

NTC

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Research Shows Theatre Changing Behavior to Reduce Energy Consumption

Preliminary Results of Three Year Study Suggests In-School Theatre Program Helps Students Understand Energy Choices

After receiving a multiplatform, in-school energy curriculum centered on a professional theatre performance, students tested higher for overall understanding of important energy issues than before the exposure, according to a study by Research Into Action (RIA), an independent research company specializing in energy issues. RIA examined students who received an integrated curriculum developed by *The National*



“Quality education is crucial to understanding the need to change behavior, and we are seeing increased test scores across all ages, all grades and in both urban and rural schools. Students involved in the curriculum also show a greater understanding for differences between renewable and non-renewable resources, and that resources produce energy to power their computers, iPods, and cell phones,” states Ryan Bliss, Project Director at Research Into Action.

Theatre for Children in five states throughout the Tennessee Valley. The curriculum, designed for students in grades K-9, consists of a live performance, classroom exercises, and homework assignments that teach students how energy is produced and steps they can take to reduce energy consumption.

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M@dAbout's Music Video Contest

The National Theatre for Children (NTC) announces a national contest seeking original music videos. Winning videos will feature the most creative, exciting songs that educate even as they entertain. “We’re looking for bands that can make an educational song that’s hip, cool and fun,” says Pat Rowan NTC’s VP and Director of Production, “We want these musicians to write original music and put together a 90 second to three minute video on a topic that is important to teens. The winning videos will be aired on Season Two of **M@dAbout**.”

M@dAbout is a nationally syndicated sketch comedy television show aimed at teens. The weekly show is broadcast to 85% of the United States including New York, Chicago and Los Angeles. The series seeks to entertain even as it teaches important life skills by using comedy sketches, music and animation. “Bands should think of their original music videos as *Saturday Night Live* meets *School House Rock*,” says Jon Mikkelsen NTC’s Creative Director.

The contest will run through

May 1, 2011 with the winning videos announced by June 1, 2011. The winners will receive production fees for each winning video. “Bands can make and submit as many different videos as they like,” concludes Rowan. “They just have to make sure that each song focuses on a single educational point. It’s a really amazing chance for bands to earn some national recognition in a very short time.”

Contestants can find the educational categories and complete contest rules at: www.madabout.tv

Research Shows Theatre Changing...

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Music Video Contest

M@dAbout is looking for musicians to submit original songs that are important to teens. Winners will receive payments and have their videos air nationally on Season 2 of M@dAbout, which starts fall 2011. The weekly show is broadcast to 85% of the United States including New York, Chicago and Los Angeles. The series seeks to entertain even as it teaches important life skills by using comedy sketches, music and animation.

For contest details, topics and rules go to www.madabout.tv

**M@d
ABOUT**

The science-based curriculum teaches students that electricity is a form of energy made with resources. Students learn that



NTC delivers educational, in-school performances in a variety of subjects that include energy efficiency, financial literacy, water awareness, bullying prevention, health, nutrition and many more.

renewable and non-renewable resources are used to produce electricity. The curriculum connects knowledge and understanding with choices students can make about using energy and the resources needed to make electricity.

Connecting energy resources with electricity helps children understand the need for behavior changes, according to Ryan Bliss, project director at Research Into Action, an Oregon-based behavior research firm with expertise in energy-related projects and energy audits.

"The increased test scores among students who receive the NTC curriculum are highly suggestive that in-school energy education helps children learn concepts that can influence behaviors," Bliss said. "Quality education is crucial to understanding the need to change behavior, and we are seeing increased test scores across all ages, all grades and in both urban and rural schools." Students involved in the curriculum also show a greater

understanding for differences between renewable and non-renewable resources, and that resources produce energy to power their computers, iPods, video games and cell phones."

Powerful Teaching Tool

"Live theater is a powerful teaching tool, especially when integrated with student workbooks, in-class discussion and homework assignments that engage parents," affirms Ward Eames, president of NTC which has been bringing energy, environmental and social programs to U.S. schools for over 30 years. "The preliminary results from the first of our three year research study shows that students exposed to the theatre experience used as an introduction to the classroom curriculum understand more than the control group that did not receive the program."

According to Bliss, the first phase of the research suggests that children are learning the core educational concepts presented in the curriculum and confirms the content is consistent with expected behaviors. "Even young students can understand that they have energy choices. And the younger they begin learning, the more likely students will retain these concepts through their life," Bliss explains. "We are looking at how well the knowledge is retained and whether the understanding has affected students' intentions and self-reported behavior."

Preliminary results are encouraging. Students exposed to the NTC curriculum tested significantly higher in their understanding of both



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resources and renewable resources, including hydro power, than they did prior to the program. Test scores jumped in all grade levels after students received the theatre performance and curriculum.



Research Into Action (RIA), an independent research company specializing in energy issues, recently embarked on a 3 year project to study students who received an integrated, multi-platform curriculum developed by The National Theatre for Children (NTC) in five states throughout the Tennessee Valley that is called *The Energized Guyz*.

For more information about RIA or The National Theatre for Children contact Katie Griep at: kmgriep@nationaltheatre.com or 612-341-0882

Making a Difference in Kids' Lives



WPPI Energy is a regional power company serving 51 customer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 195,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

As customer-owned utilities, WPPI Energy and its members understand the direct connection between their mission to provide reliable electricity at affordable prices and the need for stewardship that protects our energy resources, the environment, and the economic well-being of its communities.



Cheri Tessmann
WPPI Energy Education
& Outreach Specialist

Energy Efficiency and Conservation

WPPI Energy and its members believe in order to protect the environment and keep the economy competitive, energy efficiency must become a primary energy policy focus. A tremendous amount of energy is wasted in homes and businesses and the utility of the future must be dedicated to helping customers manage consumption. Reducing use through efficiency will reduce bills and eliminate the need for new, major power plants that would otherwise have to be built.

"WPPI Energy members are dedicated to helping make our communities great places to live and work," says Cheri Tessmann, WPPI Energy Education & Outreach Specialist. "By reaching out to the next generation with educational programs from NTC, our member communities are helping to build a better energy future for our children and grandchildren."

Since 1996, WPPI Energy has been delivering NTC produced energy efficiency programs to elementary schools—reaching over 450,000 kids, and their families - throughout its member communities.



Pat's Corner

Welcome back to Pat's Corner! In this spring time edition, I want you to learn more about "The West Coast Guy" for NTC, Mr. Phil Ward.

Phil started out touring for NTC close to 20 years ago and currently directs our west coast operations in Southern California and has been doing so now for over a decade.

Phil was hired by NTC when a representative from Minneapolis went to LA in the early 1990's to audition actors. He attended the audition, knowing little about the company (which was then called Small Change Original Theatre) got hired, and toured for the next six years. More often than not, he was given tours in Southern California, so he could sleep at home.

I asked Phil to recount a memorable tale from his touring days. To this he replied, "During the middle of a school performance, I made an entrance on stage wearing a full body, over-the-head dragon costume. I took a deep breath to bellow out my line, and in doing so, sucked down a cotton ball into my windpipe. I staggered

off stage and spent the next 3-5 minutes going from the bathroom to the stage and back again, choking and hacking, trying to get all the cotton out of my mouth and get my voice back. My poor partner had to keep improvising for the kids as this dragon kept coming back onto the stage, trying to speak, failing and exiting again. To this day, I still don't know how my tour partner kept everything together to complete the show."

Nowadays, Phil auditions the actors, casts the tours, directs the shows, techs the costumes and props and manages the actors once they are on the road for all of NTC's Southern California tours. Phil also has a side career in the LA acoustic music world, doing humorous folk-rock at various clubs and venues. He has two albums out on the Trough Records label. Check out www.philwardmusic.com for more information.



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When I asked Mr. Ward what he likes most about being the NTC Director of LA Operations, he said, "Well, the shows I direct for NTC are aimed at teaching kids to respect the environment and other worthwhile goals. I feel like I'm affecting the lives and outlooks of school children throughout Southern California. It's the same sort of stuff I'd be trying to instill in my own children if I had any, so it feels very right. My wife Silvie finds the same satisfaction in teaching improvisation to high school kids, as improvisation comes with a set of life skills that many of us find very useful."

I asked Phil what he does in his free time when not directing shows for NTC. He replied, "Since my NTC job is seasonal, I work with other live performing groups to keep the rent paid. I'm the Managing Director of ComedySportz - Los Angeles; I work part-time as a musician/comedian at Disneyland; I occasionally write customized murder mysteries for an event company; and, like most people I know in LA, I take whatever showbiz jobs I can get."

Glad to have you working for us Phil, and keep up the great work!

Pat

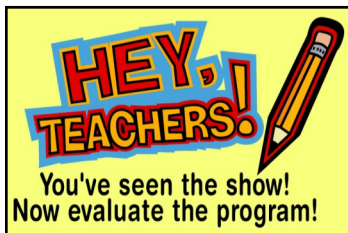
What Teachers are Saying...

Showdown at Dry Gulch: Water Conservation

This show that the ladies put on was great for both the students and staff. Not a minute went by that the kids weren't paying attention.

They enjoyed the performance and I know that they really will think twice before wasting water. These kids will take the information they gleaned today home and teach their parents and siblings. Thank you for the great show NTC!!

Debbie Dierkes, 2nd grade teacher
Garfield Elementary, Davenport, IA



The Energized Guyz: Energy Efficiency

The presentation of the material was GREAT! It is usually hard to capture the attention of junior high kids during an assembly but the actors were outstanding. The students loved the program. It was a topic of discussion all day long amongst them. Thank you.

Kacy Littleton, 8th grade teacher
McEwen Junior High School, McEwen, TN

Adventures of the Blue Flame: Natural Gas

The actors should be commended! They worked really well with the students. I really enjoyed the fact that they repeated main ideas through out the show that students should know. Students were talking about the show all day in my class. Bravo! What an excellent job!

Shirley Martin, 2nd grade teacher
Scotts Creek School, Sylva, NC

M@dAbout Live: Life Skills

I enjoyed the program that was offered so much and the students were so involved. The actors were amazingly in-tune with the students of the middle school their peers and their developmental ages. The kids loved it and learned from it and all of the adults were enjoying it as well. It was a very well-performed program!!

Suzanne Birbiglia, 6th grade teacher
Mt. Sinai Middle School, Mt. Sinai, NY



Mad About Money: Financial Literacy

I so appreciate the material covered and the high energy and positive manner in which it was delivered. The students were completely involved and entertained! This fits our social studies curriculum perfectly and is a wonderful way to reinforce our introduction to economics. Thanks so very much for committing to help our students learn something so vital to daily living especially in these turbulent economic times.

Valerie Ulbrich, 6th grade teacher
Maize Middle School, Maize, KS

NTC Case Study: Dole Nutrition Campaign



Challenge:

- Position Dole as the industry leader in 5 A Day nutrition education for young children and their families
- Show support for new produce industry marketing campaign focused on getting customers to eat a wide variety of colorful fruits and vegetables
- Drive traffic to www.dole5aday.com

Strategy:

- Create an in-school theatre program to teach 5 A Day concepts through a national tour. The program will be:
 - Multi Platform
 - Branded
 - Create High Visibility

Tactics:

- Developed custom show called **5 A Day the Color Way**

- Include student workbooks, teacher guides, and posters
- Workbook delivered coupons and directed kids, students, and teachers to Dole website
- Sponsored media days in each market providing local and national press multiple story opportunities

Results:

- Program delivered to 1,000 schools in 40 markets reaching 1 million students, teachers, and parents
- Generated coupon redemption rate of 8%
- Generated 100K+ unique visits www.dole5aday.com
- Cover Story of BRANDWEEK
- Generated multiple positive news stories—Local and national print/TV—recognizing Dole's contribution to its communities
- Served as Government relations tool by performing at White House Event

