



EDUCATION AND ENGAGEMENT NEWSLETTER

**SPRING
2019**

The League's Audience Engagement Committee supports Broadway and Touring Broadway through funding and creating programs designed to develop, cultivate and enrich audiences of all ages nationally.

THE JIMMY AWARDS® ALUMNI REUNION

Jimmy Awards alums from all over the country gathered on January 14th to celebrate the program's tenth anniversary. 2018 winners Reneé Rapp and Andrew Barth Feldman (currently starring as "Evan Hansen" in *Dear Evan Hansen* on Broadway) introduced reunion performances that included "Home" from Marla Louissaint (2015 winner, *Beautiful* national tour) and Erica Durham (2012 finalist, *The Color Purple* national tour); Ryan McCartan (2011 winner; recent "Fiyero" in *Wicked* on Broadway) and Elizabeth Romero (2012 winner) singing "A Whole New World;" and Josh Strobl (2016 winner; currently in *Dear Evan Hansen*) and Mason Alexander Park (2012 nominee) performing "Show People." With over 60 alums representing all ten years, the evening was a wonderful celebration of the talent and spirit of this extraordinary program.



SAVE THE DATE

The 11th annual Jimmy Awards will take place on **June 24, 2019** at the Minskoff Theatre in New York City.

The livestream is available to watch at JimmyAwards.com.

If you have any questions about the Jimmy Awards, please contact Rachel Reiner (rreiner@broadway.org).



1. Marla Louissaint and Erica Durham perform at the Jimmy Awards Reunion

2. Broadway League President Charlotte St. Martin and NAC Entertainment President Al Nocciolino at the Reunion

3. 2018 Jimmy Award winners Reneé Rapp and Andrew Barth Feldman



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1. Lisa Mitchell (right – DTG) and Kathleen Lawler Husted (Omaha Performing Arts) lead a breakout session on Program Evaluations and Assessments.

2. Kelli Foster Warder (left – The Ordway, Minneapolis, MN) and Sheffia Dooley (Playhouse Square, Cleveland, OH) presented at the Forum.



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3. Forum attendees and press agents at 2018 Meet Up.

4. Forum planning committee from left to right: Kathleen Lawler Husted, Omaha Performing Arts; Holly Valentine, Rochester Broadway Theatre League; Eric Olmscheid, Des Moines Performing Arts; DJ Martin, Bond Theatrical Group; Bonnie Comley, Broadway HD. Not pictured: Talena Mara, Segerstrom Center for the Arts. Many thanks to Eric Olmscheid for his service as committee chair!

THE ANNUAL EDUCATION & ENGAGEMENT FORUM AND GOOGLE GROUP

The League’s Education & Engagement Forum always fosters wonderful discussions, encourages new ideas, and gives everyone in the field the chance to share best practices in person. Some 2018 Forum sessions covered the Jimmy Awards; evaluation and assessment; technology; and Diversity, Equity and Inclusion.

The Google Group: To ask questions, share ideas, and explore best practices throughout the year, join the Audience Engagement Google Group. If you have not yet received an invitation to the group, please contact Amanda Ogorzalek at aogorzalek@broadway.org.

The Audience Engagement Committee is very pleased to welcome Joan Squires, President of Omaha Performing Arts, in Omaha, NE, as our new co-chair, along with returning co-chair Mike Brand, Executive Director of the Wharton Center for the Performing Arts in East Lansing, MI.

Many thanks to departing co-chair Sue Frost for her seven years of service as co-chair.



1.

1. Joan Squires at the 2018 Forum

2. Mike Brand at the 2018 Forum

3. Sue Frost at the 2018 Forum



SAVE THE DATE

The 2019 Forum will be held on September 18th and 19th; keep an eye out for more information.



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3.

THE BROADWAY LEAGUE'S NYC GRANT RECIPIENTS

Every year, the League bestows grants for its members' Education & Engagement programs both on Broadway in New York City and Touring Broadway. To date, we have awarded over \$1 million for this work. Two New York-based programs have received grants of \$5,000 each for the 2018-19 season.

Oklahoma! intends to bring the current revival to New York City public school students through subsidized tickets, student-education resources, and an intensive workshop for a select group of participants. Students will learn about what life was like in the West at the turn of the century as well as examine their own ideas about young adults' reactions and experiences during that explosive time. By completing a study of the historical era before seeing *Oklahoma!*, students will be able to reconsider the circumstances surrounding characters' decisions and actions with a new, historically accurate lens.

Lincoln Center Theater (LCT)/To Kill a Mockingbird: This grant will support LCT's Open Stages High School Program, providing free tickets for 1,370 students and 30 teachers from New York City public schools to see Broadway's *To Kill a Mockingbird*. Students will have four workshops with LCT teaching artists that introduce the play and structure critical reflection following the performance. Teachers will have four professional-development sessions, including one led by *Facing History and Ourselves (FHO)*, to help them design lesson plans about the play. Study guides from LCT and FHO will help teachers integrate material on theatre and history into their classroom instruction.

HIGH SCHOOL BROADWAY SHADOWING PROGRAM

The High School Broadway Shadowing Program just completed its seventh year in partnership with the New York City Department of Education's Office of Arts and Special Projects. The two-part program introduces high school students to non-performance careers on Broadway. In November, 77 students from all five boroughs participated in a day-long intensive at which they met with house managers, stage managers, company managers, box office treasurers, and others. Participants learned about how each person developed their Broadway career and what it takes to work in live theatre.

Many thanks to *School of Rock* for hosting the students and providing tickets to the show. Thank you as well to our phenomenal guest speakers who included Tony Award®-winning lighting designer Natasha Katz, and Tony-nominated set and costume designer Anna Louizos, both of whom worked on *School of Rock*, along with the production's company and stage management as well as Winter Garden and Jacobs House managers Pat Berry and Heidi Giovine. Marketing, press and box office pros rounded out the day.



2019 High School Broadway Shadowing Program participants along with Rachel Reiner, Director of Audience Engagement (on right), Peter Avery, Director of Theatre at the DOE (fifth from right), and Robin Aronson, Senior Manager (second from left)



Students at the final discussion of the 2019 High School Broadway Shadowing Program



SpotCo CFO Aaliytha Stevens speaks with students at the Winter Garden Theatre.

HIGH SCHOOL BROADWAY SHADOWING PROGRAM (con't)

To follow up on November's intensive, 24 of the original 77 high school students joined us for a 5-day intensive shadowing program during which students were partnered with company managers to see first-hand how the business of Broadway works. Students learned about everything from pay-outs to groups sales to costume preservation, and everyone had the chance to shadow a stage manager backstage during a performance. Many thanks to the participating productions:

Aladdin; Anastasia; Beautiful; Chicago; Choir Boy; Dear Evan Hansen; Frozen; Kiss Me, Kate; Mean Girls; The Book of Mormon; The Lion King; The Phantom of the Opera; The Prom; Waitress and Wicked.

Thanks, too, to hosts from the Shubert Archive, Shubert Ticketing and Jujamcyn Operations and Group Sales who met with students to share their side of the business.

“Overall, I am so grateful for this experience and being able to meet all these people. I learned of so many internship opportunities that I will definitely try to take advantage of. I learned so much from these people in an hour of talking with them. I know that if I could actually work alongside them I would gain great experience. “

—Andrea, hosted by *Mean Girls*

“Being backstage was such a beautiful experience because I was able to see the show from a different angle and I was able to see all the blood, sweat, and tears it takes to run a Broadway musical. Every single person who is involved in the process of making a show happen is an inspiration to me. I feel so humbled to have been given the chance to do this and I cannot wait to see what is in store for me next.”

—Angel, hosted by *The Phantom of the Opera*

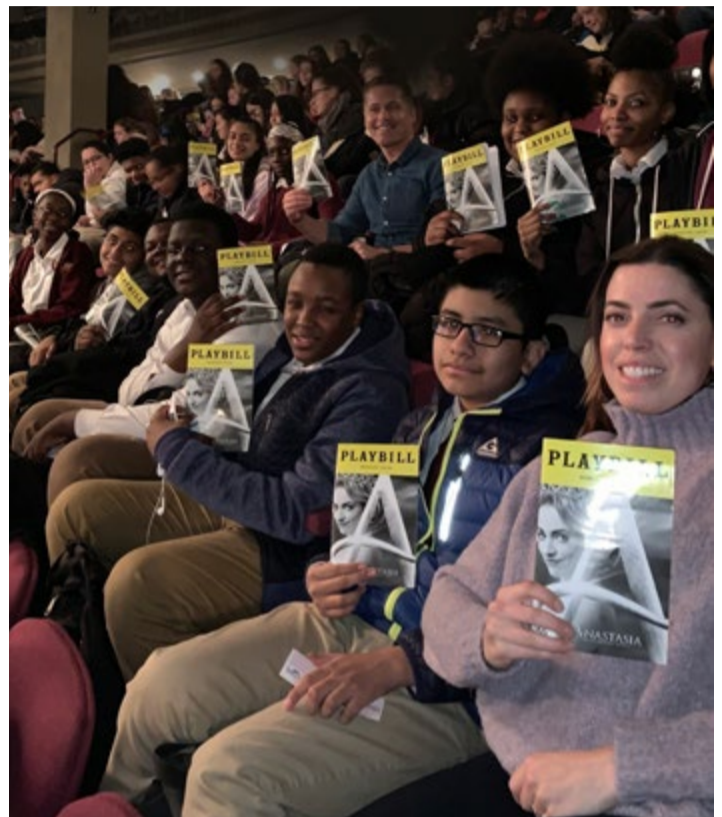


Greg Holtz introduces students to the Phantom Costume Closet

BROADWAY BRIDGES®

Broadway Bridges continues to build towards its goal of bringing every tenth grader (70,000) in a New York City public high school to a Broadway show. During its second full academic year, Broadway Bridges provided \$10 tickets to over 16,000 students and chaperones. Many thanks to the following productions for their generous participation in the program during the 2018-19 season:

Aladdin, Anastasia, Beautiful, Chicago, Come From Away, Frozen, King Kong, Kinky Boots, Mean Girls, My Fair Lady, School of Rock, Summer, The Band's Visit, The Cher Show, The Lion King, The Phantom of the Opera, The Play That Goes Wrong, The Prom, Waitress and Wicked.



Students from The Frederick Douglass Academy in Manhattan get ready for Anastasia.



Students from Mott Hall V High School in the Bronx outside of Kinky Boots.



Students from the Michael Petrides School in Queens at School of Rock.



INTERVIEW WITH DANIEL HAHN

Daniel Hahn is Vice President of Community Engagement & Education, Playhouse Square, Cleveland, OH.

1) How long have you been in your current position?

My first day at Playhouse Square was April 15, 2013, but I have worked in this very building for two decades, having served as Director of Education for our resident company, Great Lakes Theater, since 2001. I was as pleasantly surprised as anyone that a fellow with a background as a Shakespearean teaching artist was hired to serve in this role at Playhouse Square – and now I get to work with the Broadway League!

2) What are Playhouse Square's key education and engagement programs?

The Dazzle Awards, Cleveland's regional high school musical theatre awards, affiliated with The Jimmy Awards®; Disney Musicals in Schools; Children's Theater Series

3) Your Regional Awards Program, The Dazzle Awards, has many participating high schools in northern Ohio. What do you see as essential elements of successful partnerships with schools?

Valuing the insights of our participating high school directors is key. Every year we have a kick-off meeting with our directors where we explain programmatic changes, seek feedback and gain insights. It is extraordinary to have all these stakeholders in the room to launch the year, and we learn so much. For example, initiatives such as our preshow Red Carpet, our closed Director's Facebook Group, additional opportunities for our technical theatre students – all of these have arisen out of conversations with our directors. Additionally, I attend every single high school's musical each year. With overlapping performance schedules, sometimes I have to attend a dress rehearsal, but I see them all. I love our schools, I love supporting our students, and when you take the time to see their work in their community, it demonstrates, I think, how much we value all they do.

4) Playhouse Square has a transportation subsidy program to help schools get to performances at the venue. What are some other ways you're addressing frequently overlooked barriers to attendance?

I think being mindful of populations that might sometimes be overlooked is important. Our sensory-friendly initiative has opened our performing arts center to a wonderful audience we couldn't be prouder to serve. As a non-profit organization, it is so important that Playhouse Square give back to our community, so it's especially exciting that this summer we are presenting our first ever Broadway sensory-friendly performance of Disney's *The Lion King*. Additionally, we recently convened a community conversation on how best to serve members of the hearing-impaired community, and I'm also working on an initiative to serve the refugee population in Cleveland, as well as another program involving children in foster care. It's important that our center be open to serving the

widest possible audience in our region.

5) Does supporting your robust offerings require inter-departmental partnerships within your institution? Would you share any best practices for positive inter-departmental collaboration?

At Playhouse Square, we are all working as one big team in support of the same mission, so inter-departmental work is part of what we all do every single day. I think our president, Gina Vernaci, exemplifies this in the way she brings our executive team together on a weekly basis to explore institutional challenges and upcoming initiatives in such a way that everyone's voice at the table is heard and valued. Best practices start at the top, so when you see the organization's President engaging everyone collaboratively across departments, it naturally follows that we all work in this manner. One of the true joys of my job is learning from my colleagues.

5) Do you have a favorite moment from the past year of engaging and teaching audiences about Broadway?

Playhouse Square offers 30-minute preshow chats before performances of our KeyBank Broadway Series titles. These chats are hosted by Cleveland icon Joe Garry, a retired theatre professor who also directed a production of *Jacques Brel*, staged in the lobby of our KeyBank State Theatre at a time (1973) when the theatres were in such a state of disuse and disrepair that they were in jeopardy of being razed. Today, these talks have grown so successful (over 35,000 attendees last season) that we opened a new performance space last year to hold the ever-growing Broadway audience. To see hundreds of Clevelanders at a preshow chat every night of a Broadway show, and then loyally returning a few weeks later for the next talk and performance, is truly gratifying.



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THE BROADWAY LEAGUE

THOMAS SCHUMACHER, CHAIRMAN
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AUDIENCE ENGAGEMENT COMMITTEE CO-CHAIRS

MICHAEL BRAND and JOAN SQUIRES

AUDIENCE ENGAGEMENT

RACHEL REINER, DIRECTOR
ROBIN ARONSON, SENIOR MANAGER
AMANDA OGORZALEK, ASSOCIATE
ABIGAIL FRIEDMAN, COORDINATOR

729 SEVENTH AVENUE | 5TH FLOOR | NEW YORK, NY 10019
WWW.BROADWAYLEAGUE.COM

We are pleased to share with you information about our ongoing programs and new initiatives, as well as the education and engagement efforts of our members around the country.

For more information about these programs, please contact Rachel Reiner at 212-703-0215 or rreiner@broadway.org.



For more information about Broadway League Education and Engagement Programs, please visit www.broadwayleague.com