

# ★ ★ ★ 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.

## VOLUME 3, ISSUE 1 SEPTEMBER 2007

2007 Education Forum. . . . .	1
National Education Grants . . . . .	2-3
League Educator Apple Awards . . . . .	3
Family First Nights Program® . . . . .	4
News From Our Members . . . . .	4
Tony Awards/Hilton Education Program. . . . .	4

*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 League of American Theatres and Producers, Inc.**  
Gerald Schoenfeld, *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

## 2007 Education Forum

The League's annual Education Forum took place on Monday, April 16, 2007 in New York City. The morning included a three-part discussion about creating, writing and implementing high-quality education programs. The first section featured Peter Royston (Guidewrite) and Sarah duBignon (Fox Theatre, Atlanta) sharing information on how to develop a program and nurture the idea, infusing and integrating the arts into a curriculum. Part two focused on tips to enhance grant-writing skills, with a presentation by Joshua Jacobson and Andrea Gorzell (Manhattan Theatre Club). The final segment included three case studies by League members who received League education grants in recent years (Morenga Hunt, North Carolina Blumenthal Performing Arts Center in Charlotte, NC; Laura Kendall, Lied Center for Performing Arts in Lincoln, NE; and Robert Sagan, Rochester Broadway Theatre League in Rochester, NY).

A working lunch focused on League education initiatives including Family First Nights®, the Broadway Speakers Bureau®, and the League Educator Apple Awards. The afternoon concluded with a Town Hall moderated by Patricia Di Benedetto Snyder and Amy Weinstein that explored such topics as finding the right contact in each city, using assessment tools, and generating media attention.

Forum highlights included a workshop with nationally renowned educator Eric Booth entitled "Advocating for Arts Education: How to Maximize the Impact." He suggested that education is frequently perceived as a "convenient peripheral cash cow," and that the attendees and their organizations can be centers of learning by providing educational value and resources. He mentioned that many venues are currently using the words "learning" and "artistic experience" instead of "education." He discussed how to encourage audiences to make personally relevant connections in association with the presented event. That way, audiences are prepared for the artistic encounter and then are intrinsically motivated to come back. He said that "engagement before information" allows the theatregoer to feel competent with the material. He described three parts of engagement as 1) inviting audiences into the venue; 2) having the message be appropriated scaled; and 3) creating "handholds" so that patrons feel connected to the experience.



▲ Educator Eric Booth speaks to the Forum participants.



▲ Executive Director Charlotte St. Martin welcomes the attendees.



▲ Morenga Hunt from the North Carolina Blumenthal Performing Arts Center shares a case study of his grant-winning program.



## News from our members around the country...

Family First Nights® is a program designed to encourage at-risk families to attend Broadway/touring Broadway three times over the course of a year. We are beginning our fourth year in New York City and have already successfully tested the program in Des Moines and Hartford as well. By engaging the entire family and offering repeated exposure through multiple visits, this program offers the participating families the



opportunity to make live, professional theatre part of their cultural heritage. The League provides venues with logos and a generic press release, as well as assistance securing reduced prices for touring productions, if requested.

Yolande Spears, VP of Education & Community Relations at The Bushnell in Hartford, CT stated: "The Bushnell was very proud to be the first road venue to help launch Family First Nights. This exciting initiative was a natural fit for our organization because of our commitment to community building and audience development. It definitely strengthened our existing community partnerships with faith-based, cultural, and social service organizations. It was a lever that attracted new funding and sponsorship opportunities at the \$75,000 level for audience development. Our sixty families were delighted, appreciative and have never forgotten their first experiences seeing *Little Shop of Horrors*, *Peter Pan*, and *Wicked*. We are honored to be a partner with The League to help make Broadway accessible, affordable, and a memorable part of the lives of families across this country."



Jeff Chelesvig, President and CEO of the Civic Center of Greater Des Moines in Iowa, had this to say about his theatre's participation in the program: "Family First Nights is, quite simply, a life-changing experience for all who participate in the program. Last season, we received dozens of letters from participants who felt honored and fortunate that they were able to enjoy such high quality Broadway shows. The members of the touring companies were great—they agreed to provide meet-and-greets with our guests, which further increased the value for the participants. We look forward continuing the program this season."



▲ Families from the Harlem Children's Zone met with cast members after a performance of August Wilson's *Radio Golf* in New York City in May.

▼ Families in Des Moines speak with cast members from *Mamma Mia!* as part of the Family First Nights program.



▲ StudentsLive's Chicago education workshop took place on June 30th at the Orange County Performing Arts Center. Students learned music and choreography from the show, participated in a backstage tour, competed in theatre trivia games for Broadway show prizes, and met cast members.



▲ Students participating in the Providence Performing Arts Center ARTREACH program completed projects associated with the touring Broadway production of *Wicked*.



## Tony Awards®/Hilton Education Program

Hilton Hotels, which is a sponsor of the Tonys, is collaborating with Tony Award Productions on a new education program: "First Theatre Memories." Under-served kids, identified by local social service organizations, will participate in a curriculum created by the League's Education Committee in Atlanta, Baltimore, and New York this season. The program will include three phases: a "Theatre 101" workshop held at a Hilton hotel; attendance at a performance of a Broadway/Touring Broadway production; and a contest in which the winner attends the 2008 Tony Awards.



## 2007-2008 LEAGUE NATIONAL EDUCATION GRANT RECIPIENTS



### Fox Theatre – Atlanta, GA

The Fox Theatre will work with four different groups of students in its "From Thespis to Sondheim and Beyond" program. Drama students from North Atlanta High School and Tri-Cities High School will write, produce and perform an original play. Production students will observe a production load-in, meet with production staff, and implement their knowledge creating sets for their own productions. The Boys and Girls Club will learn about musical theatre history and paint and exhibit posters that depict various musicals. An after-school program for low-performing students will include a weekly dance class, and participants will choreograph their own musical numbers to represent the history of musical theatre. All participants will attend the touring Broadway productions of *The Drowsy Chaperone* and *White Christmas* at the Fox Theatre, as well as a culminating event that will bring all of the groups together to share their work and experiences.

### Civic Center of Greater Des Moines Des Moines, IA

One hundred students from ten central Iowa high schools will use the touring Broadway production of *Twelve Angry Men* to explore the judicial process, their personal responsibility as a potential juror, how background and prejudice affect juries, and the lessons of personal responsibility and decision-making. Students will take part in a field trip to the Polk County Court House and an interactive workshop led by real-life judges and lawyers. After attending a performance of the play at the Civic Center and participating in a post-performance discussion, each student will submit a final reflective project based on their experiences. Two projects from each school will subsequently be displayed at the Civic Center.

### The Peace Center for the Performing Arts – Greenville, SC

Broadway Boot Camp is an outreach program designed to provide enhanced theatre and dance education for approximately 50 students of Carolina High School and Academy, an urban environment public high school. In November, theatre and chorus students will attend a performance of the touring Broadway production of *My Fair Lady* at The Peace Center, including a backstage tour and artist meet-and-greet. In the spring semester, the same students will work closely with a professional actor and dancer in a Broadway Boot Camp. These eight to ten sessions are designed to develop and strengthen performance skills for what will be their school's first full-length musical production, in Spring 2008.

### Clowes Memorial Hall of Butler University – Indianapolis, IN

"Broadway Behind the Scenes: Technical Theatre in Traditional and Non-Traditional Productions" will involve 40 theatre students from Ben Davis High School and Fishers High School in a series of activities comparing and contrasting the technical elements of the touring Broadway productions of *Cirque Dreams: Jungle Fantasy* and *My Fair Lady* at Clowes Memorial Hall. The Clowes five-person professional stage crew will provide several introductory experiences that will prepare the students to observe the load-in of *Cirque Dreams*. Students will then attend both productions, compare the technical elements of each and apply their newly acquired technical skills in their own school performances with mentoring help from the Clowes stage crew.

▲ The Lied Center for Performing Arts in Lincoln, Nebraska received an 06/07 grant for their education program in collaboration with the touring Broadway production of *All Shook Up*.

### Connecticut Association for the Performing Arts/Shubert Theater New Haven, CT

This grant will support "Literary Lessons: *Camelot*" to enable 75-85 students at middle or high schools in the New Haven community to study an award-winning musical, learn about historical fiction, examine related literature and art forms (musicals, movies, art), visit the medieval collections at the Yale University Art Museum, and attend the touring Broadway production of *Camelot* at the Shubert Theater. Qualified experts, including an author, a historian and a museum curator, will help students explore historical and artistic themes within this musical. Literature will come to life with the assistance of a Guest Teaching Artist who will provide insights into the process of making theatre, writing a play, and how the two come together when dramatizing the written word.

### Omaha Performing Arts Society Omaha, NE

"Club Orpheum" is a year-long advanced professional training program offered to high school juniors and seniors who hope to pursue careers in musical theatre. Participants are selected based on a competitive application/nomination process and receive full scholarships insuring participation by those with limited financial means. A combination of master classes, professional mentoring, access to shows, and interactions with touring company members provides a unique and in-depth perspective on the challenges and rewards of career artists. The season-long structure of the program allows Omaha Performing Arts to nurture future arts professionals and address their specific goals and ambitions. Participating students will attend the touring Broadway productions of *The 25th Annual Putnam County Spelling Bee*, *Monty Python's Spamalot*, *The Phantom of the Opera*, and *Mamma Mia!* at the Orpheum Theatre.

◀ Students in Memphis, Tennessee participated at education events in conjunction with *All Shook Up* at the Orpheum Theatre, a 06/07 League grant recipient.





◀ Cast members from Camelot speak with students participating in the 06/07 League grant recipient program at The Peace Center for the Performing Arts in Greenville, South Carolina."

### Rochester Broadway Theatre League Rochester, NY

"Defying Gravity: The Good, the Bad, and the Wicked" is an in-depth middle school theatre exploration of contemporary issues that confront contemporary youth. Through a variety of related year-long activities, students will explore the concepts of tolerance, diversity and bullying and how each plays a role in their day-to-day existence. Students will participate in a backstage tour, interactive workshops about tolerance and women in society, learn about the Holocaust, and visit the Strong National Museum of Play. All participating students will also attend a performance of the touring Broadway production of *Wicked* at the Auditorium Theatre.

### California Musical Theatre Sacramento, CA

"Puttin' the Show on the Road" is a new project partnering California Musical Theatre with Natomas Charter School in conjunction with the touring Broadway production of *The Phantom of the Opera*. Students will review lighting plots and schedules, costume sketches and dressers' notes, sound and sound effects cues, scenic drawings and other materials with their professor and three members of IATSE Local 50. Schedule permitting, the tour's advance man/head carpenter will also address the students. The Local 50 members will tour the school's new theatre facility with students and compare it with the equipment at Community Center Theater, where *Phantom* will be staged. The students will tour CCT while it is empty, then observe the *Phantom* load-in and assist when permitted. They will subsequently attend a performance of *Phantom* and participate in a question-and-answer session.

### Tampa Bay Performing Arts Center Tampa, FL

This project will take place in conjunction with two eighth grade classrooms of Franklin Middle Magnet School, an urban magnet school focusing on law studies and public service. A teaching artist will visit the classrooms twice a week for four weeks to implement an exploration of the jury selection process, the psychology of jurors and the dynamics of the jury room. Students will complete a writing assignment outlining character profiles, and the teaching artist will help stage a mock trial in class. Students, teachers and families will then attend a performance of the touring Broadway production *Twelve Angry Men* at the Tampa Bay Performing Arts Center and participate in a post-show talkback with cast members and attorneys. The teaching artist will follow up with a classroom visit to assess the impact of the program.

### Arizona State University Public Events Tempe, AZ

"School to Work: *Twelve Angry Men*" will introduce 100 students from Dysart High School to careers in theatrical producing and presenting, encourage them to study issues of prejudice, ethics, and the judicial system, and facilitate their attendance at the Touring Broadway production of *Twelve Angry Men* at Gammage Auditorium. Qualified experts, including two ASU fine arts professors, will help students understand the process of bringing complicated social issues to life on stage. Students will also meet with staff members at the theatre to discuss their responsibilities as an overview of potential careers in programming, operations, development, box office, marketing, cultural participation and finance.



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



  
**NOMINATOR  
APPLICATION  
ENCLOSED**  
**2008-2009  
LEAGUE EDUCATOR  
APPLE AWARD**



▲ One of the 2007 League Educator Apple Awards was presented in Rochester, New York, in June to Kathleen M. Coughlin and Kevin M. Coughlin. Left to right: Rachel Reiner (the League), Kevin Coughlin (teacher), Robert Sagan (Rochester Broadway Theatre League), Kathleen Coughlin (teacher) and League member Al Nocciolino (NAC Enterprises).



▲ Kathleen Dwyer, a visual arts teacher at Kickemuit Middle School, received a 2007 League Educator Apple Award in a ceremony at Providence Performing Arts Center in May. Left to right: P.J. Prokop (Providence Performing Arts Center), Joseph W. Walsh (PPAC Board Chair), The Honorable David N. Cicilline (Mayor of Providence), recipient Kathleen Dwyer, and Rachel Reiner (the League).

# 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 League of American Theatres and Producers, Inc.  
 226 West 47th Street, 6th Floor  
 New York, NY 10036



APPLICATION

**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.