



INTERNATIONAL STORYTELLING CENTER

Connecting the World through the Power of Storytelling

Niswonger Foundation Grant Close-Out Report: 2019

Pursuing the International Storytelling Center's (ISC) goal of bringing live, professional storytelling into the lives of young people, ISC's 2019 youth programming was met with great success.

The International Storytelling Center (ISC) greatly appreciates the grant support from the Niswonger Foundation on behalf of its programming. In 2019, the grant provided support for: live streaming at the National Storytelling Festival; pro bono outreach to school-aged children through ISC's Teller-in-Residence (TIR) program; and a teacher workshop provided through ISC's TIR program.

Description of Activities and Documentation/Data Evaluating Success

National Storytelling Festival Livestreaming

ISC provided a live-streaming feed from the National Storytelling Festival's Library (Family) Tent on Friday October 4.th Viewers were able to see the work of fourteen of the Festival's eighteen different featured tellers. The live-stream line-up included African American, Native American, Latino, and Asian American tellers. All programming was ASL interpreted.

Prior to the Festival, ISC embedded social media promotions via twitter, Facebook and Instagram, enabling greater access to the Festival content. ISC also reached out to organizations who might benefit from the stream, including area schools, colleges, universities, hospitals, and regional educational networks.

Between the storytelling sessions, ISC supplemented the live stream experience with teller and audience interviews and pre-recorded segments about ISC's work, including our educational programming. We received many comments via social media regarding the quality of the livestream and programming,

2019 National Storytelling Festival Livestream/Social Media statistics

- From January 1, 2019 to November 22, 2019, The International Storytelling Center posted a total of 189 Facebook Posts. With nearly 10,000 followers, this is our most engaging platform. These posts has a total reach of 382,899 users.

In association with the Smithsonian Institution

- Additionally, ISC created separate event pages to promote each Teller-in-Residence concert, Festival event, and special event throughout the year. These 62 events had an additional reach of 152,752.
- For 2019, across all platforms (Facebook, Twitter, and Instagram), ISC has had over half a million total impressions, with a total reach of 718,954 followers.
- ISC reached out to several national and international organizations that would benefit from the stream, including schools, universities, hospitals, and arts organizations. The link was also shared through ISC's internal e-blast database of over 12,000.
- Nationally, the Endowment of the Arts was given the livestream link in advance of the event to share with all fifty United States arts agencies. The link was also shared by the National Poetry Foundation and the National Poetry Out Loud program.
- Festival sponsor Dollywood DreamMore Resort and Spa sent the livestream link to its email database of more than 500,000 people. The link was also shared with Ballad Health's network as well as local, state, and national arts agencies.
- The initial 2019 Livestream was seen by 4,246 viewers; the recordings were then re-released to attract more viewers. Since this year's Festival livestream aired on October 4, ISC's YouTube Channel has seen a total of 16.7 thousand views (a 200% increase) from across the globe, with a total of 3.4 thousand hours of ISC storytelling content viewed. We added 225 new subscribers and our impressions total 91,500.

Outreach to School-aged Youth through ISC's Teller-in-Residence program

This year ISC instituted a new program called the Kids Storytelling Institute, which brought nearly 800 students and teachers to our Center and gave rural youth the opportunity for a meaningful experience in a cultural arts center. Teachers were provided resources for classroom follow-up activities. The newly inaugurated program was incredibly successful, and the feedback from students and teachers alike has been extremely positive.

In all, ISC conducted thirty-five on and off-site pro-bono experiences for area school-aged youth in Washington, Sullivan, Blount and Greene counties. This included performances for the Washington County Library system's Summer Reading Program and for underserved youth at organizations such as Coalition for Kids. Through these activities, young people were exposed to the work of fourteen professional storytellers who are considered among the finest in the storytelling art and have all appeared at ISC's signature event, the renowned National Storytelling Festival. We are excited to report that the total number of youth served was nearly 3500, at a total estimated benefit of approximately \$35,000.

In association with the Smithsonian Institution

Outreach to Area Teachers

In September, ISC offered a free teacher workshop titled *Educating the Mind and Heart: Storytelling Skills to Build Classroom Community*. This was led by storyteller Lyn Ford, whose work has been showcased on the PTO Today website and is included in story anthologies and resources for educators. Her professional development workshops are geared to benchmarks of academic content standards and 21st century learning skills. The workshop was geared to K-2 teachers. Participating teachers came from schools in the Johnson City and Kingsport city school systems as well as several surrounding counties.

ISC continues to curate educational materials for its Learning Library with resources for both educators and students. We most recently added the Story Task Game, presented by master storyteller Adam Booth, complete with an instruction manual for teachers.

Success/Challenge of Grant and Lessons learned

ISC's youth programming reaches elementary, middle, high school and college students. We continue to welcome feedback from our diverse educational audiences, including new formats to use, and the type of content or stories that teachers and other educators require to support their teaching and their students' learning. ISC also consults with educational specialists as well as with other educational partners, individuals and advisors.

We are sincerely grateful to the Niswonger Foundation for believing in this critically important work, for being one of ISC's most valuable educational partners, and for working with us to enrich the lives of young people through storytelling.

Budget and expenditure report – see attached

In association with the Smithsonian Institution

116 West Main Street T 423-753-2171 800-952-8392
Jonesborough, TN 37659 F 423-913-1320 www.storytellingcenter.net

**Niswonger Foundation Grant
Budget and Expenditure Report
2019**

Budget

Live Streaming the National Storytelling Festival	\$ 4,500.00
Underwriting Support for ISC's Children's Programming	\$ 2,000.00
Elementary School Teacher Workshop	\$ 500.00
Curate Educational Video Content	\$ 1,000.00
Total Budget	\$ 8,000.00

Allocated Expenditures

Live Streaming the National Storytelling Festival	
Beehive Recording Services - Technical Streaming Services	\$ 2,000.00
Cates Sound Equipment	\$ 500.00
Artists Fees	\$ 2,000.00
Underwriting Support for ISC's Children's Programming	
Artists Fees	\$ 500.00
Artists Travel/Lodging	\$ 500.00
Children's Ticket Subsidy	\$ 1,000.00
Elementary School Teacher Workshop	
Teacher Workshop Subsidy	\$ 500.00
Professional Services - Educational Content Creation	\$ 650.00
Technical Services - Video Creation	\$ 350.00
Total Allocated Expenditures	\$ 8,000.00