



LEAGUE EDUCATION NEWSLETTER

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

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OCTOBER 2010

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This is the newsletter of the Education and Community Engagement 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 programs, please contact Rachel Reiner at 212-703-0215 or rreiner@broadway.org.

THE BROADWAY LEAGUE
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MEMBERSHIP SERVICES DEPARTMENT
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EDUCATION COMMITTEE COORDINATOR
RACHEL REINER

**NOW THAT'S
BROADWAY!**



▲ Family First Nights participants interact with The Aluminum Show performers and props.

FAMILY FIRST NIGHTS® GROWS BOTH ON THE ROAD AND IN NEW YORK

The Broadway League's Family First Nights program was designed to encourage at-risk families to attend theatre on a regular basis. Since its inception, both the New York and Road initiatives have grown exponentially. The New York program expanded to include all five boroughs for the first time.

For the 2010 program in New York City, we have partnered with various social service agencies to bring over 100 families (400 participants) to Broadway. Partners in New York City include the YMCA, South Brooklyn Youth Consortium, Dunton Block and Civic Association in Queens and Harlem Children's Zone. Funding has been secured from League member donations, the Department of Youth and Community Development, the Theatre Subdistrict Council, Bloomberg LP and the Edith Meiser Foundation.



▲ Families collect autographs from the Little House on the Prairie cast in Tempe, AZ.

In an effort to encourage more venues around the country to participate, the national component was modified this year. Funding is now available on a sliding scale depending on the number of participants. With the first year's grant from the League totaling a maximum of \$4,000 and the second year's grant totaling a maximum of \$2,000, family members pay only \$5.00 to \$10.00 per ticket depending on the arrangement with the local partner social service agencies, and venues may initiate the program with as few as 10 families/40 participants. We are confident that these adjustments will build valuable relationships with local partner service agencies.



Family First Nights on the Road has rolled out in 13 cities this year: Appleton, WI; Atlanta, GA; Buffalo, NY; Charlotte, NC; East Lansing, MI; Hartford, CT; Indianapolis, IN; Memphis, TN; Milwaukee, WI; Rochester, NY; Tampa, FL; Tempe, AZ; and West Palm Beach, FL.

◀ Cast members from Memphis in New York City speak with Family First Nights participants.

2010 LEAGUE EDUCATOR APPLE AWARDS RECIPIENTS

The Broadway League is pleased to congratulate the 2010 recipients of the League Educator Apple Awards. Nominations are accepted year-round and a nomination form is attached to this newsletter.

Gregg Coats, Visual Art and Theatre Coordinator for Memphis City Schools, Memphis, Tennessee

For the last six years Gregg Coats has collaborated with the Orpheum Theatre. He has enthusiastically encouraged the visual art and theatre teachers in Memphis to integrate arts curriculum strategies such as math, critical thinking skills, literacy and experiential learning into their classrooms. Participating teachers and students have seen multiple shows at the Orpheum, including the Broadway touring productions of *Chicago*, *The Lion King*, *Les Misérables* and *A Chorus Line*. Through the commitment Mr. Coats exhibits, each year his teachers bring back valuable arts tools to the classroom, introducing hundreds of students to new ideas and concepts, as well as other year-round initiatives offered by the Orpheum Theatre.

Anna-Marie Davis, Social Studies Teacher at Orangewood Elementary School, Phoenix, Arizona

Ms. Davis has engaged in an ongoing collaboration with ASU Gammage in Tempe for the past six years. She has enthusiastically encouraged her seventh and eighth grade students to immerse themselves in lessons relating to the historical and sociological aspects of the participating productions. Her students have seen multiple shows at ASU Gammage, including the Broadway touring productions of *The Lion King*, *Hairspray* and *Swing*. Ms. Davis brings history and culture to life through special guest speakers, innovative hands-on projects and creative collaboration with fellow teachers to help students create connections across the curriculum.



▲ Elise J. Kushigian and Rachel Reiner present Matthew Rund with his Apple Award.



▲ Eric Olmscheid, Rachel Reiner and Jeff Chelavig congratulate Ruth Ann Gaines on her Apple Award.

Ruth Ann Gaines, Drama Teacher at East High School, Des Moines, Iowa

Over the last twelve years, Ms. Gaines has collaborated with the Civic Center of Greater Des Moines. She has enthusiastically encouraged her high school students to participate in multi-cultural, in-depth learning and performance experiences. Her students have seen multiple shows at the Civic Center, including the Broadway touring productions of *The Color Purple*, *Twelve Angry Men*, *The Phantom of the Opera* and *The Lion King*. Ms. Gaines has helped shape and implement curriculum, recruit speakers, and engage participating students in all six Des Moines public high schools.

Matthew Rund, Performing Arts Department Chair of Fishers High School, Fishers, Indiana

Mr. Rund, along with the entire Fishers High School Performing Arts Department, has collaborated with Clowes Memorial Hall of Butler University and Broadway Across America for the past two years. This collaboration has built a strong foundation for introducing high school students to the professional work of the theatre. The participating students have observed tour load-ins, participated in backstage tours, and worked with arts administrators and professional technical crew to incorporate the arts into their school's curriculum with their year-end performance, "An Artist's Response to War." Mr. Rund's students have seen multiple shows at Clowes Memorial Hall in Indianapolis, including the Broadway touring productions of *My Fair Lady*, *Happy Days* and *Stomp*.

2011-2012 LEAGUE EDUCATOR APPLE AWARD

DEADLINE AUGUST 31ST, 2011

NOMINATOR
APPLICATION
ENCLOSED

2010–2011 NATIONAL EDUCATION GRANT RECIPIENTS

Every year, The Broadway League's Education and Community Engagement Committee bestows \$5,000 grants to ten member venues that create education programs associated with Touring Broadway productions. The 2010–2011 National Education Grant recipients are:

The Fox Theatre – Atlanta, GA

The Fox Theatre's "No Place to Hate: Teaching Tolerance Through the Arts" program is a new project to increase students' awareness of the arts, help students understand tolerance for other people's beliefs and culture, and enhance the students' critical thinking skills. Two different student groups will attend performances at The Fox Theatre and engage in associated activities. The program will introduce 120 high school students to *West Side Story*. They will participate in workshops dealing with gang violence, prejudices, and respect for others, culminating in the creation of their own play. Sixty-five elementary students will be introduced to *Shrek, the Musical* and learn about tolerance, improvisation, and storytelling, resulting in a book filled with stories they have written.

Wharton Center for Performing Arts – East Lansing, MI

Wharton Center for Performing Arts, partnering with Bingham Elementary, will conduct literacy workshops on writing reviews and short plays centered around *Mary Poppins*. "Mary Poppins Preview/Review Literacy Project" will enable 90 fifth grade students to attend a performance of the touring Broadway production of *Mary Poppins* and participate in workshops dealing with analyzing live theatre, previewing and reviewing a show, and modernizing classics.

Peace Center Foundation – Greenville, SC

Using content from *West Side Story* to promote awareness of gang violence and alternative means of social engagement, the Peace Center will provide 40 teenagers from Greenville's West End neighborhoods with the opportunity to attend *West Side Story* at the Peace Center for the Performing Arts, and to participate in Greenville's "West End Story" program. This initiative includes a series of workshops with teaching artists, master classes with professional artists, facilitated discussions with community leaders, and a week-long summer camp exploring themes and various art forms found in *West Side Story*.

Tennessee Performing Arts Center – Nashville, TN

In their program, "In the 'cliff," the Tennessee Performing Arts Center will give 48 high school students the opportunity to explore major themes from the musical *In the Heights* as well as develop an artistic work based on their own personal life experience. Students will attend a performance of *In the Heights*, engage in workshop sessions dealing with tradition, cultural identity, and internal and external expectations of self, take a backstage tour of the show, and participate in a question-and-answer session with the cast.

Kimmel Center, Inc. – Philadelphia, PA

"*In the Heights: Beyond the Performance*," a program from the Kimmel Center, is an interactive, educational experience for high school students focused on the themes of multi-cultural identity, immigrant communities, and sense of self and family. Students will attend a performance of *In the Heights*, engage in a question-and-answer session with the cast members, and participate in a workshop with a teaching artist to explore the relevance of the themes in their own lives. They will then create their own creative writing project to be presented at the Kimmel Center's Commonwealth Plaza stage.

California Musical Theatre – Sacramento, CA

"Scribblin' in the Margins" is a literacy-based theatre education project for 105 culturally diverse sixth-through-eighth grade students. Using *In the Heights* as a model, they will learn how to write monologues about life in their communities and will perform these monologues in English and Spanish for kindergarten through fifth grade students and their families. The monologues will be compiled and published, and the program culminates with students' attendance at a performance of *In the Heights* at the Sacramento Community Theatre.

(Continued on page 4)

EDUCATION GALA

The second Schoenfeld Vision of Arts In Education Award Gala was held on May 17, 2010. James M. Nederlander was honored at the gala hosted by Andrew Lipppa, with special performances by Kristin Chenoweth, Heather Headley, Karen Olivo, and Sherie Rene Scott. The event netted \$300,000 for the National High School Theatre Awards (nicknamed the "Jimmys") and the Broadway League's education programs including Family First Nights and the Broadway Speakers Bureau.



▲ Charlotte St. Martin, Angela Lansbury, Paul Libin and Ted Chapin at the 2010 Education Gala



▲ Honoree James M. Nederlander with Robert E. Wankel, Lynn Wankel, Margo Nederlander, James L. Nederlander and Philip J. Smith



Clockwise from top: Girls pose as the "Pink Ladies" at a KNOB event before a performance of *Grease* in Rochester, NY.

Mothers and daughters dress as the Wilder family at Little House on the Prairie in Fayetteville, AR.

Kids' Night participants learn how Stomp was made at the King Center in Melbourne, FL.



2010-2011 NATIONAL EDUCATION GRANT RECIPIENTS (CONTINUED)

Proctors (Arts Center and Theatre of Schenectady, Inc.) – Schenectady, NY

With Disney's *The Lion King* in mind, Proctors has developed a year-long project focused on African studies, diversity, and life cycles. Four hundred and seventy pre-K through fifth-grade students will participate in multiple, guest artist driven lectures including: African storytelling, tribal mask-making, Adrinka symbol and cloth design, and African dancing and drumming. They will then teach their skills to another grade, continuing the circle of education. After attending a performance of *The Lion King*, they will also participate in a post-performance discussion with the cast.

5th Avenue Theatre – Seattle, WA

The 5th Avenue Theatre will present three "Fridays at the 5th" workshops in conjunction with upcoming tours of *In the Heights*, *Next to Normal* and *9 to 5* for high school students with a strong interest in musical theatre. "Fridays at the 5th" provides opportunities for students to work with professional artists, develop performance skills, and gain meaningful insight and connections to each show. Workshops include a two-hour practicum with a teaching artist, pizza dinner, pre-show discussion with a member of the technical crew, ticket to that evening's performance of the show, and post-show talk-back with the entire cast.

Straz Center for the Performing Arts – Tampa, FL

The Straz Center for the Performing Arts's new program "Shrek Broadway Education Project" will engage 75 kindergarten through eighth-grade students from three schools in a multi-week, in-class journey exploring the evolution of a story from the pages of a book to the big screen and to a Broadway stage. Students will learn the differences between each art form and will be introduced to elements of storytelling, character development, and design. With these tools, they will create an original character that will be used in a final classroom project. The program will culminate in the students seeing the touring Broadway production of *Shrek, the Musical* at the Straz Center.

Raymond F. Kravis Center for the Performing Arts – West Palm Beach, FL

Dreamgirls will be the focal point for the Raymond F. Kravis Center for the Performing Arts's program "Young Women Pursuing Dreams Through Performance Discovery." Middle and high-school aged young women will attend the touring Broadway production of *Dreamgirls*, engage in a talk-back with the cast, and participate in resident artist seminars and workshops focused on lyrical dance, scene improvisation, lyric writing, and vocal performance to create their own public performance for the community.

KIDS' NIGHT ON BROADWAY

Last year, Kids' Night on Broadway (KNOB), the League's signature audience development program, took place around the country at 30 performances in 18 markets with 13 Touring Broadway shows. KNOB is hosting a special Halloween event where young people and their parents will be attending Broadway shows. Kids age 18 and under will see a show for free when accompanied by a full-paying adult and have the opportunity to participate in a pre-show costume party at Madame Tussauds and enjoy local restaurant and parking discounts. Study guides and other resources are available at www.kidsnightonbroadway.com.



BROADWAY SPEAKERS BUREAU

Free Broadway career seminars are available to high schools and colleges from The Broadway League through our Broadway Speakers Bureau in New York City or via distance learning video technology. Students learn from veteran Broadway professionals, and receive information about internship opportunities in theatre-industry offices as well as student tickets and rush tickets for Broadway shows. Distance learning seminars are being scheduled for this season; contact Rachel Reiner at rreiner@broadway.org to participate.



Top photo: Production manager Gene O'Donovan and stage managers Jill Cordle and Ira Mont speak with students via video technology through the Broadway Speakers Bureau distance learning program (moderated by Alan Simon)

Bottom photo: Broadway Speakers Bureau panelists Irene Gandy, Stephen C. Byrd, Sharon Fallon, and Ken Davenport speak at a Harlem Week event in partnership with the Greater Harlem Chamber of Commerce (moderated by Donna Walker-Kuhne)

2011–2012 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 four 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 2011.

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 awards among geographical areas.
- Organizations/venues that received an Educator Apple Award in 2010–2011 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, 2011 to be considered for 2012.

YOUR NOMINATION FORM MUST BE RECEIVED BY 8/31/11. SEND TO:

Rachel Reiner, Senior Manager of Membership Services & Education Programs
The Broadway League
729 Seventh Avenue, 5th floor
New York, NY 10019



2011–2012 LEAGUE EDUCATOR APPLE AWARD

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.

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