



LEAGUE EDUCATION COMMITTEE NEWSLETTER

The Education Committee supports the Broadway and Touring Broadway industry through granting and creating programs designed to develop, cultivate and enrich audiences of all ages nationally.

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THE LEAGUE OF AMERICAN
THEATRES AND PRODUCERS, INC.

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Family First Nights Program

THE LEAGUE IS VERY EXCITED to announce a new education initiative for 2005.

Family First Nights is a program specifically designed to encourage at-risk families to attend theatre on a regular basis. Many programs exist in New York City for students to attend the theatre; however, if the experience is not supported and sustained within the students' home environment, there is little lasting impact promoting theatergoing as a lifelong activity. By engaging the entire family and offering repeated exposure through multiple visits, this project may begin to fill a gap where no programming currently exists. This initiative is modeled after a similar program created a number of years ago by the Mousetrap Foundation in London.

Family First Nights provides discounted theatre tickets for families who may not otherwise be able to attend Broadway shows. Families commit to attend the theatre together three times per year. Each family member pays \$10 per ticket for orchestra seats, the same cost as going to the movies. Additional ticket costs will be paid for by sponsorships. Participating families will take part in post performance discussions and will be given information packets including study guides, etiquette suggestions, a guide to who's who backstage, and a CD of the show if available.

The first year of the program will include a pilot test in two cities – New York, NY, and Hartford, CT. One hundred families in each city will participate. The League will be responsible for securing producer/presenter cooperation, raising additional funds, planning talkbacks, and coordinating materials. The League has partnered with the Harlem Children's Zone for the New York City events, who will be identifying appropriate families, coordinating family participation, and organizing transportation and other logistics. The Bushnell Center for the Performing Arts will work with implementation partners in Hartford to facilitate their activities. ☆

Broadway Speakers Bureau

THE LEAGUE'S BROADWAY SPEAKERS BUREAU PROGRAM had a tremendous inaugural year. Begun in September 2003, this pilot program was designed for students to learn about non-performance careers in the performing arts from industry professionals. Panels of three to four speakers, moderated by League member Alan Simon on behalf of the League's Education Committee, represent different aspects of the industry, including producing, general management, marketing, etc. Students from Barnard College, Brooklyn College,

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League members Kevin McCollum, Peter Boggy, Pamela Koslow and Donna Walker-Kuhne speak with students from Rutgers University as part of the Broadway Speakers Bureau program.

This is the first newsletter of the Education Committee of the League of American Theatres and Producers, Inc. We would like to take this opportunity to share with you information about our ongoing programs and new initiatives, as well as the education efforts of some of our members around the country. For more information about the League's Education Committee and programs, **please contact Rachel Reiner at 212-703-0215 or rreiner@broadway.org.**

Tampa Bay's Patel Conservatory Unveiled



The Tampa Bay Performing Arts Center has unveiled a new, 45,000-square-foot conservatory next to the existing facility in Tampa.

Completion of the new \$8 million Patel Conservatory allows expansion of The Center's existing Education programs, such as its nationally recognized Classical Ballet Training Program and Tampa Bay Youth Orchestra, as well as development of numerous other offerings for all ages and interests.

The Conservatory appears to be the largest arts school – south of Julliard – connected to a major performing arts center.

The facility includes two complete dance studios with sprung floors, a state-of-the-art media lab, individual classrooms, costume shop and sound/lighting laboratory.

More than 600 students recently began Patel Conservatory classes in all aspects of the performing arts. Already, there are three adult acting classes, a new jazz ensemble, Rock School and more than a dozen on-camera and on-stage act-

ing classes, serving pre-schoolers to high schoolers.

Even more classes were added to the winter session, which began in January.

Conservatory faculty members focus on the training and exploration of the performing arts for prospective arts professionals. And they also work with community members seeking a better understanding and appreciation of the arts.

School administrators set up two levels of classes—dubbed Access and Excellence—which allow varying degrees of skill, knowledge and commitment.

TBPAC President Judy Lisi says The Conservatory is a natural outgrowth of The Center's role as an advocate and champion of the arts.

A capital campaign raised \$30 million to pay for the building and to help create a sizable endowment.

For more information about the Patel Conservatory at The Center, go to patelconservatory.org.

~Submitted by Michael Kilgore

MTI Partnerships: Learning through Theatre

MUSIC THEATRE INTERNATIONAL (MTI) is excited to announce new educational partnerships and endeavors to promote learning through theatre. Nine years ago Freddie Gershon, chairman and CEO, developed Broadway Junior, adapting great musical theater into full 70-minute shows designed specifically for middle-school children to perform. With more than 15,000 productions of Broadway Junior titles to date, many sixth through ninth grade students have experienced the thrill of being a part of a Broadway musical.

Now looking toward elementary schools, MTI and Disney Theatrical Productions have collaborated in developing stage musicals from Disney's hugely popular animated feature catalogue expressly for the youngest students. Current titles to be released in January 2005 include *Cinderella*, *101 Dalmatians*, *The Jungle Book*, and *Aladdin*.

Perhaps most significantly, Macmillan/McGraw-Hill—the largest supplier of music textbooks in the United States—will now include a lesson based upon a Broadway Junior musical as a curriculum chapter in every 2005 music textbook. Each lesson chapter will grant a full grand rights license

allowing a school or a specific classroom to perform a truncated version of each grade's musical. No longer extracurricular, Broadway Junior will now have access to the funding and support given to curriculum based programs.

To support these recent developments, MTI—in conjunction with Disney and Macmillan/McGraw-Hill—will embark on a large scale tour of teacher enrichment workshops so that “no teacher is left behind”—helping educators learn how to bring the theatrical experience to students of all ages. Furthermore, through a licensing agreement with IntraMusic Theatricals and tour booking with The Road Company, performing arts centers across the country will be offered Broadway Junior On Tour. The companion performance tour of professional actors will focus on Meredith Willson's *The Music Man*, *Into the Woods* and *Dear Edwina* in a show about putting on a show. Together with the workshop seminar, performing arts centers will be offered an educational outreach program with content appropriate for all grade levels and a curriculum stamp of approval with their local schools. ☆

~Submitted by Stephen Gabriel

StudentsLive

STUDENTS LIVE HAS BEEN VERY ACTIVE and busy this year spearheading some amazing new programs for long-standing existing partnership Broadway productions and are very excited about some brand new partnerships with shows both here in New York and on the road. Tom McCoy and Cathy Rigby, along with the support of Anita Dloniak, are true pioneers in their commitment to providing hands-on interaction for their audiences by bringing StudentsLive's custom-designed programs to most of the major cities on tour with their production of *Peter Pan*. The *You're Flying* National Education Workshop is an incredibly rich and interactive interdisciplinary curriculum-based workshop that is providing incentive for all kinds of new audiences to purchase tickets: young, old and family-based ticket buyers who want more than just a discount ticket. Also new this year but committed to providing excellent incentives for young audiences are the producers of *Little Women*, who clearly saw the opportunity to provide the education community with a rich and mandatory curricula supplement with this exciting program attached to their show

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Apple Awards Program Expands

THE LEAGUE EDUCATOR APPLE AWARDS PROGRAM is entering its third season. The purpose of this award is to reward, acknowledge and support the education efforts of those educators, administrators, district heads and education teams in the field that collaborate with League member venues and organizations around the country. The award is given jointly to the educational collaborators – teacher(s) and administrator(s) as applicable – and the education coordinator at the venue/organization. These awards help foster stronger connections between venues and schools around the country, and encourage schools to integrate theatre into the curriculum and send student groups to Broadway shows around the country. This year the award was expanded to include New York City educators. Past recipients of the award include Deb Hare, nominated by the CAPA Shubert Theater in New Haven, Connecticut; Dona Beard and Ann Shrewsbury, nominated by the Lied Center for Performing Arts in Lincoln, Nebraska; Dr. Kathleen Binkowski, nominated by the Bushnell Center for the Performing Arts in Hartford, Connecticut; Linda Succi, nominated by the Providence Performing Arts Center in Providence, RI; and the Ida Rankin Elementary School First Grade Team, nominated by the North Carolina Blumenthal Performing Arts Center in Charlotte, NC. ☆

Seussical Program in Charlotte

THROUGH A GENEROUS GRANT from the League and building around the April 2003 presentation of *Seussical, the Musical* at the North Carolina Blumenthal Performing Arts Center/Ovens Auditorium, the NCBPAC's Education Institute conducted the project called Page to Stage: *Seussical*. This project provided a unique vehicle for using the literature of Dr. Seuss as a platform for teaching literacy skills that included a rich source of thematic material, activities, and inspiration to encourage student learning in theater arts and music. As part of this educational process, participating students and teachers attended a matinee performance following nearly eight weeks of learning activities prior to the Charlotte performances.

Working with Institute staff, teachers at the Institute's partner schools designed lesson plans for first and third graders, all aligned to North Carolina and national curriculum goals and standards. The lessons guided students to 1) identify the rhyme scheme of Dr. Seuss poems; 2) create their own Seuss-like poems; and 3) incorporate drama (including scriptwriting), music, and movement to create their own mini-productions.

The Institute and the partner schools teamed with the Public Library

of Charlotte and Mecklenburg County, which was simultaneously celebrating Dr. Seuss's 100th birthday, to provide complete lists of Dr. Seuss books to the teachers and help ensure that the books would be available for student and teacher use during the program. Additionally, classroom teachers were encouraged to use relevant sections of a study guide provided by the *Seussical, the Musical* Company. During this phase students became acquainted with the stories of Dr. Seuss, specifically, his trademark rhythmic patterns, and learned to create their own poems based on this style. A total of 215 students (first- and third-graders at two schools) participated directly in these activities.

The next phase of activities was the productions. At one school, first-grade students presented mini-productions in their classrooms for parents, based on the Dr. Seuss-inspired lesson plans designed by the first-grade teachers. Preliminary festivities in both schools included character parades, in which students dressed as their favorite Dr. Seuss character and paraded through the school hallways. Approximately 1,325 people (students, teachers, and parents) participated in and/or witnessed these parade activities, which helped generate considerable interest in seeing the Broadway

Education Program Data Bank

THE LEAGUE'S EDUCATION COMMITTEE has unveiled a new user-friendly data bank in the members only section of the League's website that will facilitate the sharing of education program ideas among different markets. League members are invited to visit the data bank to view the past programs listed and submit your successful education programs, which will be automatically added to the data bank.



Education Grants Program

SINCE IT WAS FOUNDED IN 1996, the League's Education Grants program has awarded \$480,000 in grants to support education efforts of Broadway presenting organizations in New York City and around the country. Ten National Education Grants and two New York City Education Grants of \$5,000 each are given out every year to presenters of Broadway and Touring Broadway shows across the United States for the development or support of education programs associated with those productions. The grants have supported over 40 venues and 52 productions. This program is administered by the League with generous additional financial support from Theatre Development Fund.



show.

The Education Institute posted the teacher-developed *Seussical* lesson plans on its website (blumenthalcenter.org), thereby making the lessons available to a broad audience of teachers. To extend that participatory audience further, the Institute partnered with the Public Library of Charlotte and Mecklenburg County and the official *Seussical* website to also temporarily post the lesson plans. Additionally, the Kennedy Center's Partners in Education program provided a live link to these lesson plans, making them available to educators nationally.

The Center was able to extend the League's grant by simultaneously offering

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Guidewrite Study Guides and Programs

2004 WAS A VERY BUSY YEAR for Peter Royston and GUIDEWRITE! New Guidewrite study guides and educational programs included:

• **SLY FOX:** What do theatre and comics have in common? Winner of a 2004 League New York Education Grant, this program took two seemingly dissimilar cultural events—the Broadway revival of *Sly Fox* starring Richard Dreyfuss and Eric Stoltz, and the opening of the Museum of Comic and Cartoon Art in New York City—and brought them together in a unique education program. Aided by a Guidewrite study guide and inspired by the biting satire of Larry Gelbart's *Sly Fox*, students from the New York/New Jersey/Connecticut area created political cartoons based on events in their own lives and in the news. Cartoons were judged by a panel of cartoon and comic professionals and displayed in a special exhibition at the Museum. One lucky student was chosen and got to see *Sly Fox* and meet the cast.

• **DALLAS SUMMER MUSICALS:** Each show in the 2004 Dallas Summer Musical season got its own page in this special study guide. Along with background information, games and resource data, this guide included a Dallas Summer Musicals timeline, tips on theatre etiquette, and information on Dallas Summer Musicals' exciting educational programs.

~Submitted by Peter Royston. For more information on Guidewrite educational materials and initiatives, call Peter Royston at 914-589-4405, or visit www.guidewrite.com.

StudentsLive (from p.2)

designed to include English language arts, theatre, social studies and music classes nationwide. And continuing their steadfast commitment to young audiences are the Weisslers, for whom we are currently designing a study guide for their upcoming Broadway revival of *Sweet Charity*. We are also designing some incredible Fosse-based dance workshops to promote to students around the country with this new and exciting production. The producers of *Avenue Q* and *Rent* are also leading the pack in their commitment to young audiences

• **DANCING ON COMMON GROUND:** This exciting touring show uses song and dance to explore the history and influence of Irish immigration to the United States. The Guidewrite study guide for *Dancing on Common Ground* allows students to look through the eyes of a young Irish immigrant coming to New York in the 19th century.

• **CHITTY CHITTY BANG BANG:** The Guidewrite staff is busy working on the study guide for the upcoming production of *Chitty Chitty Bang Bang*, coming to Broadway in the spring of 2005. This interactive guide will focus on the idea of invention, about how seeing the world through the eyes of a child can fuel creativity. An eccentric inventor and his family can see the potential in a rundown old racecar, transforming it into a thing of magic, but in *Vulgaria*, where children are outlawed, imagination and creativity are stifled. The study guide will include information on Ian Fleming, the original "inventor" of *Chitty Chitty Bang Bang*, ideas on encouraging inventive thinking, and math and science lesson plans written by curriculum specialists. ☆

and we continue to receive overwhelming interest in our new and existing programs for both (John Tartaglia was a hit with our students this fall, and our December 8 *Rent* workshop was hosted by Jeremy Kushnier). And of course, *Chicago* and *Wonderful Town* (500 Girl Scouts attended our exclusive *Wonderful Town* Girl Scouts on Broadway Day November 6) continue to be well attended and the materials and programs widely used nationwide. ☆

~Submitted by Amy Weinstein. For more information visit: www.studentslive.org.

Seussical (from p.3)

ticket subsidies to the students' parents using a grant from the MetLife Family Arts Experience program. As a result, the total attendance by students, parents, and teachers at this matinee performance using the combined grant funds was 300.

This project enabled parents and school administrators to visibly and audibly witness the creative processes through which their students learned fundamental lessons of literacy and language arts, rhythm and rhyme, theater arts, and music. ☆

~Submitted by Morenga Hunt

Broadway in Rochester

THE ROCHESTER BROADWAY THEATRE League's Education programs are in full swing as winter 2005 settles into western New York. The master class for *Thoroughly Modern Millie* will provide 48 students from the greater Rochester area an opportunity to study with members of the touring company, have dinner with them, and then attend that evening's performance. *Modern Millie's Magical Tour* will be the winter highlight for over 800 middle school students, grades 6-8 students from five Rochester-area school districts that have partnered with the league to give their students the ultimate educational theatre experience. The program, a recipient of this year's League Education Grant program, provides the students with numerous educational and enrichment programs that will culminate with all students seeing the production of *Thoroughly Modern Millie*. During the winter months the RBTL's *Stars of Tomorrow* program, a highly recognizable program in the greater Rochester area that honors excellence in the high school musical production, explodes with 38 high school musicals that will be adjudicated by a team of judges and the winners in thirteen categories announced at a gala ceremony June 5, 2005. ☆

~Submitted by Robert Sagan

B'way Speakers (from p.1)

Juilliard, Long Island University, Marymount Manhattan College, Muhlenberg College, New York University, and Rutgers University participated over the past year. Speakers included Peter Bogoyo, Steven Chaikelson, Wayne Cilento, Maggie Edelman, Nancy Nagel Gibbs, Michael Hartman, Pamela Koslow, Harriet Leve, Kevin McCollum, Ben Sprecher, Abbie Strassler, Tom Viertel, Ken Waissman, Donna Walker-Kuhne, Randall Wreghitt, and others. Students who attended the panels were also given information about internship opportunities in theatre industry offices as well as student rush tickets to Broadway shows. ☆