



## M@dAbout<sup>®</sup> Season 2

The **M@dAbout** TV show is the brainchild of Minneapolis-based *The National Theatre for Children* (NTC) as a way to communicate real-life lessons to the tween and teen markets in a fun way. A true educational and informative (E/I) series, each episode relies on a small company of skilled comedic actors to explore significant topics including fitness, money and the environment. **M@dAbout** incorporates comic monologues, sketch and improv comedy, eye-catching animation, original music, and humorous “man on the street” interviews about life’s issues.

**M@dAbout** offers NTC another platform to positively impact students and their families across the nation.

Season 2 debuted this September. Check out [www.madabout.tv](http://www.madabout.tv) for more information.



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# Duke Partners with NTC...

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upbeat, humorous and interactive performance called *The Energized Guyz* is presented to the entire elementary school.



Above: NTC’s in-school elementary performance of *The Energized Guyz* sponsored by Duke Energy. The show teaches students about energy efficiency. The program launched this fall in hundreds of schools in NC, SC and OH.

In addition to the performance, every student receives a workbook of project-based assignments that incorporate math and science concepts. Teacher guides for every teacher include tips for in-class discussion and homework assignments that build student knowledge. The take-home work engages parents who are encouraged to participate by ordering a free energy efficiency starter kit of easily installed devices that will immediately begin saving energy. The kit is available at no cost to all eligible Duke Energy customers who participate in the school program.

Duke Energy went through a bid process and chose NTC, in part because of the company’s 30 year’s experience in affecting behavior change through a proven teaching model that is both innovative and memorable.

“We are looking to give students understanding and knowledge that will lead to lifetime habits that have a posi-

itive impact on their energy consumption,” Palmer said. “Our collaboration with NTC has resulted in material that is balanced and accurate, and gives students the ability to make informed decisions.”

### Call To Action

In addition to the curriculum, which meets national U.S. teaching standards, NTC has created a specific call-to-action within the performance.

“We are encouraging teachers, students and parents to take one additional step in the learning process,” explained Ward Eames, president and founder of NTC. “The Duke-inspired



Above is the free energy efficiency starter kit. Included in the kit are easily installed devices that will immediately begin saving energy around the home. The kit is available at no cost to all eligible Duke energy customers.

teaching model allows families to receive a free energy efficiency starter kit that immediately saves energy when installed.”

Tracking the number of kits delivered gives Duke Energy a cache of metrics to help weigh the success of the program. The installed kits also allow Duke to accurately project the

total energy savings, an important metric used by State and Federal public policy makers and regulators.

NTC has worked with Duke throughout the summer and fall months to build messaging that effectively flows from a baseline understanding of resources, energy production and the need to reduce consumption by adopting behaviors that will save energy. These behaviors include turning off lights when leaving a room, turning off computers and printers at night, unplugging device chargers and many others.

Asking for the energy efficiency starter kit is an additional behavior. Families receive the free energy efficiency starter kit by simply filling out the request form at the MyEnergyKit.org website.

According to Eames, electric utilities like Duke Energy and other major sponsors of in-school education programs are seeking reliable methodologies to help determine the success of educational programs.

“More and more we are seeing the need to verify knowledge gains,” Eames explained. “And as educators, NTC fully endorses research that can demonstrate effective teaching models. We know understanding and knowledge are essential prerequisites to instigating positive behavior change.”



## What Teachers Are Saying...

### Electrical Safety: Lights On for Louie

Great job! Thank you so much for providing this program for children. They will remember what Louie the Lightning Bug taught them over what any teacher or parent would say.

Mitzi Vowels, 1<sup>st</sup> grade teacher  
First Baptist Church School, Shreveport, LA

### Financial Literacy: Mad About Money

After seeing the program 2 years ago I was in need of some materials for a financial unit for 7th grade and downloaded the materials and used them in class with every 7th grader. Great materials! Thank you for providing them and the program!

Jennifer Wittmaack, Middle School teacher  
Alta-Aurelia Middle School, Aurelia, IA

### Natural Gas: Adventures of the Blue Flame

The show was great at pertaining to our science curriculum! The kids LOVED it and the actors did an awesome job making the content relevant to our age kids! Hope they come back!

Kim Collazo, 5<sup>th</sup> grade teacher  
J.R. Ingram Elementary, Sanford, NC

### Energy Efficiency: The Energized Guyz

Thanks for providing such a great experience for our students! It's great when we can bring something into our school without travel or expensive fees. I especially appreciate the use of live actors and theater since our fine arts programs have been cut to basically nothing in recent years. Not only did NTC deliver an important message for the good of the planet, the information fit well into our Science curriculum and stimulated our interest in the arts! It was a WIN-WIN-WIN for my students!

Tamara Alison, 3<sup>rd</sup> grade teacher, Strawn ISD, Strawn, TX

### Water Conservation: The Water Pirates of Neverland

The actors were WONDERFUL! They were able to entertain, engage and impart valuable knowledge in a thirty minute program. The way the actors kept returning to their message of 'use what you need' was well done too because children need that message repeated in order to carry it into their homes and lives. We thank the Dept. of Public Works and Utilities for sponsoring this program. It's excellent and I hope the program will be presented each year. I'll follow up on the message in the classroom all year!

Mrs. Becky McCallum, 2<sup>nd</sup> grade teacher  
Trantwood Elementary School, Virginia Beach, VA



## Pat's Corner

Welcome back to Pat's Corner! In this fall 2011 edition, I want you to learn more about my friend and colleague Nate Metcalf, Technical Director here at NTC.

Nate has been submersed in the theatre community and profession since birth. Both of his parents are actors and directors, so growing up he was the obligatory child in all of the local community theatre shows in his small town. He acted all through high school, majored in theatre at the University of Minnesota and went back to study more of it for grad school at Kent State University.

Way back in 1996, someone suggested to Nate that he should audition for NTC (at that time called *Small Change Original Theatre*). Let's just say we had him at hello. Since then, Nate has toured on and off for 15 years, completed 50 tours, written multiple scripts for NTC, shipped student workbooks and now as the Technical Director, he designs, builds and creates costumes, sets and props for all of NTC's touring productions.

When I asked Nate what he thought was the best part about working for NTC, he replied, "I have the best answer to that oft heard question, 'So what do you do?' There's a certain level of pride for me that goes with saying, 'I'm a professional playwright.' This is even better when followed by 'for the largest in-school touring theatre company in the nation.' It sounds totally corny, but man I love that I'm teaching kids about good nutrition, water conservation, or more importantly, the proper use of a rubber chicken. Those in the arts community lament that arts aren't being taught in school as much as they used to be. But then we show up at a school, blow the doors off the place, and bring live theatre right to the kids. We get them excited about seeing a play! And on that day, in that school, to those kids, we are rock stars!"

I also asked Nate why he thinks actors should work for NTC, to



Above left : Nate Metcalf performing in NTC's High School show *Crazy About Credit*.

which he replied, "We laugh a lot. A whole lot. Nothing makes you funnier than being surrounded by the funniest people you've ever met. Production meetings turn into comedy routines, jokes are repeatedly called back, and rehearsals often make us hurt from holding our sides. That and the fact that no two shows are ever the same. Even though we've been doing this for a while now, and have the process streamlined, we still tailor every single show to the talents and personalities of the actors. You can juggle? We'll put that in the show! You do a spot-on Don Knotts impression? Throw it in there. We'll make room for it somehow."

When it comes to on the road touring credit, Nate has been a true road warrior. He has just completed his 50<sup>th</sup> tour of duty and shows no sign of slowing down! From Albuquerque, NM, to Cape Cod, MA, and everywhere in-between, Nate Metcalf has represented NTC and our clients to well over 1 million children just on his own!

Thanks for all the road miles you've put in and the hard work that accompanies that Nate!

Pat

Turner Broadcasting System (TBS) Europe, home to kids' brands including Cartoon Network, Boomerang and Cartoonito, announced its acquisition of Latibaer, the Icelandic entity which owns and operates the LazyTown brand.

NTC and LazyTown have continued their partnership to introduce a new in-school theatre show about nutrition geared at elementary students. A popular TV program that aired in the "Nick Jr." block of shows aimed at preschoolers, LazyTown follows a little girl named Stephanie around a wacky world full of music, dancing and laughter to teach kids about making healthy lifestyle choices.

The LazyTown concept is all about entertainment for children and dedicated to promoting healthy lifestyles in a positive and catching way. LazyTown encourages children to be active and healthy by providing them with entertainment that is fun, active and has a healthy message.

LazyTown is recognized world-wide through channels such as television series, live events and branded consumer products. This way LazyTown encourages kids to be more active and lead healthier lives.

The investment in LazyTown in particular signals the company's growing ambitions in the pre-school space, given the synergies that LazyTown presents for the company's existing Cartoonito and Boomerang franchises. The announce-



ment follows Turner's consolidated pre-school expansion across Europe, the Middle East and Africa, with the roll out of its pre-school channel Cartoonito across the region on September, 5th 2011.

The acquisition is immensely exciting both strategically and creatively," said Jeff Kupsky, president TBS Europe. "With the great fit between our existing assets in the pre-school genre, and the retention of the unique talent that is Magnus Scheving, we're ready to expand the LazyTown brand and will immediately be starting production on a new series. This will be supported by Turner's successful 360 franchise management approach which will include consumer products and digital extensions."

"LazyTown is one of those rare and wonderfully inspiring brands that at its core has such a relevant health message that everyone from governments to global retailers and most importantly millions of children every day from around the world are fully embracing. We are delighted to be working with Magnus and his team as we build on this success together, ensuring that LazyTown becomes the world's leading healthy lifestyle brand for children," says Alan Fenwick, VP Turner CN Enterprises, EMEA

## NTC Case Study: Inland Empire Utilities Agency



### Challenge:

- Build brand awareness for Inland Empire Utilities Agency in the Southern California area
- Forge a coalition of local water utilities with a common water awareness message
- Create behavior change about water awareness, conservation and pollution prevention

### Strategy:

Create a branded, high-visibility school program to teach water awareness and deliver it to children and families throughout the coalition's entire Southern California service territory.

### Tactics:

- NTC created & produced a customized live, in-school theatre show & print curriculum – **The Water Pirates of Neverland**

- Toured live show into schools throughout Inland Empire Utilities Agency markets in Southern California
- Reinforced the water awareness educational points introduced in the performance through teacher guides and online materials
- Encouraged behavior change around water awareness and conservation techniques through student workbooks & take-home activities

### Results:

- Inland Empire Utilities Agency received significant press recognition for its effort in the schools since inception of the program in 2004
- Inland has created an on-going partnership of 8 other local water utilities who also sponsor the program
- The program has been delivered to 348 schools reaching more than 435,000 students & parents