

MHC GRANT FINAL REPORT COVER SHEET

PROGRAM NAME: 2013 MCC Storytelling Celebration

DATE: January 7, 2014

GRANT #: 1776

SPONSORING ORGANIZATION: Junior College District of
Metropolitan Kansas City

LOCATION: Kansas City, MO

BRIEF DESCRIPTION: A major storytelling program held in the greater Kansas City area via interactive storytelling sessions at multiple venues. The free, community-wide event features professional and amateur storytellers representing a variety of cultures, ages and storytelling styles.

ATTENDANCE: 13,549

FEATURED ARTISTS:

- Peter Cook
- Sadarri Saskill
- Willy Clafin
- Marilyn Kinsella

EVALUATION NARRATIVE

Project Description

The 2013 Storytelling Celebration was held November 5-9 in various locations throughout the greater metropolitan area. Performers and venues for the 2013 Celebration were selected to expand and celebrate the unique art of oral storytelling in relationship to traditions surrounding the teller's knowledge of the cultures and demographic venue makeup. Performances came together with individual and team storytelling that gave audience members a greater understanding of unity and tolerance. Venues included William Jewell College, the Boys & Girls Club—city wide, George Owen Nature Park, Kansas City, Missouri and Kansas Public Libraries, Mid-Continent Public Libraries, Little Sisters of the Poor and three metro school districts.

This year's Celebration was both creative and innovative in that each storytelling program emphasized audience participation. At each event, tellers shared stories of personal, ethnic and family traditions. Our tellers encouraged audience participation through open and spontaneous communication. As the audiences became engaged with the tellers, dialogues were developed, allowing the tellers to tailor the story to each particular audience. Each performance was unique with tellers creatively responding to audience feedback.

In addition to educating and entertaining the community, our Celebration offered our seasoned tellers the opportunity to gain knowledge and hone their skills. Examples of workshops designed for both the community and professional tellers included an American Sign Language workshop, media specialist workshop on Literacy Development in the Storytelling Classroom and creative storytelling techniques for both children and adult workshops. This year our tellers were again able to nurture and create great respect and appreciation for storytelling as an art form by demonstrating how simple and rewarding it can be to communicate with those of all ages. The workshops also served as a professional development tool introducing new and innovative ideas into an art form that is always evolving.

Number of Individuals Served

Total attendance = 13,549

All admissions were free.

Demographics

The Storytelling Celebration makes a concentrated effort to reach out to all ages, ethnicities and economic backgrounds with our programming. Our efforts to reach local children, ages 2-18, are well-documented in our trips to local schools and libraries. Along with area youth, we have also made an effort to bring our tellers to senior centers in order to connect with seniors and their caregivers. We stage performances in all sectors of the Kansas City Metro area, from the urban districts to the outlying suburbs. An important part of the Storytelling Celebration is connecting every part of Kansas City through spoken word, and we do this by forging partnerships with many community organizations that cater to as many different demographics as possible.

Our 2013 evaluation forms more closely tracked ethnicity and underserved populations in an effort to better determine our audience and solicit artists that can identify with a particular

culture for future celebration planning. We served 12,199 K-12 students in zip code zones where the median household income ranged from as little as \$24K to as high as \$117K. Our tellers come from many ethnic backgrounds and our locations encompassed neighborhoods that cross several cultural demographics: White, Black or African American, American Indian, Asian and Hispanic. Our venue locations demonstrate that we serve attendees across the socioeconomic scale.

Outreach Efforts

The Program Director and Artistic Director promoted the event throughout the community and an invitation was mailed to the prospect list comprised of past attendees, local organizations and connections made through previous years. Radio ads, live radio promotions, press releases, MCC website (10,000+ hits were recorded), television interview, Google ads and an ad in the KC Ballet, KC Rep, American Heartland and Lyric Opera theater guides.

New venues added this year were The Nelson-Atkins Museum of Arts, Kansas School for the Deaf, Brookside Adult Health Daycare, Lansing Correctional Facility, Skylander Psychiatric Center and expanded offerings within the Kearney School District.

Artistic Quality

We surveyed attendees in the school districts, libraries and general audience performances. The responses noted the quality of the artists' performances as they evoked many emotions from the audience members.

"Storyteller was very engaging and animated our students enjoyed the performance."

"Very expressive tellers, they kept the audience attentive and involved. We loved it!"

"My class of students liked the group participation. As the teacher, I also liked the use of different voices. We had very animated stories with actions that captured the culture of our classroom and school."

The surveys also asked teachers to answer specific questions related to their curriculum needs. Do you think ST enhances your curricular activities? If so, why?

"Yes, for pre-k students need to learn to listen and sit for a period of time."

"Yes helps students know they can write about their lives when we write."

"Yes, shows creativity, imagination and story line - problem, solution, and theme."

"Yes, traditional literature exposes students to a different form of language, besides reading/writing."

"Yes, storytelling enriches vocabulary and listening skills."

“Entertaining, loud enough & engaging enough to keep dementia patients involved. Had one resident who had family members visiting & she would not go to her room until it was done.”

Program Growth & Opportunities

The MCC Storytelling Celebration has been a part of MCC for 14 years. It is a way to reach out and serve our community and local school districts with entertainment and educational activities. The program continues to grow every year by surveying our participants and evaluating past Celebrations for how we can better serve our patrons. Based on the results of the surveys and open communication with the steering committee and those involved with programming, MCC tries to adjust their artist selection to best serve the participants’ ethnic make-up, deal with current, relevant social issues and enhance the classrooms of our local school districts. Our offerings for education professionals continue to grow by coordinating the storytellers’ material with the educators’ core curriculum needs and goals.

If given the opportunity to do anything differently, we would expand our reach to additional 50+ senior locations and Jewish and Chinese communities within the greater Kansas City area. We would look to these populations as those that could provide background and history for incoming youth storytellers.

Final Financial Report

Budget Category	MHC Funds Expended	Grantee Expended (cash or in-kind)
ADMINISTRATION Project Director		5,280
Fiscal Agent		
Other		13,341
HONORARIA (artists' fees)	5,000	19,186
TRAVEL Transportation		324
Per Diem		
OFFICE COSTS Telephone		
Duplicating		
Supplies		
Postage		
Office Space		
Equipment		
Other		153
PROGRAM FACILITATION Meeting space rental		
A/V rental		
Exhibit fabrication		
Media production costs		
Design costs		
Printing costs		2,065
Other		1,273
PROMOTION – ADVERTISING Design and Printing		

Print advertisements		2,235
Radio/TV/Web ads		3,036
Bulk-rate postage		210
Other		1,617
INDIRECT COSTS	Not payable	
MISCELLANEOUS		1,128
TOTAL EXPENDITURES Grantee expenditures must equal or exceed MHC expenditures	5,000	49,848

Please briefly explain the variances between the approved budget and what was actually spent.

Project personnel were able to streamline their time to decrease their salary expenditure to the project. Due to a decrease in projected funding, the marketing budget was decreased and the external evaluator was eliminated.

Project Director signature and date:

H. Keenan 11/27/14

Fiscal Agent signature and date:

David Mc Larry 1/28/2014