

THEATRE/DRAMA IN OUR SCHOOLS

A POWERFUL WAY OF LEARNING

A Provincial Awareness & Advocacy Campaign

The Council of Drama and Dance in Education, the Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario have developed a campaign to assist you in your efforts to heighten community awareness of and acceptance for the value of comprehensive theatre/drama education in your school and school board. We hope this kit, designed to share ideas and strategies that have proven successful and relatively easy to implement elsewhere, will prove helpful to you.

THEATRE/DRAMA IN OUR SCHOOLS MONTH

IN APRIL

will highlight ongoing efforts to promote theatre/drama in education

Theatre/Drama In Our Schools is sponsored by:



COUNCIL OF DRAMA AND DANCE IN EDUCATION

**Council of Drama and Dance
in Education**



**Canadian International
Thespian Society**



A tradition since 1946
SEARS ONTARIO DRAMA FESTIVAL
FESTIVAL DE THÉÂTRE SEARS DE L'ONTARIO
Une tradition depuis 1946

**Sears Ontario Drama
Festival**



Theatre Ontario

What is *Theatre/Drama In Our Schools*?

The Theatre/Drama In Our Schools campaign is a call to the public, parents, administrators and professional and community theatre groups to become more aware of the importance of theatre/drama education in our children's personal development and learning, and the importance of children understanding this art form that surrounds us daily - if not through a live performance, then through the electronic media.

We urge you to make full use of the materials in this booklet and to let your imagination lead you to exciting programs. We encourage you to use and reproduce these materials, logos (attached to this kit) and art work as you develop your own personalized promotional materials (please note that the artwork may not be altered except to increase or decrease its size). We believe our campaign will have much greater impact if each school uses the campaign logo rather than an individual logo.

Is a *Theatre/Drama In Our Schools* campaign difficult or expensive to launch?

No, it does not have to be. Some of the most effective campaigns can be an integral part of existing programs and productions. It will, however, mean promoting many of your current efforts a little differently and making political and community contacts to improve awareness and focus attention on the importance of your work with children. These activities will not only contribute to and strengthen our provincial effort, they also will promote your program and elevate its importance in your community.

Arts education - and more specifically drama/theatre education - has proved how powerful this learning medium is. As the *Theatre/Drama in Our Schools* campaign evolves, we continue to gain more recognition and reinforce the validity of drama/theatre in education.



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A preview of the key ideas in this Promotion and Planning Guide

I Don't do it alone!

- ❖ Create a network of key players. Include people who can help you and those who need your help to get their message across or to sell their products.
- ❖ Establish an advisory board of theatre professionals to lend their credibility and to help you find resources in materials, free services and funding.
- ❖ Identify people in the community, city or province who might host events or disseminate information. Frequently they will include *Theatre/Drama In Our Schools* (T/DIOS) information in mailings to their own constituencies.

II Brainstorm

- ❖ List all possible activities that the city, region or individual municipalities could accomplish.
- ❖ Divide list into goals and assign them to people who could realistically accomplish them.
- ❖ Identify other events that T/DIOS could be a part of that would help you accomplish your goals. (Provincial or local drama/theatre conferences, festivals, arts education celebrations or meetings, etc.)
- ❖ Prioritize the activities on each list. Make sure that the activities are appealing and possible. Evaluate which activities may take more than the first year to implement.

III Strategize

- ❖ Consider each selected activity a goal.
- ❖ Develop and identify the objectives, steps and key people to accomplish each goal.
- ❖ Assign a timeline for each objective and stick with it!
- ❖ Designate people to complete each objective.
- ❖ List the resources needed for each objective (money, space, equipment, supplies, etc.)

IV Communicate

- ❖ Use the media. Press releases, public service announcements and feature stories are a must. Billboards, posters and ads in newspapers and TV can be free if you ask.
- ❖ Develop a regular line of communication to the "big fish" - politicians, school administrators, community arts leaders, etc.
- ❖ Communicate with your committee and other key helpers regularly.

V Cooperate

- ❖ Be sensitive to school calendars. Many events are scheduled a year in advance.
- ❖ Link up with all segments of your community, including agencies providing assistance to children and youth outside the school system.
- ❖ Co-sponsor events with local education agencies, local arts councils, service organizations, municipalities, colleges & universities, etc.

VI Fundraise

- ❖ Tap your provincial and local arts councils for money to fund activities, as well as provincial and regional theatre/drama associations. Your advocacy work benefits all of them. Some of these groups may already have funds designated for advocacy.
- ❖ Ask businesses to donate materials, provide office space, technical assistance, printing services, display posters, placements, etc.

VII Evaluate The Campaign

- ❖ Use the check list provided on page 21 of this Promotion & Planning Guide.
- ❖ Ask for feedback. It will help you get the best ideas for the future.

Assess Your School

Comprehensive education in drama/theatre prepares young people for active participation in all aspects of life. A positive self image, improved communication skills, aesthetic appreciation and the ability to solve problems are but a few of the benefits of theatre/drama education.

Theatre/Drama in Our Schools is a provincial initiative to improve the level of arts education in our schools. You can start on your part of that initiative by assessing your school.

A CHECKLIST FOR A COMPREHENSIVE DRAMA/THEATRE EDUCATION

- ___ Do the overall written goals and philosophy of your school include theatre/drama education?
- ___ Do your school leaders understand the educational impact and value of drama/theatre?
- ___ Is theatre/drama taught as a discreet subject?
- ___ Does your school and board have a written curriculum for drama/theatre grades K - OAC?
- ___ Does the curriculum enable the learner to:
 - develop internal and external personal resources
 - create theatre/drama through creative collaboration
 - relate drama/theatre to its social content
 - form aesthetic judgments.
- ___ Is the curriculum being implemented?
- ___ Is there evidence of planned lessons, units and the recording of pupils' progress in theatre/drama classes?
- ___ Are certified drama/theatre educators teaching all theatre/drama courses?
- ___ Do drama/theatre educators keep abreast of current theatre/drama trends through:
 - Staff professional development programs
 - Pursuit of advanced degrees
 - Professional work in theatre
 - Membership in professional associations
- ___ Is there support for drama/theatre teacher in-service training and/or professional development?
- ___ Has your school board allocated sufficient funds for:
 - Curriculum implementation
 - Field trips
 - Guest artists in the classroom
 - Student productions
 - Facilities maintenance
 - Assemblies
- ___ Are ample classroom materials and resources available including:
 - Films, videos, audio cassettes, CD's
 - Library references
 - Resources
 - Scripts
 - Theatre journals
 - Career information
 - Textbooks
 - New technology
- ___ Do the facilities:
 - Meet health and safety requirements
 - include a fully equipped scene shop

Section I: Connect, Communicate and Collaborate!

One of the key elements of a successful awareness or advocacy campaign is organization and planning. You will need to determine early on which other individuals, groups, organizations and businesses you might enlist to make your campaign effective. To *remain* effective in your efforts, you must be reasonable in the amount of time and energy you will personally spend on your school's or community's campaign. Naturally this means prior preparation with those who may have an interest and desire to participate with the *Theatre/Drama In Our Schools* (T/DIOS) campaign. Start contacting these organizations and key individuals early in the year. The earlier you inform these people of your intent to hold a T/DIOS campaign, the greater is the likelihood they will be able to participate.

Make a list

Your list of individuals and groups wanting to help promote T/DIOS may include local drama/theatre teachers and educational theatre organizations, school officials, school boards, local theatres, city/provincial officials, businesses and retailers (especially those who benefit directly from educational theatre), the chamber of commerce, community organizations, youth groups, religious institutions and many others. Your list could get very long and you may have to work in stages. *Do not try to do it all yourself- and you may not be able to do it all the first year.*

After you have developed a comprehensive list of contacts, **begin immediately to develop relationships** with everyone who will be an active part of your T/DIOS campaign.

Many of the groups on your list will have established ways to reach their constituents. **Learn what communication venues are available to each group and work to use them** in disseminating the message about T/DIOS and the benefits of a comprehensive theatre/drama education for all students.

Collaborate with theatre artists & other educational drama/theatre groups

To help ensure that your efforts are successful, be sure to make early contact with representatives of all other educational drama/theatre groups in your area, so that you can **assist each other and not duplicate one another's work**. Remember, all theatre and arts-related organizations can benefit from a well coordinated T/DIOS campaign.

Connect with civic leaders

Obtain mayoral and board proclamations for *Theatre/Drama In Our Schools Month* (see pages 13-18 for sample proclamations and request letters). April has been scheduled for the annual *Theatre/Drama In Our Schools Campaign*. If possible, arrange to **conduct a proclamation signing or presentation ceremony** with your mayor and/or board of education as a press event. Contact their offices at least two months in advance to make sure they are willing and able to participate. Plan to have a photographer and the media on hand to cover the event.

Collaborate with local theatres


Co-sponsor activities with local theatres during April. Perhaps students can attend a special performance or workshop (see page 15 for a sample letter that asks theatres to use the *Theatre/Drama In our Schools* logo in their programs and newsletters). Remind them that good theatre/drama education builds their strong future audience. Why not encourage them to use this advertisement?

Connect with businesses, retailers and community organizations

Ask businesses to help sponsor your campaign.

- ❖ Give business owners a poster to display and camera-ready logos to put in their newsletters or advertising.
- ❖ Businesses may be willing to give coupons to drama/theatre students to be used during the month.
- ❖ Don't forget "in-kind" gifts such as food from restaurants, printing from printers and promotional assistance from public relations or advertising firms. There are many cost effective ways that businesses can be part of your campaign and save you money and time.
- ❖ If your local chamber of commerce holds a business fair, ask if your students can perform to promote *Theatre/Drama In Our Schools*.
- ❖ Make contact with leaders of community organizations that might be interested in promoting *Theatre/Drama In Our Schools* and in having students perform at their business meeting or other special functions during April.
- ❖ Arrange presentations and performances at other schools, at parent/teacher organization meetings, or at arts competitions and festivals during April.

Sample Program Ad

Theatre/Drama In Our Schools 

Join us and applaud thousands of teachers who make the arts a powerful tool for education.

APRIL is Theatre/Drama In Our Schools Month

Take the time to attend a Sears Ontario Drama Festival event or attend a play at your neighbourhood school during April and support your local drama school programs.

Be Part of the Celebration!

Section II: Communicate with the media

The media should be an integral part of your community awareness campaign. Begin by developing a list of media contacts in your area that includes television, radio, newspapers, and magazines.

Target specific reporters and editors - the theatre organizations who are assisting you with your campaign will be a great source of information here, as they publicize events all the time. Introduce yourself to media contacts by letter with a brief follow-up phone call, identifying your organization, quickly explaining why *Theatre/Drama In Our Schools* is important and how the benefits of theatre in education have great impact for students beyond just a knowledge and appreciation of theatre - see the tips for interviews, below.

Reporters are always on deadline, so be sure to **keep your calls and letters brief, and always be specific about why you're contacting them**. Whenever they contact you, respond immediately. If you teach, be sure to be specific about how you may be reached at school - do not give short windows of time, or make them work through a confusing maze of voice mail or message systems. More than likely, they will not bother.

Connect with news releases

Since the purpose of a news release is to announce news, make sure the information is newsworthy - just why would the general reader or listener in your community care about this?

- ◆ **At the top of the page**, indicate a release date or indicate that it is for "immediate release." Also at the top of the page, list the phone number and address of the contact person who can provide additional information.
- ◆ **News releases should be clear and concise**. In the first paragraph, clearly state your subject and the "Who, What, Where, When, Why, and How." Place a title on your news release which summarizes the story, e.g., "Central High School to hold community activities to celebrate *Theatre/Drama In Our Schools Month*." Keep your paragraphs short, about four simple sentences. Editors will often place a story directly from a news release, and they will usually shorten it by simply cutting off paragraphs at the end - so be sure to get your most important information in at the beginning.
- ◆ **Always close your release** with a couple of short sentences about your school or program, and list your contact for more information again. Indicate the end of your release with a centred: -30- or ### or END-. These are common protocol.

Communicate with photographs

Photographs will probably not be returned. As a general rule, send 8" by 10" or 5" by 7" black and white photographs. If the reporter requests colour, you may be able to send colour slides.

Photographs that are sent relating to a specific event should identify each person in the photo, along with their official title and their community ("Jane Smith, Theatre Director, Central High School, Brampton"). **Active photos are most newsworthy**. If the photograph is of an object, give complete details to describe the object. Again, make sure you label the back of the photo (a typed self-stick address label works best) with your organization, the event, and the contact person's name and phone number.

News Release

(Date) - For Immediate Release

Contact: (Your Name & Title)
(Your Phone)
(Your Address)
(Your FAX and/or E-mail)

Five Sears Regional Showcases set to launch *Theatre/Drama In Our Schools Month* .

April has been declared *Theatre/Drama In Our Schools* month by the Council of Drama and Dance in Education, the Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario. Schools and communities throughout Ontario will be celebrating the benefits of including theatre in education for all students. During this month, the Sears Ontario Drama Festival will be showcasing the talents of students at 5 Regional Festivals across the province.

(more details - locations, admission, activities, celebrities, etc.)

Theatre/Drama In Our Schools is a provincial awareness and advocacy campaign in support of drama and theatre in education for all students. *Drama/Theatre In Our Schools* culminates in April with the celebration of *Theatre/Drama In Our Schools Month*. The Sears Ontario Drama Festival is proud to be a part of this effort. For more information about the Regional Festivals, or to learn more about the provincial *Drama/Theatre In Our Schools* campaign, contact *(your name)* at *(your info)*.

-30-

Communicate through news conferences and special events

If you have decided to host an event, ask yourself if it warrants media attention. If so,

Start contacting the media at least one month, and usually no more than three months, prior to the event.

Plan milestones to release information to the media, beginning with the initial announcement, followed later by a second announcement with specific details of interest - for example, details on how some local celebrity will participate.

Mail a media advisory - a one-page reminder of the event with its location and time - a week before the event. Follow-up telephone calls should be made one or two days before the event, as well.

Prepare a media information kit containing information about *Theatre/Drama In Our Schools*, your organization and other major campaign sponsors to distribute at the event. You may also include a copy of the news release you sent and photographs (remember - they probably won't be returned). If you are fortunate enough to have a celebrity spokesperson, include background information on that person as well.

Rehearse with the major spokesperson to make sure that person is knowledgeable and comfortable interacting with the media. This person should also be available for questions from the reporters after the news conference. A successful event means anticipating logistical needs such as providing space for television camera crews and radio reporters. They will probably arrive at the last minute, so have someone in charge of guiding them to the best positions.

Connect through interview programs or columns

You've been successful in publicizing and promoting *Theatre/Drama In Our Schools* and have an opportunity to appear on a television or radio show. Preparation is key to being successful in these situations.

Know your message and audience. In order to appear knowledgeable, you have to *be* knowledgeable. Review the *Theatre/Drama In Our Schools* information included in this kit and develop key points you want to articulate. Cite statistics and call for the audience to evaluate their own skills and how they were enhanced or perhaps denied a quality theatre education.

Your primary objective during each interview is to **deliver your key points before you go off the air**, and that takes practice. The interviewer may not ask the "right" questions, so you must be prepared to create opportunities to get your points across.

Drama and Theatre education are important and serious to us all, but you also want to **be animated in your responses and project a pleasant demeanour**. To the audience, you are an immediate, first-hand example of what theatre can do for students.

Know the program. Familiarize yourself with the format. Pay close attention to the interviewer's style, questions asked, and staging. If you are on a panel, find out who the other panellists are and what their messages will be. The program's time slot, content and commercial announcements will tell you a lot about the audience. Typically, evening news programs are directed at a general audience, daytime talk shows toward homemakers and retired persons, and weekend public affairs programs are targeted at a well-educated, upscale audience.

Practice makes perfect. Practise your responses with a colleague. Begin with easy questions and progress to more difficult ones. Keep practising until you are comfortable with your responses. You may want to tape or video your practice sessions to help you with your presentation. Some experts say the message is 7 percent words, 38 percent voice and 55 percent non-verbal communication. We in the theatre certainly know how to take advantage of these statistics!

Follow-up. Ask if it would be possible for you to have a tape of the interview (most stations will not provide it without charge - but it is worth a try). Send a follow-up note to thank the host and/or the producer. It is important for you to maintain a good relationship with the media.

Public service announcements (PSAs)

In order to keep their CRTC license, **radio and television stations must donate free air time** to broadcast public service announcements (PSAs). Stations get many requests, however, and you will raise the probability that your PSA is broadcast if you follow these simple rules of thumb:

- ◆ Provide a pre-recorded PSA or send a script to each local radio station. **Most prefer to receive a script** and it is much less expense for you (unless you have a recording studio at your school). Some stations will produce the scripts on tape, using their own announcers and adding background music. Others prefer to have their announcers read the announcements live. Still others will simply include your information in a longer announcement of current calendar events. After a station receives a PSA, it could be as long as two weeks before it is broadcast. **Scripts need to be distributed about five weeks prior to the actual date you want them to air.**
- ◆ PSAs should be no longer than 30 to 45 seconds in length, but to increase the likelihood of their use, **aim for 15 to 30 seconds.** As with news releases, be sure to put the effective dates (“Effective from Month Day, Year to Month Day, Year”) and the name, title, and phone number of your contact person at the top. Type or print your PSA script in large (12 to 14 point) type, and double space your lines. Leave slightly larger margins, so that announcers can make notes if needed.
- ◆ **Follow up** with a postage-paid response card or with a telephone call to see if the announcement was used. Sending the card or calling after the first week of your release period can also serve as a reminder to include your announcement in coming weeks.

Sample PSA radio script

Public Service Announcement

For Release: March 1 through April 30, YEAR

Contact: Jane Smith, Theatre Teacher, Central High School, (905) 632-4343

“April is *Theatre/Drama In Our Schools Month*”

April is *Theatre/Drama In Our Schools Month*, and that means it's a great time to see some quality performances in your schools or at your Sears Drama Festival Regional Showcase. It's also a good time to check to see if your child is receiving the benefits that a quality drama and theatre education can provide.

Your child and our community as a whole are greatly enriched by every student receiving an arts background - including theatre - as part of his or her education. Research has shown that quality drama and theatre programs enhance students' ability to learn, increase their self-confidence and creativity, and improve their leadership and communication skills and ability to work with others.

For more information about the value of theatre and drama in education or about *Theatre/Drama In Our Schools Month*, contact Jane Smith, Theatre Teacher, Central High School, (905) 632-4343.

Section III: Sample proclamations and letters

April is Theatre/Drama in Our Schools Month

WHEREAS theatre, as in all art, is an important part of the human experience; and

WHEREAS drama and theatre invite young people to view an expanded world of ideas; and

WHEREAS theatre has the ability to demonstrate valuable lessons about universal concepts such as love, honour, prejudice or loneliness; and

WHEREAS teachers can offer classroom variety through the use of creative drama and role playing; and

WHEREAS children can gain confidence and improve their learning through drama and theatre experiences; and

WHEREAS theatre is a vital part of the cultural life of any community; and

WHEREAS ninety percent of patrons who attend theatre regularly first saw plays as children,

BE IT RESOLVED by _____

that April is recognized as **THEATRE/DRAMA IN OUR SCHOOLS MONTH** in

the town of _____

Date

Signature(s)

RESOLUTION

WHEREAS *learning through drama and theatre performance has been proven to have a positive and powerful impact on the growth and development of children; and*

WHEREAS *the Council of Drama and Dance in Education, the Canadian International Thespian Society, Sears Ontario Drama Festival and Theatre Ontario have established and proclaimed "Theatre/Drama In Our Schools Month" to be celebrated in our schools and communities across this province each year during the month of April; and*

WHEREAS *we believe that all children should have the opportunity to experience drama and study theatre;*

now therefore I, _____ Mayor of the

town of _____ do hereby proclaim April, _____ as

"Theatre/Drama In Our Schools Month".

Sample Letter to local Theatre Administrators

Theatre/Drama In Our Schools



BE PART OF THE CELEBRATION!

(Date)
(Name/Address)

Dear (Theatre Administrator OR Colleague),

Do you want to help build future audiences? Studies show that children exposed to the arts in education are those most likely to participate in the arts in later life. More than years of education, more than socioeconomic factors, arts education is the single most reliable predictor of continuing support of the arts in adulthood. *Theatre/Drama In Our Schools Month* is just one way you can help make sure your theatre will continue to have an aesthetically sophisticated audience base from which to draw.

Theatre/Drama In Our Schools Month is an ongoing project of the Council of Drama and Dance in Education, the Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario. Your organization can help promote and improve the status of drama/theatre education in your community in several ways.

Program Advertising. Enclosed is camera-ready artwork that you may use in your production programs during April OR throughout the year. You may use any wording you feel is appropriate, however we would like to suggest any or all of the following:

*April is Theatre/Drama In Our Schools Month. • Attend a Sears Ontario Drama Festival Event.
Theatre/Drama In Our Schools: A Powerful Way of Learning. • Support your local school drama programs.
Attend a play at your neighbourhood school during April*

Special Events. If time and personnel allow, your theatre might want to schedule special performances, conduct special theatre/drama classes, run readers' theatre or some other special activity in conjunction with the school(s) and grade level(s) of your choice.

We believe a comprehensive education in drama/theatre prepares young people for active participation in all aspects of life. A positive self image, improved communication and leadership skills, aesthetic appreciation and the ability to solve problems are but a few of the benefits of theatre/drama education. We truly hope that our drama/theatre educational programs become an integral part of learning for all children in the province of Ontario, but we need your help. Although Ontario has encouraged theatre and drama education to be part of the school curriculum, we are still a long way from seeing programs in all schools.

Thank you for your time and consideration. If you have any questions on how you can make this program part of your organization's investment in the future, please contact the people below.

Sincerely,
(Your name and School/Organization)

Sample letter to local celebrity

Theatre/Drama In Our Schools



(Date)

(Name/Address)

Dear (Name),

April is *Theatre/Drama in Our Schools Month*, an ongoing project of the Council of Drama and Dance in Education, the Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario. The purpose of this month-long celebration of drama and theatre in education is to gain public support for dramatic arts in education.

We believe a comprehensive education in drama prepares young people for active participation in all aspects of life. A positive self image, improved communication and leadership skills, aesthetic appreciation and creative problem solving are but a few of the benefits of theatre education. Although Ontario has encouraged theatre and drama education to be part of school activities, we are still a long way from seeing programs in all schools.

Enclosed you will find information about how dramatic arts can be a powerful tool for education as well as *Theatre/Drama in Our Schools* promotional materials. I will be contacting you in the next few days to discuss further how you can help us improve and advocate drama in our schools. We are currently looking for a local celebrity to serve as honorary chairperson. We would be very appreciative if you would consider participating with our campaign in this capacity. Perhaps we can talk about this possibility when I call.

Thank you for your time. If you have any questions, suggestions, or any ideas about how we can more effectively build public awareness of our work, I would welcome your input. I can be reached at (*list phone, fax, e-mail, or any other appropriate means of communication*).

Cordially yours,

(Your Name)

(Your School/Organization)

Sample Letter to Mayor of City requesting proclamation

Theatre/Drama In Our Schools



(Date)

*George Smith, Mayor
Address*

Dear *Mr. Smith,*

April is *Theatre/Drama in Our Schools Month*, an ongoing project of the Council of Drama and Dance in Education, the Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario. The purpose of this month-long celebration of drama and theatre in education is to gain public support for dramatic arts in education.

We believe a comprehensive education in drama prepares young people for active participation in all aspects of life. A positive self image, improved communication and leadership skills, aesthetic appreciation and creative problem solving are but a few of the benefits of drama/theatre education. Although Ontario has encouraged theatre and drama education to be part of school activities, we are still a long way from seeing programs in all schools.

Your help and support is needed. We would like to request that your office issue a proclamation designating **April as Theatre/Drama in Our Schools Month in Our City**. It would be most helpful if we could receive a copy of this proclamation by *(pick a date)* as it would help us in planning our local activities. I have taken the liberty of enclosing some suggested wordings used in other communities for similar proclamations.

Mr. Smith, thank you for your time and attention to this matter. The educators and students in our community are very appreciative of your continuing interest in the arts and education. If you have any questions, you may contact me at: *(your information here)*

Respectfully yours,

*(Your Name)
(Your School/Organization)*

Sample letter to Board of Education re: proclamation

Theatre/Drama In Our Schools



(Date)

*Chair, Board of Education
Address*

Dear Chair,

April is *Theatre/Drama in Our Schools Month*, an ongoing project of the Council of Drama and Dance in Education, Canadian International Thespian Society, the Sears Ontario Drama Festival and Theatre Ontario. The purpose of this month-long celebration of drama and theatre in education is to gain public support for dramatic arts in education.

We believe a comprehensive education in drama prepares young people for active participation in all aspects of life. A positive self image, improved communication and leadership skills, aesthetic appreciation and creative problem solving are but a few of the benefits of theatre education. Although Ontario has encouraged theatre and drama education to be part of school activities, we are still a long way from seeing programs in all schools.

Your help and support is needed. We would like to request that your Board issue a proclamation designating **April as Theatre/Drama in Our Schools Month in Our Region**. It would be most helpful if we could receive a copy of this proclamation by *(pick a date)* as it would help us in planning our local activities. I have taken the liberty of enclosing some suggested wordings used for similar proclamations.

Thank you for your time and attention to this matter. The educators and students in Ontario will be very appreciative of your interest in the arts and education. If you have any questions, you may contact me at: *(your information here)*

Respectfully yours,

*(Your Name)
(Your School/Organization)*

Section IV:

Drama/Theatre In Our Schools Promotional Products

Use of Theatre/Drama In Our Schools promotional materials

Logo

- ◆ Use on all programs and displays during your *Theatre/Drama In Our Schools* campaign - especially in April.
- ◆ Use with your own organization or theatre association logo and displays.
- ◆ Hold a student poster contest featuring the logo.
- ◆ Use on hall passes during *Theatre/Drama In Our Schools Month* in April.
- ◆ Feature in publications and correspondence to teachers, administrators and parents, and on school newsletters and school calendars.

Posters (if produced)

- ◆ Give them to key political leaders with your request for a proclamation or other support.
- ◆ Ask merchants to display them particularly merchants who benefit from the patronage of your program and students.
- ◆ Include in all information packets or media kits.
- ◆ Use as student awards.
- ◆ Provide posters to local library, arts council office, school site administrators, school board offices, Ministry of Education & Training regional and head offices.
- ◆ Ask all local theatres to display them including college and university theatres.
- ◆ Present to local media figures in conjunction with the promotion of a *Theatre/Drama In Our Schools* event.
- ◆ Give as door prizes at *Theatre/Drama In Our Schools* events or performances in April.

Buttons (if produced)

- ◆ Wear them during April, *Theatre/Drama In Our Schools Month*.
- ◆ Give them to students and touring groups to wear.
- ◆ Give one to each of your “network” members - principals, custodians, secretaries, other colleagues.
- ◆ Sell them as a fundraiser or encourage your network to use them as a fundraiser.
- ◆ Encourage theatre artists or theatre/drama association organizers to buy them to use in any appropriate registration packets.
- ◆ Encourage sponsors to buy them for student packets or performance groups.
- ◆ Put them in Arts in Education packets for training or planning sessions.

Section V: Evaluating your efforts

Annual Theatre/Drama in Our Schools Month Report for Provincial and Community Celebrations

It is important for us to know the success of this campaign and to share your ideas with others around the province. Please keep us informed by taking a few moments to file an annual report with us. You may use the attached checklist as a guide or you may follow an outline similar to the one below.

Outline for Theatre/Drama in Our Schools Month Report

1. Who sponsored and organized the celebration?
2. What was the cost of the celebration and how was the money generated?
3. Did you have an honorary/celebrity Chair?
4. What were the organizing person's key activities and leadership strategies?
5. Give us a general overview of your media coverage, noting any highlights.
6. What proclamations celebrating T/DIOS month were made and where were they presented?
7. Give a sampling of celebrations from around your community, highlighting the most innovative ideas.
8. Offer your suggestions for improving the T/DIOS Provincial Campaign.

Please return to Theatre Ontario:

30 St. Patrick St, Toronto, ON M5T 3A3; Fax: (416) 408-3402; E-mail: thon@interlog.com

Checklist report of *Theatre/Drama In Our Schools* Month activities

Please complete and return the following checklist and include a statement of any other activities that you developed to celebrate the month. Please return this information to:

Theatre/Drama In Our Schools - c/o Theatre Ontario
30 St. Patrick St, 2ndFloor, Toronto, Ontario M5T 3A3

Your Name: _____

Your School/Community/Organization: _____

Place a check mark by each item that you included in your campaign.

- SENT REMINDERS IN APRIL** that theatre and drama, as in all art, is an important part of the human experience which invites young people to view an expanded world of ideas and to demonstrate valuable lessons about universal concepts.
- PROMOTED** the idea that children gain self confidence, understanding and retain learning better when working with dramatized stories and theatrical experiences.
- INVITED** a school or local official to see a production and/or to participate in your class activities.
- SPOKE** to the school board decision makers about the benefits of drama/theatre education programs.
- COMMUNICATED** with the Provincial Government recommending appropriate funding for theatre/drama education.
- CREATED** a display for use by local merchants, theatres, arts councils and/or libraries.
- PRODUCED A SHOW** or did a drama/theatre workshop with a feeder school.
- INVITED** an administrator, key parent, community leader or government official to introduce a performance.
- COLLABORATED** with other schools or groups to promote *Drama/Theatre In Our Schools Month*.
- ASKED** local theatres to publicize *Theatre/Drama In Our Schools Month* in their programs.
- MADE** your program very visible during all times of the year, but especially in April.
- PRESENTED** lunchtime activities and/or turned the lunch room or a community building into a performance space.
- APPROACHED** a local service club or business to develop a drama/theatre scholarship that was awarded during April or to underwrite part of the cost of a production in April.
- VOLUNTEERED** a lunchtime performance at a local business or a school board meeting.
- OBTAINED** a proclamation from a local government office for the month of April.

On separate page, please describe and evaluate some of the activities in your community. Be sure to highlight innovative ideas or ideas you believe were particularly effective as advocacy and promotion. Use the above list to help you include and remember all the activities and events.

Please return to Theatre Ontario or by fax to (416) 408-3402

Attachments

- ❖ **Sample T/DIOS letterhead**
- ❖ **Sample logos**
- ❖ **Drama/Theatre related websites**

Acknowledgements

❖ **Special Thanks to Theatre/Drama In Our Schools Advisors**

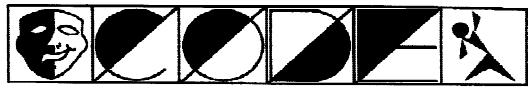
Helen Zdriluk (Burlington)	Julie Salverson (Toronto)
Anne McRuer (North Bay)	Rick Blair (North Bay)
Wayne Fairhead (Toronto)	Nancy Waddington (Richmond Hill)
Mac Dodge (Beamsville)	Sandra Tulloch (Toronto)
Lisa Taylor (Oshawa)	Skip Shand (Toronto)
Mark Schoenberg (Toronto)	Jane Gardner (Toronto)

❖ **Drama/Theatre In Our Schools Logo Design**

Barry Burniston, North Bay

❖ **Theatre/Drama In Our Schools Campaign Original Design & Layout**

David Isherwood, Theatre Ontario, Toronto



COUNCIL OF DRAMA AND DANCE IN EDUCATION

**Council of Drama and Dance
in Education**



**Canadian International
Thespian Society**



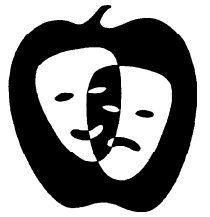
A tradition since 1946
SEARS ONTARIO DRAMA FESTIVAL
FESTIVAL DE THÉÂTRE SEARS DE L'ONTARIO
Une tradition depuis 1946

**Sears Ontario Drama
Festival**



Theatre Ontario

Theatre/Drama In Our Schools



COUNCIL OF DRAMA AND DANCE IN EDUCATION



Canadian International Thespian Society



A tradition since 1948
SEARS ONTARIO DRAMA FESTIVAL
FESTIVAL DE THÉÂTRE SEARS DE L'ONTARIO
Une tradition depuis 1948



Theatre
Ontario

Drama/Theatre Related Websites

CAROUSEL PLAYERS (www.carouselplayers.com)
A professional touring theatre company based in the Niagara region that produces and tours its shows throughout Ontario for children in kindergarten right through high school and including family audiences. Excellent teachers resources available.

CBC ARTSCANADA (www.artscanada.ca)
The latest arts news, stories, reviews, interviews, and arts events across Canada. Updated daily by CBC journalists from radio and television. Links CBC arts programs and hosts cross-Canada cultural events calendar where you can promote your shows.

CODE (www.code.on.ca)
Information central for the Council of Drama and Dance in Education website. Their online email network, CODEnet provides a link to drama teachers in Ontario who share information, ideas and support.

CULTURAL CAREERS COUNCIL ONTARIO (www.workinculture.on.ca)
Links to training information on careers in the arts, courses and database of training programs at institutions, schools, colleges and universities throughout Ontario.

ENCYCLOPEDIA OF CANADIAN THEATRE ON THE WWW (www.canadiantheatre.com)
A national theatre registry of individuals, companies and institutions – a Who's Who guide to Canadian theatre. Includes a production registry of plays where you can promote your shows.

MARIPOSA IN THE SCHOOLS (www.mits.on.ca)
A not-for-profit charitable organization offering multi-disciplinary and cross-cultural programming: workshops, professional development for teachers, performances.

ONTARIO ARTS COUNCIL (www.arts.on.ca)
Links to funding programs, touring shows, arts presenters and online arts tools for organizations. Hosts an online cultural events calendar for professional organizations where you can promote your shows.

PLAYWRIGHTS GUILD OF CANADA (www.playwrightsguild.ca)
The best source of information on Canadian plays and playwrights including biographies and photos; a catalogue of published plays by Canadians that is searchable with synopses and casting information.

PROLOGUE TO THE PERFORMING ARTS (www.prologue.org)
Central booking agent and arts promoter for dozens of theatre for young audiences companies touring to schools and facilities throughout Ontario. Excellent teacher resources available.

THEATREBOOKS (www.theatrebooks.com)
TheatreBooks, a book store in Toronto has become known across North America as the first choice of professionals, students and fans looking for books, software and other material on all aspects of Film, Theatre, Opera, Dance and Media.

THEATRE ACTION (www.theatreaction.on.ca)
Dedicated to serving the franco-Ontarian theatre community with services, training and resources.

THEATRE ONTARIO (www.theatreontario.org)
Theatre Ontario is a central source of information on training, career opportunities, awards, publications, productions and resources focused on theatre in Ontario. Hosts an Onstage listing of performances in theatres across Ontario.

THEATRE DIRECT CANADA (www.theatredirect.on.ca)
Theatre Direct Canada, based in Toronto, is a professional not-for-profit theatre company presenting new theatre works for young audiences in schools around Ontario. Excellent teacher resources available.

LORRAINE KIMSA THEATRE FOR YOUNG PEOPLE (www.lktyp.ca)
The largest theatre for young audiences company in Canada presenting theatre for young audiences in its Toronto theatre and drama courses for youth. Excellent teacher resources available.