reassigned and the war continued. Prenkert argued we need to create more systems that foster pervasive, peaceful interactions, and business can do that.

To examine the role of music in historical memory and how ordinary people experience war, Halina Goldberg, in her intense presentation, took us to the WWII Museum in Gdańsk, Poland which opened in 2017. The original conception and intent for the museum focused on recreating the experience of war from the individual and collective human experience. To show the impact of war, not as a series of major battles lost and won, but rather war's effects on the lives of civilians and soldiers. Pawel Machcewicz the inaugural director, described the museum's culminating

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exhibit, a film about the effects of war long after the last battles have been fought: it “shows that the war wasn’t a closed chapter, it wasn’t the past. Violence, the suffering of civilians, is still going on around us.” Shortly after the museum opened, the newly elected conservative government in Poland replaced Director Machciewicz, erased the original film and commissioned a film using music and animation to glorify war as if it were a video game. This and other changes being made to the permanent exhibition have been described as an attempt to turn the museum into a “propaganda institution”. Two very different uses of music and film: one to depict how people are torn apart by violence and one that glorifies violence.

Marianne Kielian-Gilbert, who is working to understand the psychological impact of music, drew upon the work of Gabriela Ortiz, one of the foremost musicians in Mexico today, who mixes improvisatory aspects of jazz and folk music to tell stories. His requiem, “Río Bravo” (2009), centers around the disappearances and violent deaths of women in Juarez who live close to the border between Mexico and the U.S. “Río Bravo” uses consonance, dissonance, and texture together to unsettle and narratively impress upon the listener the layers of meaning in the text. These experiential aspects of music have public impact, musically enacting and re-presenting the stark realities of individual experience and loss. Kielian-Gilbert argues we need to rethink affective experiences as political, as they relate to actions and their social context

The 2018 MBP Summit was a fascinating discovery of the many connections between music, business and the arts, and how these endeavors can impact human affairs for good or for ill. Scholars in business and music explained how ongoing efforts locally and around the world are achieving positive results and overcoming violence. The uplifting joy of the Summit was learning how, through the combined efforts of people in music and business, we can achieve genuine



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results and change the world. Connie Cook Glen observed that “every society has some form of music; musical endeavors stimulate the ability to create, to connect, to access beauty, and to find personal meaning. Connie shared a quote from Jamie Bernstein speaking about how her father said that sharing music “with as many people as possible, one could ultimately tip the balance in favor of brotherhood and peace — the human equivalents of musical harmony.”

One example on the local level is the Fairview Elementary School String Project, a partnership between the Jacobs School of Music and the Monroe County Community School

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Corporation implemented in 2008. The Project provides violin instruction to all Fairview Elementary first-graders and has expanded to offer lessons to students in older grades. Fairview is a Title I school that receives federal funding to help low income families (90% of the kids receive free or reduced price lunch assistance) and many children live in unstable situations. Playing music with others teaches life skills and builds a sense of community that you cannot quite get any other way. Brenda Brenner directs the Fairview program and noted that the String

Project brings music instruction and performance opportunities to disadvantaged young students helping to build self-confidence and pride in their achievements.

On the international scale, El Sistema provides music education that promotes opportunity and development for impoverished children. José Antonio Abreu, the Venezuelan educator and musician who founded El Sistema in 1975, believed music can be an agent of social development that transmits the values of solidarity, harmony, and mutual compassion – values that can unite an entire community.

Gisela Flanigan described how El Sistema is reaching underserved communities in the U.S. and throughout the world to foster character development and learning in children. El Sistema generates empathy by bringing students from all socio-economic classes together and helps them develop close relationships and friendships. By encouraging international collaborations and humanizing relationships with the others, El Sistema provides the building blocks for a peaceful world.

One of the most moving presentations during the Summit focused on “Sweet Dreams” (2013) – a documentary about women in Rwanda after the genocide in the 1990s. The ethnic and religious genocide in Rwanda was especially devastating because so often it involved neighbor killing neighbor, and people who had previously lived peacefully together were attacking one another. Karen Woody described how in the aftermath of the genocide that took the lives of over 800,000 people, a group of women formed the first women’s drum troupe in the country. Drumming is a traditional and important musical form in Rwanda, a taboo activity for women that was reserved solely for men. In spite of these obstacles, an ethnically and socially diverse group of women came together to demonstrate unity and love through music. The film illustrates the pleasure these women take in their vibrant, kinetic drumming, and the joy in the dancing crowd around them was palpable.

The Rwandan women established the drum troupe as a way to heal the broken lives and to re-connect people to one another. Remarkably, these women also used that spirit to set up as a cooperative, one premised upon collaboration and egalitarian forms of business partnerships. Working with consultants from Brooklyn,

FURTHER INFORMATION ON THE MUSIC, BUSINESS AND PEACE SUMMIT AND THE PARTICIPANTS

The next step begins in June when the MusicBP 2018 will extend its reach through a partnership with Business Fights Poverty (businessfightspoverty.org), which has agreed to stream the presentations for one month. After the initial month, BFP will help continue the conversation by using specific topics as jumping off points for asynchronous discussion. These will be online in June, July, and September. On June 22nd, July 20th, and Sept. 21st, all speakers will be featured in an hour synchronous session at 10 a.m. ET. The event will be live-streamed at <https://snipbfp.org/2rLMhAN>. You are welcome to make comments, ask questions, and interact with the speakers through this forum.

Music, Business, Peace Summit Organizing Committee

Alain Barker, Director, Music Entrepreneurship and Career Development at the Jacobs School of Music; Tim Fort, Professor of Business Law and Ethics and Eveleigh Professorship in Business Ethics; Constance Cook Glen, Senior Lecturer and Director of the Music in General Studies at the Jacobs School of Music;

Aida Huseynova, Lecturer in Music at the Jacobs School of Music; Ruth Stone, Laura Boulton Professor Emerita of Folklore and Ethnomusicology and Director, Ethnomusicology Institute

Music, Business, Peace Summit Presenters

Brenda Brenner, Associate Professor of Music Education in the Jacobs School of Music; Carolyn Calloway-Thomas, Chair of Indiana University’s African American & African Diaspora Studies; Cynthia Cohen, Director of the Program in Peacebuilding and the Arts; Gisela Flanigan, Executive Director of Sistema Global and a social entrepreneur/consultant; Halina Goldberg, Professor of Musicology at the Jacobs School of Music and affiliate faculty Borns Jewish Studies Program and the Russian and East European Institute; Todd Haugh, Assistant Professor of Business Law and Ethics at the Kelley School of Business;

Kathleen Marie Higgins, Professor of Philosophy at University of Texas at Austin; Aida Huseynova, musicologist and pianist who specializes in the East-West connections in music, music of the Silk Road, and music of Russia; Marianne Kielian-Gilbert, Professor of Music at The Jacobs School of Music;

Arlen Langvardt, Chair of Business Law and Ethics and the Graf Family Professorship at the Kelley School;

Nancy S. Love, Professor of Political Science at Appalachian State University; Jamie Prenkert, Associate Vice Provost for faculty and academic affairs and Professor of Business Law at the Kelley School of Business; André de Quadros, Professor of Music and Chair of the Music Education Department at Boston University; Olivier Urbain, Director of the Min-On Music Research Institute (MOMRI) and former director of the Toda Peace Institute; Jeffrey Werbock, recognized as one of the world’s most knowledgeable performers on the kamancha, a traditional instrument from Azerbaijan; Karen Woody, Assistant Professor of Business Law and Ethics at the Kelley School of Business.



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New York, they opened the first ice cream shop in Rwanda. The film documents the revival of dignity, ethnic equality, and entrepreneurial collaboration in community-building after episodes of extreme conflict. "Sweet Dreams" invites us to experience the resilience, the capacity for happiness, and the power of music and cooperation in building a peaceful world.

Summit presentations covered a wide spectrum of topics including those by: Carolyn Calloway-Thomas, discussed how as citizens in a democratic society must reject tribalism, rid ourselves of the "we vs. they" thinking, and actively cultivate cooperation, beauty, and empathy. Cynthia Cohen, probed new initiatives aimed at strengthening the field of arts,

culture, and conflict transformation. Todd Haugh illustrated how a better understanding of moral psychology and dual-system thinking theory can foster ethical behavior; Nancy S. Love, demonstrated the value of consciousness-raising through musical storytelling. André de Quadros, challenged the participants to move beyond just music and foster conversations on points of serious political and social fracture. Olivier Urbain warned that creativity and solidarity are being tested in this time of violence and intolerance, and the music industry provides some artists with a platform that amplifies their power. And, Jeffrey Werbock celebrated the amazing musical abilities

of refugee children in Azerbaijan and encouraged us to broaden our appreciation for different musical traditions.

Curious combinations between music and business – certainly. Do the arts working collaboratively with business have an important role to play in peace making? The Music, Business and Peace Summit 2018 was a powerful demonstration in the affirmative.

The local, national and global reach of the 2018 Music, Business, Peace Summit was a truly remarkable achievement as participants gathered in person at the IU Jacobs School of Music and by interactive live video transmission across the US and in foreign countries. The Summit was a collaborative effort with contributors from many different countries, disciplines and institutions. Their creativity and spirit of exploration demonstrated new ways of thinking and new approaches to peacemaking, the oldest of human dilemmas. Participants supported one another, acknowledging the great work being done, while recognizing the need to broaden and engage more people in this important work. This was a Summit of courage, passion and joy.

As all the participants and presenters at the Music Business and Peace Summit 2018 demonstrated, success will only be achieved through the cooperative work of many hands that are needed to write the composition, play the tune and sing the lyrics.

Stuart D. Yoak, Ph.D., is an Ethics Consultant, adjunct faculty at Indiana University, and the former Executive Director of the Association for Practical and Professional Ethics.

Molly Covington is a Doctoral Student in Musicology at the Jacobs School of Music.

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