



# 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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*This is the newsletter of the Education Committee of the League of American Theatres and Producers, Inc.*

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

*For more information about the League's Education Committee and its programs, please contact Rachel Reiner at 212-703-0215 or [rreiner@broadway.org](mailto:rreiner@broadway.org).*

## The Broadway League

Nina Lannan, *Chairman*  
Charlotte St. Martin, *Executive Director*

**Membership Services Department**  
Edward Sandler, *Director*

**Education Committee Coordinator**  
Rachel Reiner

**Education Committee Co-Chairs**  
Maria Di Dia and Judith Lisi

## TONY AWARDS®/HILTON EDUCATION PROGRAM

Hilton Hotels, a partner of the Tonys, is collaborating with Tony Award Productions on a new education program: "First Theatre Memories."

Under-served 7th-10th grade students in Atlanta, Baltimore, and New York who have never before been to a Broadway show are participating in a curriculum developed and executed by the League and the Education Committee. Local social service organizations identify the students.

The program includes three phases: a "Theatre 101" workshop held at a Hilton hotel; attendance at a performance of a Broadway/Touring Broadway production; and a writing contest focusing on reflecting the individual's first theatre experience. The contest winner receives a trip for two to New York and tickets to the 2008 Tony Awards, including airfare and hotel.

The kick-off of the event took place on October 27th in New York City with students from Broadway Housing Communities and cast members from *Legally Blonde The Musical*. Laura Bell Bundy, the program's national spokesperson this year, participated in various activities which were implemented by Paul Canaan, under the direction of Philip Katz and Camp Broadway. The workshop provided general theatre information and a history of *Legally Blonde* and its journey to Broadway. Students learned to sing "What You Want" and the dance number "Bend and Snap," and enjoyed a post-performance discussion with cast members.

On November 10th, the program continued in Atlanta in conjunction with the touring Broadway production of Irving Berlin's *White Christmas*.

▼ NYC students learn a song from *Legally Blonde The Musical*



▲ Legally Blonde The Musical cast members Laura Bell Bundy & Paul Canaan with kids from Broadway Housing Communities in NYC

Students from the Boys and Girls Clubs of Whitehead, Wofford and Youth Art Connection as well as an after school mentoring program called Ego Ideal participated. The workshop, coordinated by Sarah duBignon at the Fox Theatre, featured an introduction to theatre and a meet-and-greet with Hannah Misera, the child actor in the tour. The students learned the song "White Christmas," wrote and acted out their own scenes, and discovered how costumes are designed and created before trying on pieces and drawing their own.

The Hippodrome Foundation will host teens from Big Brothers/Big Sisters in Baltimore on March 29th in collaboration with the touring Broadway production of *Camelot*.

The program is expected to rollout nationally in 2008-2009, after an evaluation at the end of this season.

*More photos on the back cover.*

▼ Students from the Boys & Girls Clubs in Atlanta learn from a local costume designer





## BROADWAY SPEAKERS BUREAU

The Broadway Speakers Bureau is now in its fifth year. This program provides an opportunity for students to learn about non-performance careers in the performing arts. Panels of two or three industry professionals, moderated by League member Alan Simon on behalf of the Education Committee, represent various aspects of the industry, including producing, general management, marketing, press, and stage management. Participating students receive information about internship opportunities in theatre industry offices and student/rush tickets to Broadway shows.

This fall, the Broadway Speakers Bureau hosted over 150 students from Marymount Manhattan College, Borough of Manhattan Community College, Brooklyn College, Singapore Management University, Rutgers University, and our second high school event for the Professional Performing Arts High School.



▲ Top left: Broadway League members Abbie Strassler, Kenneth Weissman, and Dori Bernstein speak with students at Rutgers University. Top right: Students from Singapore Management University learn about producing and general management. Bottom right: Students from Brooklyn College learn about Broadway marketing and press.



▲ Gerald Schoenfeld

Plans are underway for an annual benefit dinner to raise money for the educational initiatives of the League.

The inaugural event will honor Gerald Schoenfeld, Chairman of the Shubert Organization, who has been a tremendous supporter of education programs in New York City and around the country. The event date will be announced shortly.

## 2008 NEW YORK CITY EDUCATION GRANT RECIPIENTS

The Broadway League is very pleased to announce the 2008 New York City Education Grant recipients:

### Come Back, Little Sheba

*Come Back, Little Sheba*, which deals with the themes of broken dreams, marital resentment, alcoholism, sexuality and premarital pregnancy, will provide over 800 high school students, teachers and family members with the opportunity to explore these complex issues through the power of live theatre. Students participating in the various programs of Manhattan Theatre Club's Education Program will attend a Student Matinee performance of *Come Back, Little Sheba*; the culmination of months of study of the play and the art of theatre with MTC Teaching Artists who work directly in the partner schools. The Family Matinee Series also culminates in a performance, but here students bring a family member, guardian or mentor with them which encourages communication between adults and adolescents regarding the themes addressed in the play. In advance of these student driven activities, MTC will hold a Professional Development Workshop for all participating teachers in each of its programs to acquaint them with the material and provide teaching techniques to be used in the classroom.

### South Pacific

The Lincoln Center Theater Open Stages high school program provides economically disadvantaged students with an introduction to theatre by integrating subjects and themes of a play or musical into classroom study. In the spring 2008 semester, one thousand students from 15 New York City public high schools will attend LCT's revival of Rodgers and Hammerstein's *South Pacific*. To prepare students for their theatre-going experience, teaching artists will conduct three pre-show workshops in all participating classrooms. Thirty-six teachers will attend four training sessions at LCT and devise lesson plans for their students. A *South Pacific* study guide will be developed to assist teachers as well.

## APPLE AWARDS RECIPIENTS

The Broadway League is pleased to announce the 2008 recipients of the League Educator Apple Awards:

### Paul King, Director of Theater Programs, New York City Department of Education, New York

Paul King worked with the Broadway production of *The 25th Annual Putnam County Spelling Bee* to coordinate efforts with Grace Dodge High School in the Bronx, which had recently developed a Theatre/English class for selected students. Throughout the semester-long project, Mr. King oversaw all correspondence and coordination, and provided continuous encouragement for the collaboration.

### Serena Coleman and Peggy Holmes, Amory High School, Mississippi

After bringing students to see many touring Broadway productions at the Orpheum Theatre in Memphis, Tennessee, including *Joseph and the Amazing Technicolor Dreamcoat*, these teachers encouraged and facilitated their students in putting on their own production of that show. The high school is in a small community 125 miles from the Orpheum and was the first high school group in the theatre's history to be invited to perform a musical on the Orpheum's stage.

### Chris Maly, Patsy Koch-Johns, Joann Davis Yoakum and Kathy Marsgall, Lincoln High School; Vernon Miller and John Mangan, Umonhon Nation Public School; and Mike Morris, Crete High School, Nebraska

These teachers collaborated with the Lied Center for Performing Arts and Time Warner Cable on the eighth annual Immersion Project in conjunction with the touring Broadway production of *All Shook Up*. They brought great diversity, challenging educational contexts, passion for the arts and enthusiasm to introduce their students to the arts. The students learned about the arts through workshops on language, music, choreography, scene study and auditioning.



Nominations for the League Educator Apple Awards are accepted year-round. The nomination form is included inside this newsletter and on the members' section of the Broadway League's website, [www.BroadwayLeague.com](http://www.BroadwayLeague.com).

## SAVE THE DATES:

**2008 Education Forum** – Monday, April 14th, 9:00am to 3:30pm

**2008 Touring Broadway Awards Ceremony** – April 14th, at 6:00pm

**2008 Spring Road Conference** – April 15th to 17th



▼ League Education Committee co-chairs Judith Lisi (President, Tampa Bay Performing Arts Center) and Maria Di Dia (Broadway general manager).

## EDUCATION COMMITTEE

Dori Berinstein, *Dramatic Forces*  
Kirsten Berkman, *East of Doheny*  
Maria Di Dia, *Maria Productions*  
Amy Dorfman, *The Shubert Foundation*  
Sarah duBignon, *The Fox Theatre*  
Marc Falato, *ZenDog Productions*  
Tara Schoen Fishman, *Off-Broadway Booking*  
Todd Fogdall, *Civic Center of Greater Des Moines*  
Bill Haber, *Ostar Theatricals LLC*  
Mindy Hayward, *Broadway in Columbus*  
Jennifer Hershey, *Jujamcyn Theaters*  
Jason Holland, *Orange County Performing Arts Center*  
Morenga Hunt, *North Carolina Blumenthal Performing Arts Center*  
Philip Katz, *Camp Broadway*  
Laura Kendall, *Lied Center for Performing Arts*  
Elise J. Kushigian, *Clowes Memorial Hall of Butler University*  
Wendy Leigh, *Tampa Bay Performing Arts Center*  
Judith Lisi, *Tampa Bay Performing Arts Center*  
Vanessa Logan, *Palace Theater*  
Ken Marsolais, *Ken Marsolais Productions*  
Lesley Mazzotta, *After the Storm*  
Mari Nakachi, *Nakachi Productions*  
Nelle Nugent, *The Foxboro Companies, Inc.*  
Marya Peters, *The Marketing Group*  
Colleen Porter, *Playhouse Square Foundation*  
Jana Robbins, *Better World Productions*  
Peter Royston, *Guidewrite*  
Bob Sagan, *Rochester Broadway Theatre League*  
David Shookhoff, *Manhattan Theatre Club*  
Alan Simon, *On Location Education*  
Patricia Snyder, *NYS Theatre Institute*  
Yolande Spears, *The Bushnell Center for the Performing Arts*  
Amy Weinstein, *StudentsLive, Inc.*  
Elizabeth Williams, *Four Corners Productions*  
Will Willoughby, *East of Doheny*  
Douglas Young, *North Carolina Blumenthal Performing Arts Center*



# TONY AWARDS®/HILTON EDUCATION PROGRAM PHOTOS



▲ Laura Bell Bundy speaking with students



▲ Paul Canaan leading warmups



▲ Students learning a song from Legally Blonde The Musical



▲ Outside The Palace Theatre in NYC



▲ Students trying on costumes in Atlanta



▲ Students learning how a show is developed for Broadway



▲ Students doing vocal warmups in Atlanta



THE  
BROADWAY  
LEAGUE™

APPLICATION

## 2008-2009 LEAGUE EDUCATOR APPLE AWARD

**THE PURPOSE OF THIS AWARD** is to reward, acknowledge and support the efforts of educators, administrators and district heads (or education teams) in the field who collaborate with League-member venues and organizations around the country. We invite you to nominate worthy educators with whom you have collaborated. The award will be given to both educational collaborators — teacher(s) and administrator(s) as applicable — and the education coordinator at the venue/organization. As many as six national awards will be bestowed each year.

### ELIGIBILITY

Eligible nominees are:

1. Educators/teams who partner in an ongoing relationship with League-member venues or organizations at least once a year on projects that relate to Broadway or touring Broadway productions; and
  2. Educators/teams who partner with League-member venues or organizations throughout the school year on arts and education programs that relate to Broadway or touring Broadway productions.
- Nominees must have worked on projects with League-member venues or organizations that involved League-member Broadway or touring Broadway production(s) (Equity, AGVA or AGMA shows only, or not otherwise eligible to be Equity). Projects involving non-Equity shows do not qualify.
  - Projects may target kindergarten through college-aged students.
  - The proposed efforts for which the nominated person/team is being recognized must have taken place no later than June 2008.

### GUIDELINES

- Each organization or presenting venue may nominate one educator/team per city. The nominated educator/team may not be employed by the organization or venue.
- While the panel will consider the number of individuals served, the panel is more interested in high-quality projects than the number of individuals participating in those projects.
- The award will not be based on the overall cost of the program or the source of funding.
- The program need not have been funded by League grants.
- Consideration will be given to all educators, regardless of whether the school is public, private, or a charter school.
- The evaluation committee will attempt to achieve a fair distribution of grants among geographical areas.
- Organizations/venues that received an Educator Apple Award in 2007-2008 must take a one-year hiatus and may not apply again until next year.
- Nominations must be typed on the form on the reverse side of this page. Additional forms are available for download in the members section of the League's website.
- Completed nomination forms are accepted year-round, but must be received by the League by August 31, 2008 to be considered for 2009.

**YOUR NOMINATION FORM MUST BE RECEIVED BY 8/31/08 AND SENT TO:**

Rachel Reiner, Manager of Membership Services  
The Broadway League  
226 West 47th Street, 6th Floor  
New York, NY 10036



# APPLICATION

## 2008-2009 LEAGUE EDUCATOR APPLE AWARD

### I. NOMINATOR INFORMATION (To be filled out by education director/coordinator of League-member organization/venue)

PRESENTING ORGANIZATION

STREET ADDRESS

CITY

STATE

ZIP

CONTACT PERSON & TITLE

TELEPHONE

FAX

E-MAIL

### II. PROJECT INFORMATION (You may attach an additional sheet if necessary.)

A. NAME OF NOMINATED EDUCATOR/TEAM \_\_\_\_\_

1. List additional educational colleagues associated with this collaboration (e.g. principal, administrator, department head, superintendent, etc.)

2. Define your organization/venue's role in the collaboration (e.g. liaison, conduit, etc.)

3. How long have you worked with this educator/team (# of years, ongoing, etc.)?

B. Describe the program(s) for which this educator/team is being recognized, the grade level(s) involved, and the Broadway or touring Broadway shows(s) involved.

C. Briefly describe any special qualities that this educator/team brings to the program(s) and what makes them stand out from other educators.

D. Briefly describe the way(s) in which this educator/team has creatively contributed to the success of the arts and education program(s).

E. Describe the curriculum connection(s) this educator/team brought to his/her classroom/students in conjunction with this program(s).

F. Describe outcomes of this program, including benefits to both participants and League-member organization/venue.

### III. PROJECT IMPACT

Please attach a one-page letter from the nominated individual acknowledging the impact of the collaboration, how it aligned with his/her teaching goals, etc.

*Please note: Excerpts from this nomination and/or the accompanying letter from the nominated individual may be used for publicity purposes.*