



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.

VOLUME 9, ISSUE 1 SEPTEMBER 2013

2013 League Educator Apple Awards	1
2013 New York Grant Recipients	2
Family First Nights® in New York and on the Road	3
National Grant Recipients 2012-2013	3
Broadway Speakers Bureau®	4
Interview with Tracy Butler	5
Education Forum	6
High School Internship Program	6

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
NICK SCANDALIOS, CHAIR
CHARLOTTE ST. MARTIN, EXECUTIVE DIRECTOR

EDUCATION COMMITTEE CO-CHAIRS
MICHAEL BRAND and SUE FROST

MEMBERSHIP SERVICES DEPARTMENT
EDWARD SANDLER, DIRECTOR

EDUCATION COMMITTEE COORDINATOR
RACHEL REINER

729 SEVENTH AVENUE | 5TH FLOOR
NEW YORK, NY 10019
WWW.BROADWAYLEAGUE.COM

2013 LEAGUE EDUCATOR APPLE AWARDS

The League Educator Apple Awards recognize, reward, and acknowledge the efforts of local schools and community groups that support League-member education programs relating to Broadway or Touring Broadway shows and promote development of theatre education. The League congratulates the 2013 recipients.

DR. SCOTT RUDES

Principal of Orange Grove Middle Magnet School of the Arts, Tampa, FL

This year, the ongoing collaboration of Dr. Scott Rudes of Orange Grove Middle Magnet School of the Arts, The Straz Center and the Patel Conservatory gave students, through the Broadway Education Project, a chance to see and study *Peter Pan*. Students were provided with an opportunity to explore new experiences and study the fantastical implications and metaphors of the beloved musical. Dr. Rudes is a passionate educator dedicated to giving all students a chance to discover their love of theatre. His unceasing devotion to his school and community, as demonstrated by the Fine Arts Professional Learning Community he established, makes his love and dedication an example for all educators.



▲ Deborah Barron (left) with Dr. Scott Rudes, Wendy Leigh, and Dr. Pansy Houghton (right)

MS. GENE ARTHUR HOPKINS

K-12 Teacher/Music and Drama Director at Lee Academy in Clarksdale, MS

Through the collaboration of The Orpheum Theatre in Memphis, Tennessee, and The Lee Academy, students from rural Mississippi were given an opportunity to see Broadway shows, including *Les Misérables*. This partnership further provided students with an interactive theatre experience through participation in master classes and post-show discussions. Ms. Hopkins is a dedicated arts educator who founded the Lee Academy's theatre department and consistently incorporates her students' Broadway experience into her general teaching and her show choir.

(Continued on Page 2)



◀ Gene Arthur Hopkins surrounded by students as she poses with her Apple Award.

NEW YORK EDUCATION GRANT RECIPIENTS 2013

The Broadway League awarded 2013 New York Education Grants to the Broadway productions of *Annie* and *Kinky Boots*. Each production received a \$5,000 grant towards its educational initiatives. The League established the New York Education Grants in 2002 to recognize education initiatives and to support programs for Broadway shows, and also offers a grant program supporting educational programs of Touring Broadway productions. The two programs combined have to date awarded over \$850,000 to theatres in New York and across the country.

Annie

The *Annie* Education Initiative teamed up with Collaborative Arts Project 21 (CAP21) with support from the Department of Education to bring *Annie* and theatre education directly to New York City public schools. *Annie* brought 1,000 4th–8th graders between February and June of 2013 to two hands-on workshops in which the students were introduced to the basic skills of acting, singing, dancing and their application to the rehearsal of a performance work. The students attended two matinee performances and afterwards participated in a talk-back session led by teaching artists and the cast and creative team of *Annie*.

Kinky Boots

Broadway's *Kinky Boots* partnered with Cyndi Lauper's foundation The True Colors Fund and The Door Community Center to create a sustainable youth program that empowers underserved youth (LGBTQ and allies) in the tri-state area to learn about and immerse themselves in career opportunities that exist in the theatre industry. The "Raise You Up" Community provided selected young people with a holistic day of shadowing professionals in all areas of the theatre world. Attendees finished their day with the chance to experience their first Broadway show that evening.

2013 LEAGUE EDUCATOR APPLE AWARDS *(continued)*

MR. MARK FETTERLY

Drama/Choral Music Director at Santaluces High School in Lantana, FL

Through the partnership of the Kravis Center and the Santaluces High School Drama and Music departments, underprivileged Musical Theatre students saw and studied *Les Misérables*. They envisioned and created their own musical showcase *Lift Up Your Voice*, inspired by their experience. Mr. Fetterly's passion for arts

education is represented in his exemplary Performing Arts program and in his drive to direct and create *Lift Up Your Voice*. Moreover, the support his program received from the local community was indicative of the unifying power of theatre.

▼ *Mark Fetterly surrounded by students, faculty, and Kravis Center staff as he accepts his 2013 Apple Award*





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. Since the program began in 2005, it has engaged almost four thousand participants in New York City and over two thousand participants 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 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.

▲ Family First Nights participants from the agencies selected by NYC Councilmember Gale Brewer gather outside the Al Hirschfeld Theatre for a group photo after seeing *Kinky Boots* in NYC.

▼ Participants from the Family First Nights program in Appleton, WI attended *Mary Poppins*.



NATIONAL EDUCATION GRANT RECIPIENTS 2012–2013

Here are some photo highlights from this past year's National Education Grant recipient programs.

▼ Students from West Palm Beach, FL participate in the Raymond F. Kravis for the Performing Arts Center's grant-winning program, *Connecting the Past to the Present*.



▲ Students from East Lansing, MI take part in the Wharton Center for Performing Arts national education grant program, *War Horse: From the Eyes of an Animal*.

▼ Students from Appleton, WI gather together at Story Safari, a grant-winning program at the Fox Cities Performing Arts Center.





▲ Councilmember Gale Brewer (left) and Rachel Reiner (right) participate in a Meet and Greet with participants of Family First Nights in NYC.

▼ Family First Nights participants in Jacksonville, FL gather for a talk-back session after seeing a show.



BROADWAY SPEAKERS BUREAU®

The Broadway Speakers Bureau®, now in its tenth season, provides an opportunity for high school and college students to learn about non-performance careers in the arts, free of charge. Panels of two or three industry professionals represent various aspects of the industry, including producers, general managers, press and marketing professionals and stage managers. Panels take place either in person or through distance learning seminars via video technology. Seminars this season included students from such schools as Brooklyn College, Michigan State University, Clemson University, Gramercy Arts High School, Marymount Manhattan College, and Singapore Management University.



▲ Nelle Nugent, Amanda Pekoe and Tracy Geltman speak with students from Brooklyn College.

◀ Alan Fox, Irene Gandy and Sue Frost speak with students from Renaissance School of the Arts for the Broadway Speakers Bureau.



▲ Seattle Theatre Group brought the magic of War Horse to students with their League-granted project.



INSIGHT INTO THE WORLD OF AN EDUCATION DIRECTOR: AN INTERVIEW WITH TRACY BUTLER FROM THE KRAVIS CENTER



1) How long have you worked at Kravis and what did you do before working there?

I have worked for the Kravis Center since 1999 and have served as Director of Education since 2004. I joined the Kravis staff as Education Associate-Production Coordinator after moving from South Carolina where I was Arts Education and Promotions Coordinator for the Horry (Myrtle Beach) Cultural Arts Council. I began my career as

Marketing Assistant at the Royal National Theatre in London and thereafter with Richard Frankel Productions in New York City, where I planned promotional projects for *Driving Miss Daisy*, *Love Letters*, *Song of Singapore* and *Penn & Teller*. I have also worked at Syracuse Stage, the Serino Coyne advertising agency, and at Disney where I was Travel Coordinator for *Beauty and the Beast* and was involved in the renovation of the New Amsterdam Theatre and the subsequent world premiere of *The Lion King*.

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

We have a close-knit department of three and the responsibilities are divided by program. I am responsible for curating our overall season of arts education programming and I oversee the budget. I also work closely with our Development Department throughout the year to compose narratives and establish goals and outcomes for major and project-specific grant proposals. Our two Education Associates coordinate various arts education programming throughout the year. We provide administrative support to each other as needed. I also contract with a part-time administrative coordinator to facilitate our Saturday morning student workshop series.

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

A key element of The Kravis Center's mission is to enhance the quality of life in Palm Beach County by offering comprehensive arts education programs. One of the major goals of our main stage and educational programming is to offer something for everyone. We strive to provide a wide array of the highest quality performances and programs throughout the year to serve all segments of our Palm Beach county community. Overall, our Kravis Center education initiatives serve nearly 150,000 children and adults in our community each year. The cornerstone educational programs include the S*T*A*R (Students and Teachers Arts Resource) Series in-school time performances, Kravis-On-The-Road Series, Broadway Reach Series, ArtSmart Continuing Arts Education for Adults, Kravis On Broadway Student Workshops, Professional Development for Teachers, De George Performing Arts Academy, Student Arts Enrichment programs and Family Fare.

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

I find it most advantageous to network with my colleagues, face to face, during my annual attendance of various arts conferences, e.g., International Performing Arts for Youth Showcase, the Kennedy Center Partners in Education Annual Meeting and the Broadway League Education Forum. I usually meet with my Florida colleagues, in person, at least once a year to explore block booking opportunities and to share information about new work. Throughout the season, I continue to engage with colleagues via email and phone communication to solicit advice or share effective program strategies.

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

We take our job of cultivating young theatre audiences very seriously. It is critical that we fill the need for performing arts education in our community in order to ensure the future support and advocacy of the theatre in our culture. We have developed a highly effective Arts Ambassador program with teachers and administrators at over 400 area schools. These ambassadors serve as our Kravis Center Education liaisons and assist us in getting the word out about our arts education programming. We have a close working relationship with the Curriculum Program Planners at our public school district who also assist us in connecting with students and teachers district-wide. There are Music and Visual Art teachers in every public school and Dance and Drama teachers in many of our elementary and secondary schools as well as nationally recognized magnet schools which specialize in the arts. The Kravis Center partners with many of the schools in our county to provide rigorous and immersive instruction in the arts that is both broad and deep.



EDUCATION FORUM 2013

This year over 70 participants from across the country met in New York City on May 12th and 13th for the 2013 Broadway League Education Forum. Participants shared their insider perspectives on educational programs and initiatives while learning new and useful information from other venues. They were joined by guest speaker Vincent Gassetto, Principal of the Academy of Applied Mathematics and Technology in the Bronx, and representatives from multiple Touring shows. Topics of the Forum included Budget, Grants, initiatives provided by upcoming touring shows, and much more.



HIGH SCHOOL INTERNSHIP DIVERSITY PROGRAM

The Broadway League has recently partnered with the NYC Department of Education on a pilot high school internship program. Twenty-two public high school seniors from four boroughs were selected to participate in an internship program to learn more about Broadway through shadowing professionals associated with eight Broadway productions. Here are some photo highlights from this past year.

