

# NTC

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Fall 2010

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# SPOTLIGHT

## NTC's New Communication Strategies

NTC has added three unique communication strategies designed to expand our sponsor's interaction with teachers, families and communities. Our new Parent Connect, Playworks.com and Special PR Events services are all designed to extend our



sponsor's reach into their target communities and influence their key stakeholders.

### PARENT CONNECT

NTC directly targets extended families of students – specifically parents, guardians, and grandparents through NTC's Parent Connect events.

These events play in the same markets chosen by the sponsoring organization for the school tour. NTC coordinates with each school district to create a Parent Connect night



NTC's parent connect events are a great way for students and parents to experience sponsor's messages together through fun after school or evening events.

at a district facility (school auditorium, community center, etc.). This provides an opportunity for parents to see a performance and have intimate connection with our

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## New TV Series M@dAbout Airs Nationwide

The National Theatre for Children's syndicated television show, **M@dAbout**, made its television debut the week of September 6<sup>th</sup>.

**M@dAbout** was created by 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 a multi-platform marketing opportunity that includes national live in-school performances, printed curriculum components, and a syndicated website along with the weekly syndicated television show.

A preview tour in concert with the season premiere of the new series will take place in New York, Los Angeles and Chicago during September and October, 2010. Each 45-minute **M@dAbout** live performance comes complete with supplemental curriculum that includes workbooks for each student, teacher guides, and classroom posters.

"NTC performances engage kids in an interactive and fun way that all too often doesn't occur in their day-to-day school experience. We are making some pretty complex topics very accessible to elementary and middle school students," said Ward Eames, president of NTC. "We make them laugh, help them learn, and leave students with knowledge they weren't expecting when they first sat down to see the show."

Sponsorships for **M@dAbout** live in-school tours are available; call Michael Daraio at 212.315.0533 for more information.

# NTC Introduces Three New Services

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You know about our Live in-school Productions... Now Check us out on TV!

The National Theatre for Children has created a brand new educational television comedy series for tweens & teens called **M@dAbout**. Go to [www.madabout.tv](http://www.madabout.tv) to find the dates and times the show airs in your area.

After you've watched an episode, sign on to [www.madabout.tv](http://www.madabout.tv) and click the "Hey Teachers" logo. Fill out the evaluation and you will automatically be entered to receive a FREE DVD set of **M@dAbout** Season One, plus complete printed curriculum for your classroom and students!



Visit [www.madabout.tv](http://www.madabout.tv)

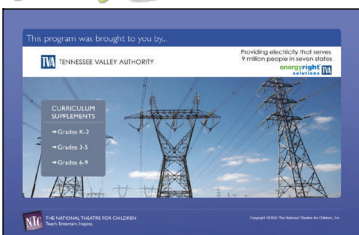
sponsor's people and messages. The sponsor may invite local celebrities or VIPs to introduce the show, provide product tables, or conduct small group seminars following the performance, and so on.



NTC delivers educational, in-school performances in a variety of subjects that include financial literacy, environment protection, safety, bullying prevention, health, nutrition and many more.

## PLAYWORKS.COM

New and improved Playworks.com is an on-line extension of NTC's program and serves as an enrichment resource for teachers presented by our sponsor.



Teacher evaluations completed online at playworks.com provide the NTC staff with valuable insight into what students and educators take away from NTC performances and the corresponding curriculum.

Playworks.com is the on-line destination where teachers evaluate the live show and accompanying curriculum. They are then routed to the sponsor

branded 'backstage' where they can find additional educational activities and materials for their students, including:

- Quizzes
- Reading Comprehension Lessons
- Writing Assignments
- Home Audit Worksheets
- Games
- Links to sponsor's web based resources & social media campaigns

## SPECIAL PR EVENTS

NTC programs are a natural media draw that generate positive awareness of a sponsor's brand and message within each community. Special PR Events significantly enhance the "halo effect" by leveraging The National Theatre for Children's in-school performances with available print and broadcast PR opportunities. NTC coordinates all media activity on behalf of a sponsoring organization and works with their communications personnel on related marketing efforts.

NTC's media and public relations outreach capabilities include:

- Media list development
- VIP list development
- Press conference/ kick-off events
- Customized press releases
- Press kits

## NTC OVERVIEW

NTC is the largest distributor of live in-school educational theatre in the country. Since 1978, we have offered live theatre programs at no charge to schools. Programs are paid for by organizations that desire

an association with teaching important societal issues to 6- to 17-year-old students, and through that process advance their communications and marketing goals. Each year NTC performs in front of millions of students in thousands of schools nationwide.

Our programs use live in-school performances, print materials, internet activities, and television to cover numerous educational topics throughout the country. Topics include fitness and nutrition, energy conservation, financial literacy, water quality, and many more.



NTC programs are a natural media draw, generating positive awareness of brand and messaging with communities.

For more information about NTC's new services, contact Katie Griep at: 612-341-0882, extension 202 [kmgriep@nationaltheatre.com](mailto:kmgriep@nationaltheatre.com)



The National Theatre for Children reaches millions of students in thousands of schools each year with its educational performances.

# Making a Difference in Kids' Lives

"Bank of the West is committed to improving the social and economic health of the communities we serve," says



Christine Hensley, VP of Community and Government Affairs, Regional Manager. "Offering financial literacy education is one of the best ways we can do that." Christine has helped bring NTC's *Mad About Money* program into schools throughout the bank's Midwest and Great Plains regions. "I've been with the program since the beginning," says Christine. "I have to say it's been really rewarding. And fun!"

Hensley is charged with providing a comprehensive approach to financial literacy in her regions. "Our work with NTC started four years ago when our VP & Community Affair Manager, Rebeca Rangel, saw a production of *Mad About Money* at a Community



Christine Hensley,  
Bank of the West

reinvestment Act workshop," continues Hensley. "She was very impressed, and brought the show to a 'Neighborhood Summit' to see how it would play for kids and their parents. The response was overwhelming."

Now in its third year of sponsorship, Bank of the West is considering ways to expand the program into other regions. Says Hensley, "We get such great response from everyone who sees a performance – teachers, students, bank employees. We've even had customers walk into a local branch and thank us for bringing the program into their schools! There's a tremendous level of appreciation, especially in smaller communities that typically have fewer options for this kind of programming."

"I'm proud that Bank of the West has made a financial commitment to take *Mad About Money* into the schools," concludes Christine. "While it's certainly done a lot to create a positive image for the bank, I'm proudest of the positive impact that the program has had on our students."



## Pat's Corner

Welcome back to Pat's Corner! In this "back to school" edition, I want you to meet a longtime friend of mine and actor with NTC, Mr. Dustin Brown. Dustin not only has toured multiple times

with NTC in our live school tours but he is now one of the newest stars on television in our nationally syndicated comedy TV show called *M@dAbout*.

Like most actors, Mr. Brown started performing at a very young age. He has the natural ability to make people laugh on and off stage with his great sense of comic timing. He is a true character actor, excellent with improvisation and he can write funny dialogue; but just don't ask him to do his John Wayne impersonation, he hates impersonations.

Dustin first toured with NTC in September of 2005, performing the show, *Lights on for Louie* for our valued client AEP. When asked why he first came to work for NTC he said, "I was fresh out of college and eagerly looking for somewhere to gain experience. It was a good paying job

that also provided me with the ability to travel, which I'd never had the opportunity to do before. It also gives me a sense of giving back. I enjoy performing in schools, especially in rural areas, and feeling the sense that I am providing a theatrical experience that these areas seldom get. I get to go places I would never normally go, find what is interesting about that place and take that experience along with me throughout my life."

Dustin has performed in seven tours over the past 5 years with the most recent tour being *The Energized Guyz* for TVA in the Tennessee River Valley region. No doubt Dustin has had many great experiences while touring on the road. He has literally performed for tens of thousands of elementary and



Dustin Brown started touring for NTC in 2005 and now is one of the newest stars on TV in NTC's comedy series *M@dAbout*.

middle school students. And now with NTC's television comedy show *M@dAbout* hitting the airwaves, millions of people will get a chance to watch him in action every single week. **So tell us, what was it like filming a television show?** "It was scary at first. I had never done any camera acting before and was terrified by my ignorance. But everyone was so reassuring and helpful that my worries soon melted away. It turned out to be a really fun time and a great learning experience." **What was your best and worst experience on the set?** "Worst thing about being on set is the early mornings and waiting around in uncomfortable costumes. The best part about being on set is being pampered and doted over all day long while you're waiting in your uncomfortable costume." **So now that you've conquered the stage and the small screen, what's next for Dustin Brown?** "Not much. I'll just see where life takes me, which is what I've done so far. I don't like forcing things; I kind of just like seeing what happens."

Well Dustin, wherever life takes you, I'm sure you'll be a hit wherever you go!

Pat

# NTC's Fall 2010 Tour Schedule

The National Theatre for Children is proud to introduce its tour dates for the Fall 2010 school season. Below you will see a list of NTC troupes that are touring in certain areas, the production

they are performing, as well as the sponsor of the production. If you would like more information on specific show times and locations please contact us at 612-341-0882, ext 1.

Check out these and other NTC programs at [nationaltheatre.com](http://nationaltheatre.com) or visit us on Facebook and YouTube.



Show Name	State(s)	Sponsor
<i>The Further Adventures of Louie the Lightning Bug</i>	AR, LA, OK, TX	AEP
<i>The Energized Guyz: Con-serving up Comedy (Elementary)</i>	AL, GA, KY, MS, TN	TVA
<i>The Energized Guyz: Con-serving up Comedy (Middle-School)</i>	AL, GA, KY, MS, TN	TVA
<i>Boomerang Jack and the Top Secret Energy Caper</i>	MO	Ameren UE
<i>Adventures of the Blue Flame</i>	NC	PSNC Energy
<i>The Aqua League in the Amnesia Adventure</i>	CA	IEUA, Las Virgenes, Rowland, Suburban, San Gabriel
<i>The Water Pirates of Neverland: A Boatload of Trouble</i>	VA	Virginia Beach Public Utilities
<i>Mad About Money</i>	KS, MN, NE	Bank of the West
<i>Mad About Money II: Pay Yourself First</i>	ND, WI	North Dakota Securities WESTconsin Credit Union CoVantage Credit Union
<i>M@dAbout</i>	CA, IL, NY	The National Theatre for Children

## And the Award Goes to...

We appreciate the feedback that thousands of teachers across the country offer NTC each year. In the 2009-2010 school year 10,000 teachers completed online evaluations at [playworks.com](http://playworks.com). This detailed information provides the NTC staff with valuable insight into what students and educators take away from NTC performances and its corresponding curriculum. Teacher comments and recommendations also help NTC make continuous show improvements.

To demonstrate our appreciation to the educators who take the extra time to fill out our evaluation

forms, NTC awards one teacher each year with \$250 worth of new books for their classroom. The prizewinner is selected randomly from the pool of evaluations collected each school year.

NTC is proud to announce its 2009-10 book-prize recipient, Niki Kelso, a fifth grade teacher at White Bluff Elementary School in White Bluff, TN, who completed her evaluation about NTC's *The Energized Guyz*, sponsored by TVA.

"I really enjoy teaching science and getting the students involved. Being a science teacher, I found *The Energized Guyz* performance very educational and FUN! The theme and material of the show

was related to the Tennessee Science Standards which reinforce what had been taught in my science class previously. The students loved the show and so did I!"



Niki teaches math and science at White Bluff Elementary in Tennessee

Congratulations Nikki!