



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 Broadway League.

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.

THE BROADWAY LEAGUE

NINA LANNAN, CHAIR
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MARIA DI DIA AND JUDITH LISI

MEMBERSHIP SERVICES DEPARTMENT

EDWARD SANDLER, DIRECTOR

EDUCATION COMMITTEE COORDINATOR

RACHEL REINER



▲ Georgiana Young, Amanda Dubois and Tom Hulce



▲ Morenga Hunt

2008 EDUCATION FORUM

The Broadway League's annual Education Forum took place on Monday, April 14, 2008 in New York City. The morning included a three-part discussion. The first section, moderated by Douglas Young (North Carolina Blumenthal Performing Arts Center), featured Sarah DuBignon (Atlanta's Fox Theatre), Morenga Hunt (North Carolina Blumenthal Performing Arts Center) and Wendy Leigh (Tampa Bay Performing Arts Center) sharing information on how to strengthen connections with audiences. They extensively discussed Affinity Groups, informal social clubs that allow theatregoers to meet and interact with others who share similar interests. In the second section, a chat with *Spring Awakening* producers Tom Hulce and Amanda Dubois took place. Moderated by Georgiana Young, the producers discussed developing the show and

education plans for the upcoming national tour. The final section in the morning included case studies of actual shows from which we learned about marketing and education staff efforts to develop stronger relationships. This featured Bob Bucci and Anita Dloniak for *Chicago* and Scott Moore for *In The Heights*, and was moderated by Amy Weinstein.

A working lunch focused on sharing information about programs in participants' venues around the country. The forum continued with a discussion of the national rollout of League education initiatives such as Family First Nights® and the Broadway Speakers Bureau. The afternoon concluded with a discussion about attracting funding for education in today's changing climate, featuring Margaret Berger (Ronald McDonald House Charities), Gigi Bolt (Education Consultant) and Robin Pogrebin (*The New York Times*).



▲ Robin Pogrebin, Ken Marsolais, Gigi Bolt and Margaret Berger



▲ Anita Dloniak, Bob Bucci, Bob Sagan, Scott Moore and Amy Weinstein

NOW THAT'S
BROADWAY!

2008–2009 NATIONAL EDUCATION GRANT RECIPIENTS

The Broadway League is very pleased to announce the 2008–2009 National Education Grant recipients:

Fox Cities Performing Arts Center – Appleton, WI

The Fox Cities Performing Arts Center will host the Wisconsin premiere of *Wicked*. The Center will continue its tradition of in-depth curriculum-based education by partnering with Kaukauna High School's "School Within a School" program for at-risk students. "*Wicked Politics*" will challenge 40 juniors and seniors to think critically about human nature and the role of power dynamics in the political process. The Center will engage students in a dialog with a local political expert, provide tickets for a matinee performance of *Wicked*, and orchestrate a school-wide mock election involving the two witches.

Civic Center of Greater Des Moines – Des Moines, IA

"I'm Here – The Color of Me" will combine a day of educational workshops at the Civic Center of Greater Des Moines with a series of in-school experiences. It will encourage 100 young minority women in grades 9 through 12 to explore the history, themes and characters of *The Color Purple* as part of an educational collaboration with Sisters for Success, an after-school program of the Des Moines Public School system. Students will read the novel *The Color Purple*, listen to the show's music, participate in workshops and discussions, attend a performance of the touring Broadway production, and write their own personal stories.



Students from Hoover High School in Des Moines, Iowa participating in a 2007 granted program



Walton Arts Center Council – Fayetteville, AR

Walton Arts Center's High School Broadway Club *Fiddler on the Roof* Unit will provide area high school students the opportunity to learn about professional live theatre, increase their access to the performing arts, and provide insight into Jewish culture and religious traditions. By attending a performance, school-site workshops, Q&A sessions, and lunchtime conversations, club members will enhance their knowledge of Broadway and professional theatre careers, learn drama skills, and become familiar with an underrepresented culture in the Northwest Arkansas region.

Clowes Memorial Hall of Butler University – Indianapolis, IN

"Broadway Behind the Scenes: Technical Theatre from Textbook to Stage" will involve 80 theatre students from central Indiana schools in a series of sessions focusing on the technical elements of Broadway Across America-Indianapolis' presentations of *Happy Days – A New Musical* and *Stomp – See What All the Noise is About* at Clowes Memorial Hall. After preliminary work in the classroom, students will meet with the Clowes professional stage crew and observe the load-ins of *Happy Days* and *Stomp*. Students will attend both productions, compare and contrast the technical elements of each, and apply their newly acquired technical skills to their own school performances with mentoring help from the Clowes stage crew.

Theater League – Kansas City, MO

Theater League will partner with Central High School to explore and study historical, social and creative themes in the touring production of *The Color Purple*. Students will attend workshops and a speaker series, as well as a performance of the show at the Municipal Auditorium Music Hall. The primary themes incorporated in this project are African American history from the 1900s to the 1930s, abuse, and creative writing inspired by personal experiences. Participating speakers include representatives from the National Association of Colored Women, the National Council of Negro Women, the Rose Brooks Center for Domestic Violence, and local female authors. By attending a performance of *The Color Purple*, preparing a written essay and meeting with members of the cast, students will learn first-hand about local history and how past events have shaped their lives today.

2009–2010
LEAGUE EDUCATOR
APPLE AWARD

NOMINATOR
APPLICATION
ENCLOSED

Lied Center for Performing Arts – Lincoln, NE

Building on the first year of a two-year pilot project entitled Generation Jazz, The Lied Center will bring middle school students involved in jazz band to the Lied Center to attend performances of the Glenn Miller Orchestra, Blue Note Tour and the touring Broadway production of *Ain't Misbehavin'*. Generation Jazz links visiting artists and jazz events at The Lied Center with music students enrolled in the University of Nebraska and middle school students involved in jazz band from two Lincoln Public schools. The goals of this project are to inspire a love of jazz, performance, and musical learning and to provide middle school students with opportunities for direct contact with artists and performances such as *Ain't Misbehavin'*.



▲ Students participating in the 2007 granted program at the Peace Center for the Performing Arts in Greenville, SC

Van Wezel Performing Arts Hall – Sarasota, FL

Using the performance of *Ain't Misbehavin'* as a medium of multi-level, multi-age learning, the Van Wezel Performing Arts Hall, in partnership with Westcoast Black Theatre Troupe, will work with adult learners from area retirement homes and students from the Ringling College of Arts and Design and New College. This program will bring the Renaissance Era of Harlem to life through multiple art forms of theater, music, dance, literature, printmaking, photography, costuming, lighting design and writing. The students will be given the opportunity to learn through pre-show research, workshops, writing exercises and the creation of a final artistic product expressing their own Renaissance that will be showcased in the community.



Tennessee Performing Arts Center – Nashville, TN

Tennessee Performing Arts Center (TPAC) will join together with Ft. Campbell High School students for an educational journey relating to the touring Broadway production of *Jersey Boys*. "Making a Soundtrack of Their Lives" will encourage the students to learn about the music and history during the height of the fame of The Four Seasons in the 1960s. The project will also help students relate to their parents' personal histories and cultural experiences through music. Activities will include three workshop sessions at Ft. Campbell High School, a backstage tour, a pre-show workshop at TPAC, the opportunity to see *Jersey Boys*, and a post-show Q&A with the cast.

California Musical Theatre – Sacramento, CA

"Lion and Puppets and Kids! Oh My!" is California Musical Theatre (CMT)'s whimsically named program to introduce middle school students to puppetry as a theatrical medium using Disney's *The Lion King* as an example. This project involves 6th, 7th and 8th graders at the Language Academy of Sacramento (LAS) who have already had three years of instruction in vocal music, storytelling, acting and musical theatre dance taught by construction of various puppets (hand puppets, shadow puppets, Bunraku puppets, etc.) and script writing for puppets. The program will conclude with a performance of *The Lion King* at the Sacramento Community Center Theater in June 2009.

Proctor's Theatre – Schenectady, NY

Working with the self-confidence and empowerment themes of *Legally Blonde – The Musical*, Proctor's Theatre will partner with Girls Inc. to provide an empowering arts experience for teenaged girls. Girls will explore self-esteem, character development and self worth issues in order to articulate their personal "Elle Woods Moment" drawn from a life-changing experience where they demonstrated strength and the power of being a young woman. These experiences will be captured on film for the girls to receive as a special gift. The girls' accomplishments throughout this program will be celebrated at an "Elle Woods Moment" preview of their film, as well as attendance at *Legally Blonde – The Musical* and pre-show artist Theatre Talk.



◀ Members of the CLUB ORPHEUM professional musical theatre education program enjoyed a "lunch and learn" session with members of the national touring cast of *Mamma Mia!* backstage at the Orpheum Theater in Omaha, NE. The twenty Club Orpheum members came from high school musical theater programs all over the Omaha metropolitan area.

They met monthly to participate in music, dance, and acting workshops, interact with the casts and crews of Broadway touring productions, saw live Broadway performances, and developed their understanding of the professional side of the performing arts.



▲ Rachel Reiner (left) moderates a Broadway Speakers Bureau discussion on stage and production management with (l to r) Spook Testani, Sam Ellis and John Atherley for high school students from the Center for Arts Education.

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.



▲ Victoria Cairl and Aaron Meier share their marketing and press expertise with students from Clemson University at a Broadway Speakers Bureau event moderated by Alan Simon.



The first ever Schoenfeld Vision for Arts In Education Award was bestowed on October 6, 2008. NYC Public Schools Chancellor Joel Klein and Shubert Organization Chairman Gerald Schoenfeld were honored at a gala at the Waldorf-Astoria. Proceeds will benefit theatre education related programming. Students from Marine Park Intermediate School 278 performed at the event.



▲ Education Committee co-chair Maria Di Dia, Broadway League chair Nina Lannan and Education Committee co-chair Judy Lisi at the 2008 Education Forum



▲ In May, Rachel Reiner presented the League Educator Apple Award in Lincoln, Nebraska, to teachers involved with the Lied Center's Immersion Program. Photo (l to r): Nancy Engen-Vedin, three representatives from Umonhon Nation Public School, Rachel Reiner, Laura Sweet, Laura Kendall. Photo courtesy of Time Warner Cable



2009-2010 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 a 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 2009.

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 2008-2009 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, 2009 to be considered for 2010.

YOUR NOMINATION FORM MUST BE RECEIVED BY 8/31/09 AND SENT TO:

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



APPLICATION

2009-2010 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.