



INTERNATIONAL STORYTELLING CENTER

Connecting the World through the Power of Storytelling

Niswonger Foundation Grant Close-Out Report: 2018

ISC's 2018 programming has concluded and we are pleased to report that our objectives towards the goal of bringing live professional storytelling and diverse, excellent art into the lives of as many young people as possible were met for the year.

The International Storytelling Center (ISC) greatly appreciates the grant support from the Niswonger Foundation on behalf of ISC's programming. In 2018, 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, also 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 5.th Viewers were able to see the work of fifteen of the Festival's eighteen different featured tellers. The live-stream line-up included African American, Latino and Asian American tellers, in addition to an Egyptian teller. All programming was ASL interpreted.

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

ISC worked with interns from ETSU's communication department who assisted us in using social media and the live streaming content as a means of encouraging greater participation from the millennial generation.

We enhanced the live stream experience this year by adding additional cameras to capture different angles and audience reaction; had dedicated high speed internet access; and added sessions between storytelling programs featuring teller and audience interviews and segments on ISC's educational outreach work. We received many comments via social media regarding the improved quality, user experience, and appreciation for the program, especially given this live event is now becoming an increased teaching tool.

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2018 National Storytelling Festival Livestream/Social Media statistics

- A total of sixty-six Facebook posts, specific to Festival, were made from May 2–October 15. These posts had a total reach of 97,370 viewers.
- A separate event page was created for the National Storytelling Festival events. The event site had a total reach of 54,700 viewers.
- 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 11,000.
- 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.
- Regionally, Festival sponsor Dollywood DreamMore Resort and Spa sent an e-blast of the livestream link to its entire database of more than 500,000 people.
- In total, 4.1 thousand viewers from all over the world tuned in to the programming. The live footage is now being post-edited and will be available for continued access via ISC's website and YouTube by December 31.

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

ISC held three TIR Saturday morning on-site shows geared specifically to children aged six to ten. We also conducted twenty-three on and off-site pro-bono concerts for area school-aged youth in Washington, Sullivan and Greene counties, and for the Johnson City and Kingsport City schools. This included performances for the Washington County Library system's Summer Reading Program and performances for underserved youth at organizations such as Girls, Inc. and Coalition for Kids. Through these activities, young people were exposed to the work of seventeen of our twenty-six Tellers-in-Residence. These storytellers 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 by these complimentary performances was over 1500, at total benefit of over \$16,000.

Outreach to Area Teachers

In September, ISC offered a free teacher workshop titled *Using Storytelling in the Classroom to Encourage Tolerance, Critical Thinking, Empathy and Good Decisions*. This was led by Gay Ducey, who was a children's library for more than twenty-five years as well as a staff trainer in Oakland, California's Head Start programs. She has also taught storytelling at the University of California and Berkeley's Library School, and was once featured on the Mr. Rogers program. The workshop was geared to teachers of K-6th grades. Participating teachers came from schools in the Johnson City and Kingsport city school systems as well as several surrounding counties.

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ISC also maintains a Learning Library on its website with resources for both educators and students. Content is currently being curated from the livestream of the National Storytelling Festival, and done so in an educational context so it can be made available for use in educational settings. This will be completed by the end of the year in accordance with ISC's new accessible ADA standards website. The Learning Library page as well as the entire ISC website will be completely new beginning in January 2019.

Success/Challenge of Grant and Lessons learned

We had some livestream complications with our signal strength in 2018 but that was quickly corrected. We have already put plans in place that will prevent that kind of problem occurring in the future. We continue to learn valuable techniques for new social media applications, and continually 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 student's learning. ISC continues to consult with our board member educational specialists as well as other educational partners, individuals and advisors.

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

Budget and expenditure report – see attached

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**Niswonger Foundation Grant
Budget and Expenditure Report
2018**

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