

MCC Storytelling Celebration

2014 Catalyst Project Support

Foundation of the Metropolitan Community Colleges

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FollowUp Form

Report Fields

Project Name*

MCC Storytelling Celebration

Question Group

Project Location*

In which county or counties did the primary activities of this project take place? (multiple selections permitted)

Clay County, MO
Jackson County, MO

Project Description*

Briefly describe the activities, programs or performances funded by Catalyst support, including dates and locations, if applicable.

The 2014 Storytelling Celebration was held November 5-8 in various locations throughout the greater metropolitan area. Performers and venues for the 2014 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. Venues included elementary schools within three area school districts, Skylander Psych Center, William Jewel College, The Nelson-Atkins Museum of Art, Garden Village Retirement Center, Juvenile Justice Center, Boys & Girls clubs, YMCA, Maple Valley School, George Owens Nature Park, George Washington Carver Dual Language Elementary School, Our Lady of Guadalupe School, Brookside Adult Day Health Care, Little Sisters of the Poor, Southeast Middle School and MCC-Maple Woods Campus. Performances were also held at library branches within Mid-Continent Public Library and KCMO Public Library systems.

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:

- Youth Storytelling Workshop – Spice Up the Storytelling Stew with a Sprinkle of Second Language
- Adult Storytelling Workshop – Beginning Your Journey Into Storytelling
- Educator's Workshop = TO-Dos, TA-Das, HA-Has, and AAHs: A Common Core of Language Arts and Social Skills

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*

Provide details about the total number of paid and unpaid admissions or participants.

Total attendance = 16,239

All admissions were free.

15,272 of attendees were K-12.

Audience and Participant Demographics*

Describe the demographic characteristics of the people that were served by this project. Please be as specific as you can. Details could include information such as age range, gender, ethnicity, etc. Do you know where they live and whether or not they came from more than one county in the KC metro area? Please tell us whether or not the figures in your answer are rough estimates or based on actual numbers.

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.

We served 15,272 K-12 students in zip codes where the median household income ranged from as little as \$19K to as high as \$77K. Some areas have a minority population as high as 94%. Our tellers and participants come from many ethnic backgrounds and our venue locations demonstrate that we serve attendees across the socioeconomic scale.

Outreach Efforts*

Were there any special outreach efforts to reach new or underserved audiences or participants for this activity or these programs? If so, please describe these efforts, whether or not you were able to measure the results, and whether or not you consider them to be successful.

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 (15,000+ hits were recorded), television interviews, billboards and social media were used to promote the event.

Budget Changes*

Were there any significant changes from your original proposal and budget? If so, please explain.

We were able to decrease our marketing expenditures because printing did not cost as much as budgeted and a volunteer agreed to develop the website.

Artistic Quality*

How did your organization assess the artistic quality of the funded programs and activities? You may upload copies of reviews or audience responses if you wish in the attachment section.

We surveyed attendees in the school districts, libraries and general audience performances. Three evaluations were distributed: performance evaluation, teller evaluation and educator evaluation. The quotes and stories are noted in section "ArtsKC Funding Impact" and the performance evaluation form is attached.

ArtsKC Funding Impact*

Please describe the impact of receiving Catalyst funding on your organization and your audiences or program participants. Stories or quotes from your audience members are welcome. Your answers may be used in helping to promote the ArtsKC Fund in future campaigns.

The responses noted the quality of the artists' performances and the impact of this event as it evoked many emotions from the audience members.

"I walked away inspired to continue working on connecting youth with telling their story."

"She was very inspiring; she taught me some Spanish words that I never learned in class."

"Skill in building tension was superb it drew me in very well. The acting for expression made me feel the story was happening in front of me."

"Had student attention at all times. The students loved playing a part of the story."

One connection made was particularly moving:

Marsh, a fan of Antonio Rocha, found out that Rocha was performing at the 2014 Kansas City Storytelling Celebration and urged his friend John to go and see him perform at MCC-Maple Woods. John attended Rocha's Thursday night concert with his wife Dolores. After the show, Dolores admitted that she had been "dragged" to the performance by her husband, and had little interest in seeing it for herself. After watching Rocha's performance in which his mother, who has Alzheimer's was the focus, she recalled being mesmerized, tearful, amazed, heartbroken and filled with joy--- by both man and the story. Delores's, mother also has Alzheimer's. Delores said, "I was bitten; I was touched. Antonio told MY story." Along with her husband and the Marshes, Dolores made a point to return to the next two nights of performances. She brought along friends to share the experience with as well.

Attachments

Income and Expense Report*

Provide a listing of expenses and revenues for the project. It can be as simple or complicated as required.

The ideal format for financial reporting is a document that uses three columns that include your budget figures, your actual results, and then the variances between the first two columns. The document should be in Word, Excel or PDF format and uploaded using the button below.

2014 Income & Expense Report.pdf

Using the next three buttons below, upload programs, advertising, brochures or other materials in which your organization acknowledged support from the ArtsKC Fund.

If you don't have digital copies of these materials, or they are too large to attach, please submit hard copies to the ArtsKC office at 106 Southwest Boulevard, Kansas City, MO, 64108.

ArtsKC Recognition 1

2014 Public Flier.pdf

ArtsKC Recognition 2

2014 t-shirt.pdf

ArtsKC Recognition 3

2014 Storytelling Celebration Site Evaluation.pdf

Using the next set of buttons, please submit any available images from your organization and its activities. By uploading images below, you indicate that they are pre-approved for use by ArtsKC in promoting the ArtsKC Fund and other ArtsKC programs. What we need most are publication-quality images. Such images need to be at least 300 dpi in print quality. Please remember to include any information needed for required photo credits about the performers, photographer, etc. Please submit only images for which you own the reproduction rights and that you agree that ArtsKC has permission to use on its website or in any printed materials.

Image 1

Image 2

Image 3

Image 4

Image 5

File Attachment Summary

Applicant File Uploads

- 2014 Income & Expense Report.pdf
- 2014 Public Flier.pdf
- 2014 t-shirt.pdf
- 2014 Storytelling Celebration Site Evaluation.pdf

2012 MCC Storytelling Celebration

	BUDGET FIGURES	ACTUAL RESULTS	VARIANCE
REVENUE			
Contracted Services Revenue	\$10,050	\$10,050	\$0
Private Support	\$1,850	\$2,034	\$184
River & Prairie Storyweavers \$1,850			
Private Donations \$184			
Foundation Support	\$12,000	\$4,000	-\$8,000
Oppenstein Brothers Foundation \$4,000			
Government support - Local	\$7,500	\$7,500	\$0
Neighborhood Tourist Development Fund \$7,500			\$0
Government support - State	\$16,000	\$15,086	-\$914
Missouri Arts Council \$10,586			
Missouri Humanities Council \$4,500			
Other Revenue - Silent Auction	\$1,500	\$0	-\$1,500
Applicant Cash	\$10,948	\$13,063	\$2,115
ArtsKC	\$5,000	\$4,849	-\$151
TOTAL REVENUE	\$64,848	\$56,582	-\$8,266
EXPENSES			
Personnel - Administrative	\$18,621	\$18,847	\$226
Outside artistic fees and services	\$24,186	\$23,656	-\$530
Travel	\$324	\$332	\$8
Marketing	\$19,163	\$10,325	-\$8,838
Other operating expenses	\$2,554	\$3,422	\$868
TOTAL EXPENSE	\$64,848	\$56,582	-\$8,266




Schedule of Events

 Metropolitan
Community College
Maple Woods

kcestorytelling.org

 facebook.com/kcestorytelling

 twitter@kcestorytelling

 [kcestorytelling](https://YouTube/kcestorytelling)

WEDNESDAY, NOV. 5

Storytelling for Pre-K 10:30-11:30 a.m.
Mid-Continent Public Library-Excelsior Springs

Storytelling for young children featuring regional tellers Jim Stigall and LaRita Wright.

THURSDAY, NOV. 6

Storytelling for Families 9:30 & 10:30 a.m.
Woodneath Library Center

Storytelling for young children featuring tellers Jim Stigall and Anthony Clark.

Storytelling for Pre-K 10-11 a.m.
KCMOPL - Waldo Branch

Storytelling for young children featuring regional tellers Nancy Shelton, Nancy and Mike Micham.

Storytelling for Pre-K 10-11 a.m.
Mid-Continent Public Library-South Independence

Storytelling for young children featuring regional tellers Geneva Greenfield and LaRita Wright.

Nature Stories at the Park 10 & 11 a.m.
George Owens Nature Park

Regional storytellers Rosie Best-Cutrer and Dianna Waite will tell nature stories suitable for the whole family.

Storytelling for Children 10:30-11:30 a.m.
KCMOPL - Central Branch

Elementary-aged children will hear from Brother John Anderson and Antonio Rocha.

Family Concert featuring Anthony Clark 7-8 p.m.
Mid-Continent Public Library-Parkville

Special family concert featuring the Singing Storyteller, Anthony Clark. This event is free and open to the public and is suitable for all ages.

Special Performance featuring Antonio Rocha 7-9 p.m.
MCC-Maple Woods Campus Student Center

Listen to Brazilian storyteller and mime Antonio Rocha charm the audience with zany tales and a flurry of activity. This concert is free and open to the public and is suitable for all ages.

FRIDAY, NOV. 7

Storytelling for Pre-K 10-11 a.m.
Mid-Continent Public Library-Raytown

Storytelling for young children featuring regional teller Marcia Ollinger.

Family Fun Night Concert 6:30-7:30 p.m.
KCMOPL - Plaza Branch

Local storytellers Rosie Best-Cutrer and LaRita Wright will be performing stories for the youngest listeners. This concert is free and open to the public and is suitable for pre-school and elementary children and their families.

Ghosts in the Night Sky 7-9 p.m.
KCMOPL - Plaza Branch

Join our featured performers Antonio Rocha, Anthony Clark, Carrie Sue Ayvar, and Lyn Ford for a night of spine-tingling tales. This concert is free and open to the public and is suitable for ages 10 and up.

SATURDAY, NOV. 8

Youth Storytelling Workshop 9:30-10:30 a.m.
MCC-Maple Woods Student Center

Spice Up the Storytelling Stew with a Sprinkle of a Second Language. A wild whirlwind of movement, languages and cultural heritage.

Family Concert featuring Lyn Ford 2-3 p.m.
Mid-Continent Public Library-Parkville

Affrilachian storyteller Lyn Ford will share some of her unique culture's legends and lore, along with some personal stories of her own. This concert is free and open to the public and is suitable for all ages.

Family Concert featuring Antonio Rocha 11 a.m.-noon
MCC-Maple Woods Campus Center

Crowd favorite Antonio Rocha will light up the stage with his light-hearted antics. This concert is free and open to the public and is suitable for all ages.

BEGINNING YOUR JOURNEY INTO STORYTELLING
Find Your Story, Write Your Story, Tell Your Story 1-3:30 p.m.
MCC-Maple Woods Student Center

In this workshop, storyteller and writer Anthony Clark will help participants identify story sources and develop a basic understanding of story structure. Participants will also learn about other key story elements, including point of view, dialogue, character development, description, pacing, transitions and showing versus telling. Suitable for beginning writers, storytellers or anyone interested in story craft, the session will include some "hands-on" practice.

15th Annual Storytelling Spectacular 7-9 p.m.
KCMOPL - Plaza Branch

Featured storytellers Antonio Rocha, Anthony Clark, Carrie Sue Ayvar, and Lyn Ford will give the audience a taste of life and laughter from the perspective of their own unique culture and experiences. This concert is free and open to the public and is suitable for ages 10 and up.







**Metropolitan
Community College**
Maple Woods



2014 Storytelling Celebration Site Evaluation

We would appreciate your evaluation of the event.
After completion, please deposit in the basket at the
exit.

Thank you!

Presenter: _____

Please rate the event overall (circle one) Poor Okay Good Very Good Excellent

Comments: _____

What was your favorite Story: _____

Would you like to hear storytelling performances based on cultural, ethical or religious
background? Yes No

If yes, please list your preferences: _____

Do you think storytelling supports/connects to or enhances your curricular activities?

Yes No If so, how? _____

If the storytelling event did not enhance your curriculum what suggestions do you
have? _____

What do you think is valuable about this event? _____

Your name and/or school/location: _____

Please list your zip code: _____