

★ ★ ★ 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.

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MAY 2007**

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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 some of our members around the country.

For more information about the League's Education Committee and programs, please contact Rachel Reiner at 212-703-0215 or 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



▲ The touring cast of Wicked with Wendy Leigh from Tampa Bay Performing Arts Center (second from left), Apple Award recipient Maria Brent (center), and Education Committee Coordinator Rachel Reiner (far right).

The “League Educator Apple Award” Program



The League's Education Committee is proud to continue our national “League Educator Apple Award” program, and we are very pleased to announce the 2007 recipients. We are committed to supporting our members' efforts to develop new audiences and model education projects. Educators and collaborators who have partnered with League members on education programs relating to League-member Broadway and touring Broadway productions are eligible for this award. We hope you will take advantage of this opportunity to submit candidates for award consideration. Information about past recipients and a downloadable version of the enclosed nomination form are available in the members section of LiveBroadway.com. Nominations may be submitted as soon as a project is completed, but no later than August 31, 2007. We strongly encourage League members to nominate candidates from the New York City metro area as well as from around the country.

Read about the 2007 Apple Award recipients on page 3.



▲ Anna Jimenez (second from left) from the Harlem Children's Zone talks about her experience seeing her first Broadway show last year as part of the Family First Nights Program at a fundraising concert at Joe's Pub in New York City, produced by Amy Birnbaum.



▲ Families from the Dunton Block & Civic Association in Queens, New York, participated in the Family First Nights program this spring.

More member activities on page 4.

The League of American Theatres and Producers

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Apple Award Testimonials:

To say that receipt of your award was an honor would be an understatement. The response it has received from my community and among my colleagues has been a most thrilling experience. I was caught completely by surprise, and am still awed by the fact that I was selected by your organization from among so many other qualified teachers... Your organization's recognition is truly a highlight of my career as a teacher.

**Lorie Dengler Dewey,
Drama Department Chair,
Rochester School of the Arts,
Rochester, New York**

The Apple Award was a complete surprise to our nominee. It provided a public affirmation of the fine work of this teacher. It was presented to her at an all-school assembly and then again publicly on stage on opening night of *Little Women* in Louisville. The Louisville Theatrical Association also supplemented the award with a \$1,000 cash gift. While the award received only modest coverage in the media, it has truly broadened the awareness of theatre in a segment of our community that underutilizes the performing arts. This teacher has become an ambassador for Broadway shows in her community.

**Amy B. Kessler,
Vice President, Midwest-Theatrical,
Live Nation, Louisville, Kentucky**

I felt great to be recognized along with Ann [Shrewsbury from Time Warner Cable] for all the effort we put into the Immersion Project... Providing opportunities to students and parents who would not normally be able to attend a performance like this was extremely rewarding to me as a teacher. I feel I had a part in educating not only my students, but also their parents, especially when it comes to appreciating the arts. I also had a part in the execution of the project, both in the classroom and at the performance. This made it very fulfilling. The Apple Award was the icing on the cake.

**Dona Beard, Park Middle School,
Lincoln, Nebraska**

Time Warner Cable takes immense pride in being involved in the Immersion Project. We are active planning members in this project directly collaborating with teachers, schools and the Lied Center to make the immersion day unforgettable to participating students, teachers, school administrators and volunteers. The Apple Award truly recognizes these efforts. The benefits the Immersion Project has brought to our local communities are invaluable. Throughout its six years of existence, we have impacted hundreds of middle school students in a positive way by exposing them to arts education, possible careers and dreams of the future. We were so surprised to receive the Apple Award, but very happy to have this wonderful project recognized for its powerful impact on kids. Thank you and kudos to the League for this effort!

**Ann Shrewsbury, Time Warner Cable,
Lincoln, Nebraska**



▲ Time Tapestry photos from the Tampa Bay Performing Arts Center education program for *On Golden Pond* in Tampa, Florida.



The Fox Theatre education program for Little Women in collaboration with the Boys and Girls Clubs of Metro Atlanta, in Atlanta, Georgia. ▼





2007 Apple Award Recipients

Mr. Kevin Coughlin, Wilson Foundation Academy and Mrs. Kathleen Coughlin, Willink Middle School – Rochester, New York (Nominated by Rochester Broadway Theatre League)

The committee proudly honors Mr. and Mrs. Coughlin's multi-year collaboration with Wilson Foundation Academy, Willink Middle School and the Rochester Broadway Theatre League Middle School Project, where participating touring Broadway productions over the last few years have included *Les Misérables*, *The Lion King* and *Annie*. Mr. Coughlin, an instrumental and music teacher, was the first educator to agree to participate in the program. Within his school, the program became an inter-disciplinary project that brought teachers and curriculums together to prepare students for the live theatre experience. Ms. Coughlin, a middle school music and chorus teacher, presented her students with a major unit on the American musical theatre and brought her passion and knowledge to infuse her students with an appreciation of the art form. She encouraged her total district's involvement and incorporated over 350 eighth graders in the first year.

Ms. Maria Brent, Middleton High School – Tampa, Florida (Nominated by Tampa Bay Performing Arts Center)

Education Committee Coordinator Rachel Reiner presents the Apple Award to Maria Brent. ▶



The committee proudly honors Ms. Brent's collaboration with Tampa Bay Performing Arts Center and Middleton High School. Ms. Brent is a committed arts educator who brings innovative teaching ideas to her classroom. She is dedicated to introducing the performing arts to her inner city and underserved students, often going above and beyond her required duties. She was instrumental in coordinating the activities surrounding the After Wicked/After Oz: A Broadway Sequel Project for grades 9 through 12. This project provided a creative path for continued and expanded learning experiences in reading, dramatic writing and character development while introducing students to the live performing arts. It established collaborative relationships between The Center, local artists, school and touring Broadway shows providing a more diverse level of exposure, not available in the school system, than the individual participants alone could provide.



▲ Ellen Westkaemper from The Peace Center for the Performing Arts presents the Apple Award to Jean Toole in March 2007.

Ms. Jean Toole, Liberty High School – Liberty, South Carolina (Nominated by The Peace Center for the Performing Arts)

The committee proudly honors Ms. Toole's collaboration with Liberty High School and The Peace Center. Ms. Toole has brought students to Broadway shows at The Peace Center every season since 1993. Participating touring Broadway productions over the 2005-2006 school year included *The Boy Friend* and *Movin' Out*. Ms. Toole has also served as Liberty High School's "Teacher Connection" representative to the Peace Outreach Program since 1999. Students participated last year in artist-directed workshops in critical review of theatre, staging and design, acting auditions and stage movement, and participated in a year-long facilitated writing activity which document their improved capacity to engage in each subsequent theatre experience on intellectual, emotional and social grounds. This project also strengthened an existing partnership between The Peace Center and the School District of Pickens County, shining positive light on the value of the arts in education and creating the possibility for future programs to develop an even wider impact.

Ms. Kathleen Dwyer, Kickemuit Middle School – Warren, RI (Nominated by Providence Performing Arts Center)

The committee proudly honors Ms. Dwyer's collaboration with Kickemuit Middle School and Providence Performing Arts Center. Ms. Dwyer, a visual arts teacher, implemented *The Lion King Tree of Life Carousel* project with her school as part of PPAC's ArtReach initiative. While other schools participated as well, Ms. Dwyer's exemplary project truly personified and brought to fruition the intent of the program on all levels through the integration of art, science, critical thinking, planning, research, execution, comparison and reward. She also worked with a local antique gallery to display the students' work, bringing the community into the project.

And here is what some of our members are doing around the country!

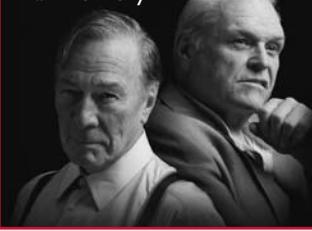
Adam Guettel



► Playhouse Square Center in Cleveland, OH, along with its partner public broadcasting affiliates, recently recorded a conversation with The Light in the Piazza composer and lyricist Adam Guettel and students from a local university. This one-hour conversation is part of "Inside the Idea Center: Master Moments," a new series recorded in Cleveland's Idea Center at Playhouse Square in front of a live audience, broadcast on Cleveland's PBS and NPR affiliates and distributed to students, aspiring artists and other audiences across the country via distance learning technology and streaming video.

—From Colleen Porter

Christopher Plummer and Brian Dennehy



► The Broadway production of Inherit the Wind, starring Christopher Plummer and Brian Dennehy, is creating educational programming in conjunction with its run at the Lyceum Theatre in New York City. Seating is also available onstage for an up close view of the action.

—From Boyett Ostar Productions

► Camp Broadway is getting ready to launch "Creativity in Education," providing teachers, parents and children the most comprehensive Broadway related educational materials. StageNOTES will be available online along with the industry's most comprehensive and innovative Broadway experiences.

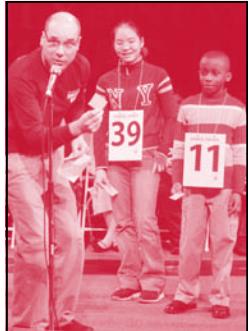
—From Philip Katz



Julie Andrews and her daughter Emma Walton Hamilton with child performers from various Broadway shows.

"It's a great honor for Emma and me... to have been asked to be the National Ambassadors for KIDS NIGHT ON BROADWAY.® I believe [the value of live theatre] is more important now than ever... in our media and electronically-driven world, our children run the risk of becoming very isolated... Theatre requires us to connect, to engage our imaginations, to suspend our disbelief, to open our minds to new ideas... and above all, to unite — and be fully present — with other 'live' human beings."

—Julie Andrews



► The Broadway production of The 25th Annual Putnam County Spelling Bee hosted the 2006 New York City Spelling Bee at Circle in the Square Theatre.

News from the Committee:

Moderator Alan Simon and speakers Steven Chaikelson, Kenneth Waissman and Nelle Nugent launched the first distance learning Broadway Speakers Bureau event with students from Butler College in Indianapolis in November 2006.



Dave Auster, Peter Wolf, Tom Viertel and Hugh Hysell spoke with students at Marymount Manhattan College as part of the Broadway Speakers Bureau this spring.

* The Family First Nights® program expanded this spring in New York City to include families from Queens. Thank you to Councilman Thomas White Jr. for facilitating the Queens families, and to the New York City Department of Cultural Affairs (Speaker Christine C. Quinn and Domenic M. Recchia, Jr., Chairman, Cultural Affairs Committee) for additional funding. Participating shows in New York City this spring include *The Color Purple* and *Radio Golf*. The national roll-out of the Family First Nights program continues in Des Moines, Iowa, this spring as well, in collaboration with the touring Broadway productions of *The Phantom of the Opera* and *Mamma Mia!*.

* This past November, the Broadway Speakers Bureau expanded nationally to include students from Butler University in Indianapolis, Indiana, and expanded to high schools including Washington Irving High School in New York City.

* The League's National Education Grant applications are due on June 8th. Please visit the members' section of the League's website for more information and application forms.

2007-2008

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 2007.

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 2006-2007 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 on the members section of the League's website.
- Completed nomination forms are accepted year-round, but must be received by the League of American Theatres and Producers by August 31, 2007 to be considered for 2008.

YOUR NOMINATION FORM MUST BE RECEIVED BY 8/31/07 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

THE LEAGUE OF AMERICAN THEATRES AND PRODUCERS, INC.
2007-2008 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 show(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.