



LEAGUE EDUCATION NEWSLETTER

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

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Apple Awards Nomination Form Insert

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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2012 LEAGUE EDUCATOR APPLE AWARDS RECIPIENTS

The League Educator Apple Awards recognizes, rewards, and acknowledges the efforts of local schools and community groups that support League member organization/venues' education programs relating to Broadway or Touring Broadway shows and promotes further development of theatre education. The League congratulates the 2012 League Educator Apple Awards Recipients. Nominations are accepted year-round and a nomination form is attached to this newsletter.



▲ Rachel Reiner (left) and Sue Frost (right) present Trenton Price with his Apple Award.

TRENTON PRICE

Manager of Operations at Harlem Village Academy Leadership, New York, NY

This past year, Mr. Price collaborated with the producers of *Memphis the Musical* to create the "Inspire Change" program. Inspire Change provides an opportunity for arts-poor schools to experience *Memphis*, and participate in pre/post-show discussions with performers and teaching artists. Mr. Price's passion and determination piloted the Inspire Change program from 160 students and parents in Harlem to thousands of students across New York City. His efforts expanded students' analysis and understanding of history and social justice beyond literature and introduced them to the world of Broadway in a way that is relevant to students growing up in Harlem.

ERIC STAIB

Art Teacher at Kinawa Middle School, Okemos, MI

Through a collaboration with Wharton Center for Performing Arts, Mr. Staib has brought Broadway into visual arts classrooms through the program "Eye for Broadway." The program strengthened a mission of arts integration and provided a venue for student work to be viewed and appreciated. All of the work on the Broadway-focused

arts installments were created and installed by students, which helped introduce/reinforce all of the curriculum benchmarks at the school in addition to collaboration with core academic subjects with each individual project. Mr. Staib's students learn the importance of collaboration and find out that their small contribution, when added to the whole, creates a beautiful, interactive, and powerful visual work of art.



▲ Dana Brazil presents Eric Staib with his Apple Award.

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2012 LEAGUE EDUCATOR APPLE AWARDS RECIPIENTS *(Continued)*

CHARLES "CHUCK" D'IMPERIO

Principal of Livonia Middle School, Livonia, NY

The ongoing collaboration of Mr. D'Imperio and the Rochester Broadway Theatre League has built a strong foundation for incorporating *The Lion King* into a yearlong academic program rooted in the arts. Mr. D'Imperio continues to go beyond the expectations of a traditional administrator with his "all about the kids" approach. Mr. D'Imperio's students learned much about themselves and their fellow classmates by participating in the education program focused on the question that is so prominent

in the show, "Who lives in you?" The program engaged the students in exploring the interconnectedness of family, culture, art, language and tradition and the influence they have on shaping their own lives.



▲ Scott Bishoping, Superintendent of Livonia Central School (left) and Bob Sagan (right) congratulate Chuck D'Imperio on his Apple Award.

KATRINA STEVENS

Supervisor of Secondary English Language Arts with Baltimore County Public Schools, Baltimore, MD

This past year, Ms. Stevens and Hippodrome Foundation, Inc. partnered to reinforce the importance of literature in local high school students through the arts. "West Side Story on Baltimore's West Side" used the arts as a tool for teachers to motivate students, maximize learning, and introduce students to a world they might otherwise not have a chance to experience. The students were

taught about central themes, similarities, and differences with Shakespeare's *Romeo and Juliet*, attended a live performance, read and acted out scenes and submitted a creative writing assignment about their favorite character.



▲ Rachel Reiner (left) and Barb Wirsing (right) present Katrina Stevens with her Apple Award.

BROADWAY SPEAKERS BUREAU®

The Broadway Speakers Bureau®, now in its ninth season and offered free of charge, provides an opportunity for high school and college students to learn about non-performance careers in the arts. Panels of two to four industry professionals represent various aspects of the industry, including producers, general managers, press and marketing professionals and stage managers. The Broadway Speakers Bureau panels take place either in person or through distance learning seminars via video technology. On February 9, 2012, a Broadway Speakers Bureau event, held in conjunction with Councilmember Gale Brewer, took place at the Martin Luther King, Jr. Educational Campus in New York City, with participants from multiple public high schools across the Upper West Side. Other seminars this season involved students from schools including Brooklyn College, Cazenovia High School, Juilliard, Marymount Manhattan College and Rutgers University. Distance learning opportunities are available for schools that are located outside of New York City.



1. Nelle Nugent, Irene Gandy, David Richards and Stephen Byrd serve as panelists at a Broadway Speakers Bureau event for District 6 High Schools (NY), co-sponsored by Councilwoman Gail Brewer, February 9, 2012.

2. Alia Jones, Ken Weissman and Amy Jacobs answer the questions posed by moderator Alan Simon at a recent Broadway Speakers Bureau panel.

3. Alan Fox, Eva Price and Susan Myerberg at a Broadway Speakers Bureau panel for Brooklyn College.

2012-2013 LEAGUE EDUCATOR APPLE AWARD

DEADLINE SEPTEMBER 30TH, 2012

NOMINATOR
APPLICATION
ENCLOSED

INSIGHT INTO THE WORLD OF AN EDUCATION DIRECTOR: AN INTERVIEW WITH ROBERT SAGAN, ROCHESTER BROADWAY THEATRE LEAGUE

1. How long have you worked at Rochester Broadway Theatre League and what did you do before working there?



I am completing my 14th season as Director of Education and Community Engagement. For 34 wonderful years I was a classroom teacher and loved every minute of it. I also served as Artistic Director and Producer for all theatrical productions produced by the school where I was employed. I also directed community theatre productions and was an adjunct faculty member in the Department of Communications at Rochester Institute of Technology for 31 years.

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

I run the program solo. Upon retirement I was given the opportunity to come on board at RBTL and develop education programs; work no more than 24 hours a week, and work three days a week. What is part-time often becomes much more...I oversee ten different programs that take place throughout the year with the support of my colleagues and interns.

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

The RBTL Education Program offers opportunities from third grade to senior adult. Our mission is to bring the theatre to the classroom and the classroom to the theatre. In making this happen, we are touching the lives of hundreds of children each year and making a difference in their lives. I am now working with grandchildren and children of my former students and friends, and what I gave to

one generation I must now give to the next generation. The jewels of RBTL's Education programs are the Stars of Tomorrow program and the Middle School Program. Stars of Tomorrow celebrates the high school musical and recognizes over 250 students at the year-end gala ceremony; this program alone touches the lives of well over 35,000 students a year. The RBTL Middle School Program is celebrating its ninth season and touches approximately 1,000 students each year. With a two program offering for an intensive year-long musical theater experience, it deals directly with the education curriculum and contemporary issues, while introducing theatre to a whole new generation.

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

Whenever I am stumped or have an issue that needs clarification or help, I reach out to my colleagues across the country. I work with other education leaders on the League's Education and Community Engagement Committee to help plan the annual Education Forum. I am readily available to help other education leaders in developing new programs and solving any concerns or issues that they are having in their market. Around the country, we all have the same goals and it is imperative to make ourselves available to each other. It is always a great sense of satisfaction when I can be of service to any of my colleagues.

5. Why is education in the theatre community important to you?

If we expect to have audiences in the future, it is our job to introduce and educate them at an early age with an appreciation and love for the performing arts. Today, with school budget cuts in the arts, more than ever, arts education is vital to the success and well-being of our young people. We must make programs available to supplement and enrich what is now missing in many schools. We, as theatre educators, must make the public aware of who we are and what we do, especially in making a difference in the lives of our young people – our future audiences.

NEW YORK EDUCATION GRANT RECIPIENTS 2012

This spring, The Broadway League presented \$5,000 to two Broadway productions for their education programs.

Manhattan Theatre Club's production of *Wit*

Approximately 620 students, teachers, and mentors took part in four different youth learning initiatives offered by Manhattan Theatre Club in conjunction with its recent Broadway production of the Margaret Edson play *Wit* at the Friedman Theatre. The MTC education department used the initiatives Writing on the Edge, The Core Program, The Family Matinee Workshop, and the Teacher Workshop to provide a catalyst for students to explore themes of perseverance, authority, legacy, and compassion. The participants created original plays and engaged in workshops and talk-backs with the cast and other key artistic staff.

Wicked

The Broadway production of *Wicked* at the Gershwin Theatre has partnered with BullyBust and The National School Climate Center to use the show's theme of "Defying Gravity" and standing up for what you believe to support bully prevention in schools. The program includes two co-branded resources—a student supplement and an educator companion guide. Approximately 550,000 students, teachers and individuals will participate in the program to develop a student-led bully-prevention and awareness campaign within their communities to promote positive "upstander" behavior among students and adults. Additionally, one school will be selected to attend a performance of *Wicked* and participate in an anti-bullying workshop lead by *Wicked* cast members.

FAMILY FIRST NIGHTS® IN NEW YORK AND ON THE ROAD

The Broadway League's Family First Nights program encourages financially at-risk families to attend theatre on a regular basis. The program currently engages over 200 families in NYC and 400 families on the Road. Participants receive study guides and other advance information, attend multiple performances and meet with cast members after each show. For the 2011-2012 program in New York City, we have partnered with multiple social service agencies from all five boroughs. Additionally, the Family First Nights program has continued to flourish in seventeen venues across the country.



▲ Participants from the Family First Nights event in Appleton, WI gather for a group photo after their final show of the season.



▲ Military families in Tempe, AZ enjoy Family First Nights performances and activities at ASU Gammage.



▲ Kravis Center Family First Nights attendees strike a pose after seeing The Addams Family in NYC.



▲ Family First Nights participants from the YMCA Bronx gather outside the Al Hirschfeld Theatre for a group photo after seeing How to Succeed... in NYC.



▲ Family First Nights participants from IS 96 Seth Low gather for a group shot after seeing Godspell in NYC.



▲ Family First Nights attendees from Maspeth Town Hall attend a talk-back session with performers from Godspell in NYC.



◀ A group of participants from a recent Family First Nights event gather for a photo after seeing Sister Act in NYC.

2012–2013 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) 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 2012.

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 2011–2012 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 September 30, 2012 to be considered for 2013.

YOUR NOMINATION FORM MUST BE RECEIVED BY 9/30/12. SEND TO:

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



2013–2014 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.