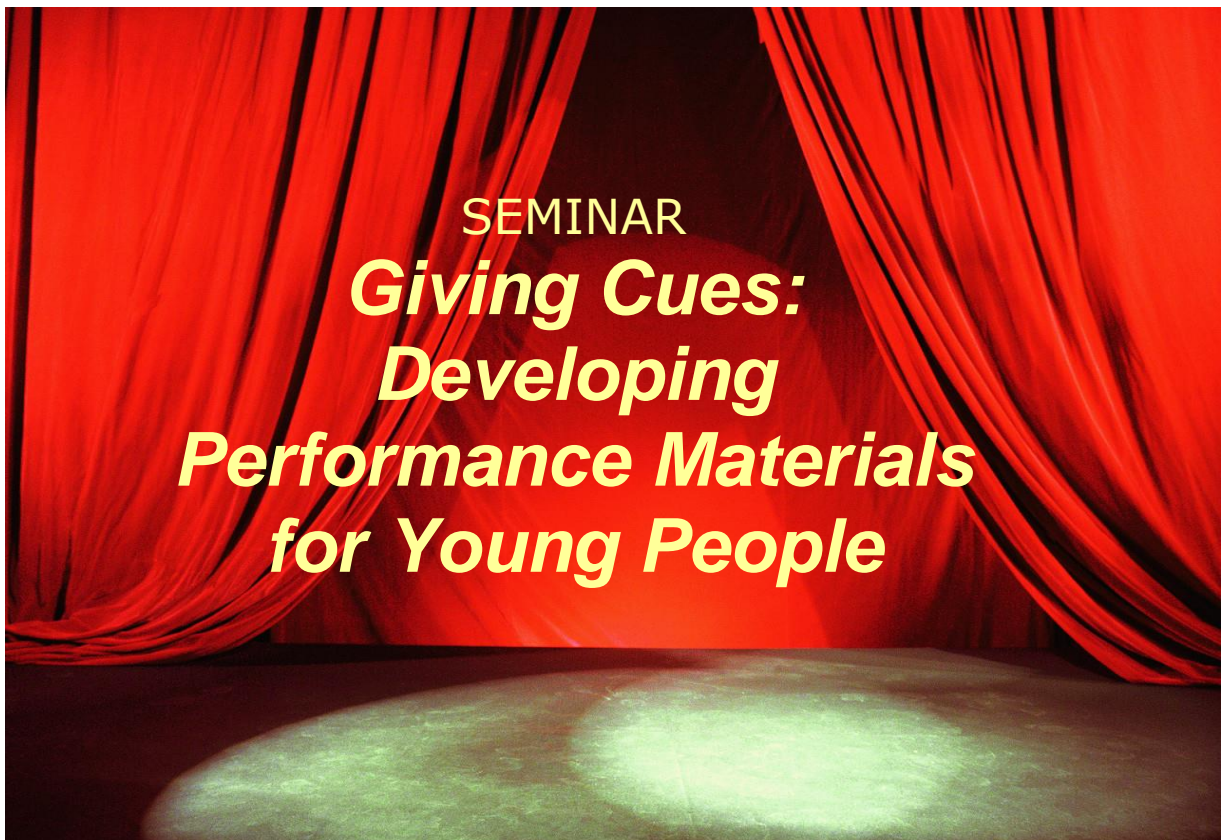


artists ~~as~~ educators

# NOTE TO PROSPECTIVE SPONSORS



SEMINAR  
*Giving Cues:  
Developing  
Performance Materials  
for Young People*

Partners in Education Program  
National Partnerships  
Education Department

  
The Kennedy Center



The Kennedy Center's *Professional Development Opportunities for Teaching Artists* are made possible by the U.S. Department of Education and The Dana Foundation.



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## TABLE of CONTENTS

	<b>page</b>
Introduction .....	2
Background .....	3
Description .....	3
Role of the Sponsors .....	4
Agenda .....	4
Advertising .....	5
Financial Considerations .....	5
Letter of Interest .....	7

### **Introduction**

This document provides information to help prospective sponsors determine their interest in hosting Kennedy Center’s Seminar, *Giving Cues: Developing Performance Materials for Young People*.

If you have questions, contact the Kennedy Center, National Partnerships at (202) 416-8806. If necessary, a follow-up conversation with the Seminar leader will be arranged.

If the Seminar meets your needs, please review the Agreement and complete the online Seminar request form. When it is received, the Kennedy Center will contact you to make arrangements for sponsoring the Seminar.

## Background

To bring the practice of preparing performance materials in line with the reality of schools and the needs of teachers and students, the Kennedy Center initiated a three-year study to develop and test prototype materials and to draft guidelines for developing performance materials. The Seminar, *Giving Cues: Developing Performance Materials for Young People*, examines the results of that study, a follow-up study in 2008, and the guidelines that were developed as a result.

## Description

The one-day Artists as Educators Seminar, *Developing Performance Materials for Young People* is a practical, engaging, hands-on Seminar designed for those interested in developing or refining performance materials that prepare young people for attending performances. The Seminar includes presentations, activities, and discussions to help participants examine principles for developing attractive, educationally sound materials that arouse students' interest, provide insight, and stimulate thoughtful, active response to performances.

The *Giving Cues* Seminar is valuable for both individual artists as well as arts organizations that would like to establish a process for creating quality performance materials.

Each participant receives a binder of resource materials which documents and extends the Seminar content as well as a copy of the publication, *Giving Cues: Recommended Guidelines for Writing and Designing Performance Materials for Young People*.

Participation in the Seminar is limited to 25 participants; a minimum of 10 participants is required. Sessions are presented by a Seminar Leader who has been involved in developing and implementing Kennedy Center's approaches to performance materials.

The Seminar builds participants' knowledge and skills and lays the foundation for local follow-up assistance and additional training.

As a result of participating in this Seminar, participants...

Will know:

- Eight tips (guidelines) for developing quality performance materials

Will be able to:

- Apply the eight tips through a variety of exercises
- Begin a plan for their own performance materials

Will appreciate:

- That carefully planned performance materials are critical for building discerning and engaged young audiences.

## **Role of Sponsors**

Although the Kennedy Center provides the Seminar and resources, Sponsors are responsible for identifying participants, making local arrangements for the Seminar's presentation, and for planning and implementing follow-up training to support participants' continued development.

It is strongly recommended that the Sponsor(s) be present throughout the Seminar so that they can become familiar with the key principles and plan appropriate follow-up/next steps.

## **Agenda**

The instruction builds throughout the day, with each section supporting the subsequent sections. As a result, participants must attend the entire Seminar.

8:30 a.m. Participant Arrival, Registration, and Continental Breakfast

9 a.m. – 4:30 p.m.

- Welcome, Seminar Purpose, Agenda
- Why Performance Materials?
- Kennedy Center's Three-Year Study about Performance Materials
- Eight Tips for Developing Performance Materials with Exercises
- Application: Developing a Plan
- Next Steps
- Seminar Evaluation

## Advertising

### Press Packet

The Kennedy Center provides a press packet that includes a sample press release, Seminar Leader's photograph and biography, and a Partners in Education program brochure.

## Financial Considerations

### Income

Funding to underwrite part or all of the Seminar costs may be sought from state or local arts councils.

#### **Seminar Registration Fee**

Sponsors may charge a registration fee for each Seminar participant.

#### Example of Projected Income

Seminar Registration: 25 participants x \$300 = \$7,500

### Expenses

#### **Seminar Fee**

The fee, paid to the Kennedy Center, includes:

- The Seminar
- Two print resources
  - Seminar resource binder
  - The publication *Giving Cues: Recommended Guidelines for Writing and Designing Performance Materials for Young People* by John C. Carr and Lynne B. Silverstein. (The Kennedy Center provides 25 copies of print resources for participants plus two copies for Seminar Sponsors. Additional copies of the publication may be purchased for \$25.)
- honorarium and per diems for the Seminar Leader

**Transportation**

Sponsors are responsible for the cost of round-trip transportation as well as local ground transportation for the Seminar Leader between the airport, hotel, and the Seminar location.

**Hotel Accommodations**

Sponsors provide one night of hotel accommodations for the Seminar Leader. If distance or flight schedules require, arrange for a second night of hotel accommodations.

**Food**

Sponsors provide meals, snacks, and beverages for Seminar participants and Seminar Leader during the Seminar.

## LETTER of INTEREST

**If, after reading the information and discussing it with a Seminar Leader or Kennedy Center staff, you would like to host this Seminar, please confirm that you have read and understand the following by checking the appropriate box on the online Seminar Request Form.**

- I would like to discuss arrangements to bring the Seminar, *Giving Cues: Developing Performance Materials for Young People* to my community. Please contact me.
  
- I understand that as Sponsors, we are expected to provide feedback and guidance to the participants after the Seminar as they continue to develop their performance guides. We are committed to offering this feedback and guidance. We will attend all Seminar sessions so we are prepared to offer this feedback.
  
- If individuals other than the Sponsors will provide the follow-up, they are required to observe all Seminar sessions.