

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.

**JANUARY
2016**

2015 League Educator Apple Awards Recipients 1

2015/16 National Education Engagement Grant Recipients 2

2015 Education and Engagement Forum 3

2015 National High School Musical Theatre Awards/"Jimmy Awards" . . . 3

Family First Nights® 4

The Broadway League's Diversity Programs 5

Q&A with Eric Olmscheid 6

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.

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2015 LEAGUE EDUCATOR APPLE AWARDS RECIPIENTS

The recipients of this year's League Educator Apple Awards were announced during the National High School Musical Theatre Awards Ceremony—affectionately known as the Jimmys – on June 29, 2015.

Ms. Cristina Gutierrez-Brewster, Program Manager at Academy Prep Center of Tampa, Tampa, FL

For over four years, Cristina Guterrez-Brewster has worked to create and sustain a community partnership between Academy Prep Center of Tampa and the Straz Center for the Performing Arts. Under Ms. Gutierrez-Brewster's leadership, students had the opportunity to explore the cultural heritage of Motown music and attend a performance of *Motown the Musical* at the Straz Center. She ensured that the participating students were prepared and had the resources they needed while providing a fun learning environment.

Mr. Bradley Wingate, Arts Academic Specialist for Greenville County Schools, Greenville, SC

Bradley Wingate has assisted the Peace Center in connecting with numerous arts teachers and school administrators in Greenville County as well as other arts organizations across the state. Through this community partnership, Mr. Wingate has championed a new professional development initiative for arts teachers to engage with Touring Broadway productions including *Once*, *Wicked*, and *Pippin*. Students in elementary through high school are impacted through the training provided to their teachers. Mr. Wingate was honored for his efforts to keep arts a valued core academic subject for all students.



Bradley Wingate accepts his award.

Ms. Rosa Rocha, President, Board of Directors, Friends of Down Syndrome, Houston, TX

The collaboration between Ms. Rocha's Friends of Down Syndrome and Theatre Under the Stars allows teens and adults with Down syndrome to experience Touring Broadway, forging a lifelong bond between these individuals and theatre. The participants engaged loco motor and spatial awareness skills through creative movement and dance centered on the music of *Rodgers and Hammerstein's Cinderella*; performed a waltz for attendees at the Cinderella Ball, a fundraising event for Friends of Down Syndrome; and attended a performance of *Cinderella* at the Hobby Center.



Rosa Rocha (right) with TUTS Education Committee Chair Amy Pearce.

2015/2016 NATIONAL EDUCATION AND ENGAGEMENT GRANT RECIPIENTS

The Broadway League awarded the 2015/2016 National Education and Engagement Grants to ten of our presenting members around the country. Each organization received \$5,000 to fund their education and engagement programs, which accompany touring Broadway shows performing at their venues. These initiatives use Broadway shows as a platform to teach young audience about music, history, poetry and many other issues effecting society today. We extend our congratulations to this year's recipients:

Hippodrome Foundation Inc. – Baltimore, MD

Des Moines Performing Arts – Des Moines, IA

Wharton Center for Performing Arts – East Lansing, MI

Broward Center for the Performing Arts – Fort Lauderdale, FL

The Peace Center for the Performing Arts – Greenville, SC

The Smith Center for the Performing Arts – Las Vegas, NV

Shubert Theatre/Connecticut Association for the Performing Arts – New Haven, CT

Dr. Phillips Center for the Performing Arts – Orlando, FL

Proctors/Arts Center and Theatre of Schenectady, Inc. – Schenectady, NY

Raymond F. Kravis Center for the Performing Arts – West Palm Beach, FL

Photos from the 2014/2015 National Education and Engagement Grant Recipients



Top & Right: Tennessee Performing Arts Center

Bottom Left: Proctors/Arts Center and Theatre of Schenectady, Inc.

2015 EDUCATION AND ENGAGEMENT FORUM

On May 10th the Audience Engagement Committee hosted their annual Education and Engagement Forum in New York City. We were delighted to have a record-breaking turnout of educators, presenters, and marketing directors to discuss issues and topics such as: What Does Audience Engagement Mean?, Creating Sensory-Friendly Performance Opportunities, Round Table Discussions and Best Practices with Show Representatives, and Program Spotlights from Venues Around the Country. The forum also included fantastic panels and guest speakers André Bishop and Bartlett Sher. Congratulations to the planning committee, Eric Olmscheid (Chair), Jason Holland, Leslie Johnson, Jill Kratish, Kent McIngvale, Lisa Mitchell, and Bob Sagan, on a spectacular event. A huge thank you to all of those who came to participate in the 2015 Education and Engagement Forum.



(Left) 2015 Education and Engagement Forum opening session.

(Right) Audience Engagement Committee co-chairs Michael Brand and Sue Frost at the 2015 Education and Engagement Forum.

2015 NATIONAL HIGH SCHOOL MUSICAL THEATRE AWARDS/ "JIMMY AWARDS"

Presented by The Broadway League Foundation, the seventh annual National High School Musical Theatre Awards ceremony took place on June 29, 2015 at the Minskoff Theatre on Broadway. The National High School Musical Theatre Awards (NHSMTA) impacts more than 50,000 students annually who participate in high school musical theatre competitions sponsored by top professional theatres throughout the United States. A Best Actress and Best Actor winner from each of these competitions travel to New York for a week-long theatre intensive of coaching and rehearsals with industry professionals in preparation for a one-night-only showcase on Broadway. A panel of judges crowns the nation's top performers.

Photos from the 2015 Jimmy Awards and NHSMTA finalists



Participants at the Jimmy Awards



Rehearsal for the Jimmy Awards



Jimmy Awards performance



Participants at the Jimmy Awards



Marla Louissaint accepting her award for Best Actress

FAMILY FIRST NIGHTS®

Family First Nights encourages financially at-risk families to experience live theatre. The Broadway League partners with various social service agencies in New York City to distribute \$10 tickets to families who have never before seen a Broadway show. This year, thanks to the assistance of the Amber Charter School Parent Association, Broadway Housing Communities, and the Community Association of Progressive Dominicans (ACDP), The League is continuing its partnership with the Washington Heights community.

The funds raised by the League's Viva Broadway *In the Heights*: In Concert event in 2012 have made it possible for 360 parents and children from the community to attend *Aladdin*, *Annie*, *Cinderella*, *Matilda*, *Newsies*, *On Your Feet!*, and *Wicked*. This past September, another Viva Broadway concert, headlined by Gloria Estefan and the Miami Sound Machine, raised additional funding to support new families participating in the program as well. Other partners in New York in past years benefiting from additional grants and City Council funding also included the Bronx YMCA, the Dunton Block and Civic Association in Queens and the Harlem Children's Zone. Additionally, many League presenters around the country have adopted the Family First Nights model to develop programs to encourage families to attend the theatre.



Gloria and Emilio Estefan at Family First Nights

Photos from Family First Nights on October 5, 2015 where participants enjoyed a preshow reception with Gloria and Emilio Estefan and the first preview of *On Your Feet!* at the Marquis Theatre.



THE BROADWAY LEAGUE'S DIVERSITY PROGRAMS

The Broadway League is dedicated to working with our colleagues throughout the industry towards creating an inclusive and diverse environment in our work spaces. Part of this goal is ensuring that young students and professionals from diverse backgrounds have the opportunity to learn about non-performance careers in the arts. In partnership with representatives from Broadway unions and other industry leaders, The League has developed multiple student programs to encourage diversity in the management and administrative facets of the industry. They focus on the many behind-the-scenes career opportunities, with one-to-one interactions with Broadway professionals.

HIGH SCHOOL INTERNSHIP PROGRAM

Twenty-five New York City public high school students were matched with General Management offices for a five-day internship in March 2015. Students met with company managers, stage managers, and marketing and advertising teams for *Aladdin*, *The Book of Mormon*, *Cabaret*, *Chicago*, *Constellations*, *Disgraced*, *A Gentleman's Guide to Love & Murder*, *If/Then*, *It's Only a Play*, *Jersey Boys*, *Kinky Boots*, *Les Misérables*, *The Lion King*, *Matilda*, *On the Twentieth Century*, *The Phantom of the Opera*, and *Wicked*. Thank you to everyone who participated and shared career opportunities and information with the students!

For more information about how venues around the country can use this program as a model, contact Rachel Reiner at reiner@broadway.org.



Above: Students visited the Shubert Archive housed at the Lyceum Theatre.

Below: Students met with Audience Engagement Committee Co-Chair Sue Frost and Senior Manager of Audience Engagement Rachel Reiner at The Broadway League and wrote about their experiences and activities.





Q&A WITH ERIC OLMSCHIED

Director of Programming and Education, Des Moines Performing Arts

How long have you worked at Des Moines Performing Arts and what did you do before working there?

I recently celebrated my seventh anniversary with Des Moines Performing Arts (DMPA). I joined the team in 2008 as the Education Manager and moved into my current role as Director of Programming and Education in March 2011. Prior to Des Moines Performing Arts I worked on the education team at Ordway Center in Saint Paul in my native state of Minnesota.

Please describe your program (mission/philosophy/cornerstone programs/etc.).

Des Moines Performing Arts education and engagement programs impact more than 70,000 patrons each season. Like other nonprofit performing arts centers, education and engagement initiatives are an important investment to our community and are essential to all programming and organizational initiatives.

DMPA education and engagement programs can be categorized into seven initiatives. The two most visible are the school matinee series – serving more than 55,000 students and teachers each year – and the Iowa High School Musical Theater Awards (IHSMTA). Other initiatives include in-school workshops/residencies, professional training for teachers in arts integration, audience engagement activities, artist training opportunities through classes and camps, and other special projects. Education and engagement initiatives intersect with all areas of DMPA programming – from Broadway to music to dance. Connecting with the art on our stages, the programs deepen performance experiences and provide engaging learning opportunities through the arts for all ages.

Over the past four years, the IHSMTA has become a flagship program and we have been working to embed educational opportunities with the touring Broadway shows in Des Moines. From vocal, acting, and dance master classes, to stage management, to technical look-in opportunities, we have been using the Broadway community to deepen the student learning.

How many people are in your department and how are responsibilities divided?

There are five members on the Programming and Education team, three of whom are dedicated to Education and Engagement programs. The School Programs Coordinator oversees the logistics of the school matinee series and in-school workshops, the Community Programs Coordinator manages the Iowa High School Musical Theater Awards, classes and camps, and audience engagement initiatives, and the Education Manager manages the Professional Development for Teachers program, serves as the primary study guide writer, and provides day-to-day management to the team. My role is as a collaborator in program design and to support each of them on the implementation; half of my time is dedicated to programming-related details outside of education and engagement.

In what ways do you work with colleagues around the country? What have you learned from others around the country?

I find great value in being able to use the network of organizations as a resource or sounding board. Whether it is to be encouraged by another organization's initiatives or to work through a problem, there is another organization that has encountered something similar and they are just a quick email or phone call away. The annual gathering at the League's Education and Engagement Forum and Spring Road Conference is invaluable for networking, sharing of best practices, and learning as a professional community. It provides the inspiration and a rejuvenation to do what we do. I have learned so much from colleagues, peers, and mentors from around the country, and one thing I have observed and remains with me is to lead from the heart and remember the human connection that binds us together. If we remember that, we will develop programs that bring people together with compassion and empathy. I have observed this in countless ways and am always overjoyed to be reminded of it when we gather as a community.

Why is education and/or engagement in the theatre community important to you?

I still remember my first professional theatre experiences like they were yesterday – sitting in the third row at the Guthrie Theater watching *A Christmas Carol* in elementary school, and years later seeing the National Tour of *Show Boat* at the Orpheum Theatre in Minneapolis. Through those experiences there was fire ignited, and I found that through the performing arts I was able to better understand the world around me. It encouraged my curiosity to learn more about the historical elements of the story, piqued an interest in the literature it was based upon, and created a new-found interest in the theatre community telling the stories. It was not about being “entertained,” it was about being transformed. It is my goal that through the types of programs we build and the educational initiatives that we design, we help ignite fires within people to be engaged in the world around them on a deeper level. I think through education and engagement experiences – be it a Broadway Master Class, a special in-depth project, or a senior day at the theatre – we are able to provide those moments where we may be inspired to look at our environment, life, or community in a different way.



Eric Olmscheid leading a conversation with Pippin cast member John Rubinstein and Iowa High School Musical Theatre Awards students about his rich theater career and his insight for their success.