

LEAGUE EDUCATION AND COMMUNITY ENGAGEMENT NEWSLETTER

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.

VOLUME 10, ISSUE 1
JULY 2014

2014 League Educator Apple Awards Recipients	1
2014 New York Grant Recipients	2
Family First Nights®	2
2013/14 National Grant Recipients	3
Q&A with Amy Gosz	5
Broadway Speakers Bureau®	5
The Broadway League's Diversity Programs	6

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

For more information about these programs, please contact Rachel Reiner at 212-703-0215 or reiner@broadway.org.

THE BROADWAY LEAGUE
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2014 LEAGUE EDUCATOR APPLE AWARDS RECIPIENTS

The recipients of this year's League Educator Apple Awards were presented during the National High School Musical Theatre Awards Ceremony on June 30, 2014.



▲ Executive Director Charlotte St. Martin (center) with recipients at the Awards Ceremony.

MS. MAUREEN BINIENDA
Principal of South High Community School, Worcester, MA
Nominated by The Hanover Theatre

The collaboration of The Hanover Theatre and South High Community School on "Adopt A School: The Memphis Project" created a school-wide initiative revolving around the national tour of *Memphis*. All 1,300 students from grades 9-12 participated in curriculum-based programs with a variety of subjects. Many of the students saw a Broadway show for the first time.



MR. VINCENT GASSETTO
Principal of MS 343 Academy of Applied Mathematics and Technology, Bronx, NY
Nominated by Situation Interactive

Principal Vincent Gassetto demonstrates an incredible combination of passion and discipline, and his spirit is contagious among teachers, students, and administrators. He has made arts exposure and engagement a priority not only in the classroom, but also in the education of his teachers and administrators, emphasizing its importance and impact for students in today's education. We salute his school's collaboration with *Rodgers & Hammerstein's Cinderella*, *Spiderman: Turn Off the Dark*, *War Horse*, and others.

(Continued on Page 2)

2014 NEW YORK EDUCATION AND COMMUNITY ENGAGEMENT GRANT RECIPIENTS

The Broadway League presented the 2014 New York Education and Community Engagement Grants to the Broadway productions of *Act One*, *Matilda the Musical* and *Violet*. Each show received \$5,000 to fund their initiatives.

Act One

Lincoln Center Theater's Open Stages High School Program engaged 1,180 economically disadvantaged students in pre-show workshops and 25 teachers in training sessions surrounding the subjects and themes of *Act One*. The program culminated with the students and teachers attending a performance of the show at the Vivian Beaumont Theater.

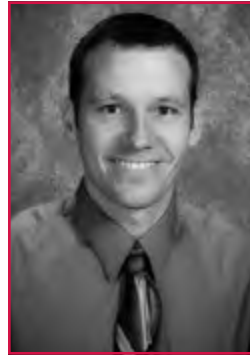
Matilda the Musical

Matilda the Musical's "Write Here, Write Now" program will provide over 360 children in 12 public schools with the opportunity to explore creativity and writing. With guidance in the classroom by teaching artists, these students will write a scene and song inspired by the characters in the show. In November, the students will come to the Shubert Theatre to watch some of their selected works staged by the Broadway cast of *Matilda the Musical*, followed by a performance of the show.

Violet

As part of the 92Y's "Art Collectors" program, Roundabout Theatre Company's production of *Violet* engaged 120 middle school students in a series of workshops that use theatre as a platform of learning about self-expression, the history of the civil rights movement, the Vietnam War, and the role of women in 1960s America, culminating with attending a performance of *Violet* at the American Airlines Theatre.

2014 LEAGUE EDUCATOR APPLE AWARDS (continued)



MR. BRIAN SAMMONS

*Third Grade Teacher at Aplington Elementary, Aplington, IA
Nominated by Des Moines Performing Arts*

Mr. Sammons's continued success with a classroom-based Broadway pen pal exchange within the classroom has led to this year's collaboration with Des Moines Performing Arts, which facilitated additional activities around *Wicked*.

This program provided his students with the unique opportunity to learn from and form relationships with a professional working in the arts.



MS. HOLLY VALENTINE

*Fourth Grade Teacher at Walt Disney Elementary School, Rochester, NY
Nominated by Rochester Broadway Theatre League*

Ms. Valentine's eight years of partnering with Rochester Broadway Theatre League has led to this year's collaboration with Walt Disney Elementary School to bring *The Phantom of the Opera's* "Beyond the Mask" program into the classroom.

This program provided an opportunity for fourth grade students to examine and experience a lesson in exploring the themes of self-esteem, the power of love, and acceptance; and concepts that will influence and impact the shaping of their own lives.



▲ In November, Family First Nights participants enjoyed the revival of *Annie at the Palace Theatre*.

FAMILY FIRST NIGHTS®

Family First Nights is an initiative that 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 seen a Broadway show. This year, thanks to the support of Luis Miranda, Amber Charter School 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 *In the Heights: In Concert* event in 2012 have made it possible for over 120 parents and children from the community to attend *Cinderella*, *Annie* and *Newsies* this year, with additional shows planned for next season. Our other partners in New York this past year also included the Bronx YMCA, the Dunton Block and Civic Association, and the Harlem Children's Zone. Additionally, many League Road Presenters have also adopted the Family First Nights model to develop programs to encourage families to attend the theatre throughout the country.



“CHANGED FOR GOOD” – FOX CITIES PERFORMING ARTS CENTER, INC. (APPLETON, WI)

In a four-month project entitled “Change for Good” Appleton students work in conjunction with the Bergstrom-Mahler Museum to create fused glass art work in response to seeing Wicked.



“BRINGING TALES TO LIFE” – HIPPODROME FOUNDATION, INC. (BALTIMORE, MD)

Dundalk Middle School students participated in the Hippodrome Foundation’s “Bringing Tales to Life” inspired by the tour of Peter and the Starcatcher.



“GUITARS: A BRIDGE TO BROADWAY” – VICTORIA THEATRE ASSOCIATION (DAYTON, OH)

Community members jam session led by Ryan France, Dick Boak, and Greg Jones at the Schuster Center in conjunction with the tour of Million Dollar Quartet.

2013/14 NATIONAL EDUCATION AND COMMUNITY ENGAGEMENT GRANT RECIPIENTS

The Broadway League awarded the 2013/14 National Education and Community Engagement Grants to ten of our presenting members on the Road. Each organization received \$5,000 to fund their education and community engagement programs, in conjunction with touring Broadway shows running at their venues. These initiatives use Broadway shows as a platform to teach young audiences about music, history, poetry and many other relevant topics. We extend our congratulations to this year’s recipients:



“WAR HORSE: THROUGH THE EYES OF JOEY” – SHEA’S PERFORMING ARTS CENTER (BUFFALO, NY)

Seventh grade students visiting Shea’s Performing Arts Center meet War Horse’s Joey and have a history lesson in the crucial role horses played in WWI.



“FROM THE PALMETTO STATE TO BROADWAY: UNCOVERING SC ROOTS THROUGH PORGY AND BESS” – PEACE CENTER FOR PERFORMING ARTS (GREENVILLE, SC)

Berea High School students show off their t-shirts after seeing a performance of Porgy and Bess at the Peace Center for Performing Arts and participating in workshops designed to connect students to their personal roots.



“BLUE MAN GROUP: FEEL THE MUSIC” – CLOWES MEMORIAL HALL AT BUTLER UNIVERSITY (INDIANAPOLIS, IN)

With the help of ButtKicker®, deaf and hard of hearing patrons experiment with beats with a percussionist from Blue Man Group.



“ART IN ACTION: ONCE” – SHUBERT THEATER (NEW HAVEN, CT)

Students from Co-Op High School and Betsy Ross Middle School created artwork in response to Once. Their work was on display at the Shubert Theater during the run of the show.



“BEYOND THE MASK” – ROCHESTER BROADWAY THEATRE LEAGUE (ROCHESTER, NY)

Two lucky students were transformed by the makeup artist from The Phantom of the Opera during an afternoon workshop held at Pinnacle School No. 35 in Rochester, New York.



“CHICAGO: CRIME AND PUNISHMENT AS ENTERTAINMENT” – VAN WEZEL PERFORMING ARTS HALL (SARASOTA, FL)

The Van Wezel Performing Arts Hall used Chicago, the Musical as a platform to discuss the “razzle-dazzle” of high-profile criminal cases and to promote a lifelong appreciation of the theatre in high school students.



“SONGS OF THE HEART” – ASU GAMMAGE (TEMPE, AZ)

ASU Gammage engaged 30 underserved high school students with songwriting workshops and a talkback with the cast members of Once.

Since 1996, The Broadway League has bestowed over \$900,000 in grants to member programs.

Q&A WITH AMY GOSZ, DIRECTOR OF PROGRAMMING AND COMMUNITY ENGAGEMENT, FOX CITIES PERFORMING ARTS CENTER (APPLETON, WI)



How long have you worked at Fox Cities PAC and what did you do before working there?

I have worked at the Fox Cities Performing Arts Center since it opened in 2002.

I began as the Center's education coordinator and moved into my current position in 2007. Prior to coming to Appleton, I was a public school teacher and taught kindergarten. My position at the

Fox Cities Performing Arts Center allows me to combine two of my passions, education and the performing arts.

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

We have a dedicated department of two. In collaboration with representatives from other departments, I lead the Center's programming team, create opportunities for partnerships with area organizations and oversee education and community engagement programs. Our education coordinator cultivates and maintains the relationships with our educators and coordinates our education programs such as the Center's daytime education series, professional development workshops and Family First Nights program. The two of us also work closely with the group sales team to encourage school groups to attend performances, the advancement department on various grant and funding opportunities, and the marketing department on community engagement initiatives.

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

The Center's mission is to serve as the gathering place for the community to engage in education opportunities and enhance understanding and enjoyment of life through the creation and presentation of the arts. So our education programs are critical to this mission. The daytime education series offers education performances that connect to classroom curriculum, introduce the live performing arts and broaden the creative cultural horizons to over 23,000 students in northeast Wisconsin annually. The Center is also proud to participate in the Kennedy Center's Partners in

Education program with the Appleton Area School District to offer professional development to teachers in the area of arts integration. In efforts to ensure that the Center is the gathering place for everyone in our community, programs such as Family First Nights and the Frank C. Shattuck PATHS (Performing Arts Touch the Heart of Students) program specifically engage those who may otherwise not attend the Center's programming.

In what ways do you work with colleagues around the country?

As I talk with colleagues in Wisconsin and around the country, there are wonderful programs happening! I love to hear what others are doing so we can share and grow our programs. I regularly communicate with the Wisconsin Presenters Network about block booking opportunities for artists and best practices. Attendance at conferences throughout the year also provides rich opportunities to meet new colleagues and learn about the unique programs happening across the country.

Why is arts education important to you?

The arts have the ability to connect and impact a community in unique ways. A theatre performance can inspire us, lift our spirits, teach us something new and open our hearts. So by introducing



young people to live theatre and engaging them in meaningful education experiences we are hopefully cultivating lifelong arts enthusiasts. It is equally important to continue offering opportunities for adults to be engaged and using the power of theatre to educate and enhance quality of life.



▲ Kinky Boots' Elyce Henkin (center) and Hal Luftig (right) speak with students at NYU Tisch School of the Arts.

BROADWAY SPEAKERS BUREAU®

The League's Broadway Speakers Bureau®, which began in 2003, brings panels of industry professionals with expertise as producers, press agents, union representatives, stage managers and directors to speak with participating students about their many non-performance careers on Broadway. Participants also have the chance to ask questions and to learn about the various internship programs in the theatre industry. Now entering its eleventh season, this free education and professional development program has served over 500 students this year alone; in addition, distance learning technology has allowed us to reach participants across the country in seven states. Participants this season have included Barnard College, Brooklyn College, University of Central Florida, Lansdowne High School, New York University, Clemson University and many more.

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 embarked on two student programs to encourage diversity in the management and administrative facets of the industry. Both focus on the many career opportunities there are behind the scenes, with one-to-one interactions with Broadway professionals.

League/ATPAM Diversity Initiative

The Broadway League and the Association of Theatrical Press Agents and Managers embarked on a joint Diversity Initiative in March 2013 as an effort to mentor students from diverse backgrounds in building their careers in the theatre industry. This program gives interns selected by local presenting venues a chance to work with the company managers of touring Broadway shows. Interns learn firsthand about all aspects of backstage production on a tour, from load-in to load-out. This past year, participating touring Broadway productions have included *Flashdance*, *Million Dollar Quartet*, *Peter and the Starcatcher*, *Porgy and Bess*, and *The Lion King* during their runs in Dallas, Denver, Des Moines, Greenville, Los Angeles, Tempe, Washington DC, and West Palm Beach. If you would like to participate in this program for 2014/2015, please contact Ed Sandler at esandler@broadway.org.



▲ Kravis Center intern with representatives from the *Billy Elliot* tour.

High School Internship Program

The High School Internship Program, which embarked on its successful pilot program last year, returned in 2014 with over 20 seniors from New York City Public Schools. In partnership with Peter Avery, the Director of Theater of the New York City Department of Education, The League has designed this program to align with the Common Core Standards for College and Career Readiness, as well as other benchmarks for learning about future professions. This program engages high school students from ethnically and culturally diverse backgrounds and introduces them to non-performance career opportunities in the theatre, such as general management, press, marketing, casting, technical supervision, and many others. This experience allows participants to view occupations in the theatre industry as viable career paths that they may pursue in college.



▲ Participating students in the 2014 internship program explore theatre memorabilia during a tour of the Shubert Archives.

QUOTES FROM PREVIOUS INTERNS:

"...shadowing the ATPAM company manager has been nothing short of amazing. I learned a lot of new information about the theater as a business..." – 2014 Baltimore Intern

"This internship has helped me to understand the role of Company Manager, but also gave me an up-close glimpse into the touring life of a theatrical production."
– 2014 Los Angeles Intern

"This journey has truly been a profoundly informative and life changing experience." – 2013 Orlando Intern

Throughout the program, students had the opportunity to work in various offices, shadow a Company Manager on a matinee performance, and see a performance of the show on which they worked. This year's participating Broadway shows were *A Gentleman's Guide to Love & Murder*, *Beautiful-The Carole King Musical*, *Casa Valentina*, *Jersey Boys*, *Kinky Boots*, *Les Misérables*, *Mamma Mia!*, *Motown the Musical*, *Newsies*, *Rock of Ages*, *Rodgers & Hammerstein's Cinderella*, *The Book of Mormon*, *The Lion King*, and *Violet*. For more information about how venues around the country can use this program as a model, contact Rachel Reiner at rreiner@broadway.org.