

The Educational Theatre Association and the International Thespian Society have partnered with the American Alliance for Theatre & Education (AATE) to sponsor Theatre in Our Schools (TIOS) Month in March to raise public awareness of the impact of theatre education and draw attention to the need for more access to quality programs for all students. Your troupe can use these steps to drive participation in this nationwide event:

Step 1: Get organized

- **Set up an event calendar**

Get organized with your TIOS campaign this March by creating a checklist of your activities. Check out our TIOS promotional ideas on making your mark on this month! You can convene as few or as many events as your troupe is willing to host; just remember, the goal is to get the word out as much as possible--in the community as well as in the schools.

- **Set responsibilities**

There's a role for everyone in TIOS; identify a social media manager or two, have someone lead the work of getting banners/posters made and placed; have a couple of people research who has performances and events coming up that have program books in which you can place inserts about TIOS; have someone gather stories from community leaders about the theatre experiences in their lives that you can then share in social media and more, etc.

Step 2: Promote on social media

- **Share TIOS information and spread the word!** Post on social media platforms with the hashtags #TIOS20 and/or #TheatreInOurSchools.

- Follow us on Twitter: [@schooltheatre](#) [@thespians1](#)

- Like us on Facebook: [@schooltheatre](#) [@ThespianSociety](#)

- Follow us on Instagram: [@ThespianSociety](#) [@schooltheatre](#)

- **The easiest way to get started is to share the ITS daily post of a fact from 31 facts, and ask all your friends, even those not in theatre, to share it too.**

- **With hashtags:**

- #TIOS20 #TheatreInOurSchools – Use these in all your theatre related posts

- **With a blog post or video:**

Tips for telling your story

- Use your personal theatre education story to express how theatre has impacted your life.
- Share your knowledge and experiences.
- Create short, powerful headlines of six to eight words.
- Keep your story short; two or three paragraphs (200-300 words) is probably enough.
- Include your Troupe #, ITS and #TIOS20 in your posts

Some sample questions to start

- How has theatre and/or other arts education changed your life?
- Discuss a theatre educator and the ways he or she has made a difference in your life.
- In what ways has theatre education improved the quality of life in your community?
- How have you witnessed theatre impact the lives of others?
- How can you explain the value of theatre education to someone who has not experienced it?
- How is theatre education especially valuable to elementary students?
- What is your favorite form of artistic expression and why?
- What should students and others do to fight budget cuts in their arts departments?

- What life skills have your theatre education experiences taught you?
- What is your own theatre education story?
- Imagine your school without theatre or other arts education—what would it look, sound, and be like?
- What has been your favorite high school theatre experience?
- What is a fun, interesting activity your troupe has participated in or planned?
- What is the most important thing that your theatre education has taught you?

Step 3: Make an impact in your school, community and with elected officials. These ideas are from the Outstanding Impact Award Rubric, so if your troupe participates in some of these make sure and submit your application for the award after TIOS.

- **In your school**
 - Coordinate announcements to be heard by the student body on daily or regular basis
 - Make a creative, in-depth display set up in your high school/community center showing the positive effects of high school theatre participation in general as well as including specific examples from your own troupe and incorporate works like empathy, creativity, collaboration, critical thinking.
 - Present to a school audience through a method of your choice examples of your troupe's work, emphasizing the positive impacts your troupe has had on the school's community
 - Collaborate with other clubs/activities outside of theatre-related groups to advance the awareness of theatre in your school
 - Utilize your school's inside media (school news, broadcasting, yearbook etc.) to help inform students and faculty of the benefits of theatre education beyond announcing a show
- **Within your school district and community, including the media**
 - Coordinate with local businesses/community venues to display posters and/or distribute TIOS or Did You Know? ads or other educational literature; on the benefits/impacts of theatre in the community
 - Coordinate with local businesses/venues to organize community presentations emphasizing the benefits of theatre education; can include examples from your troupe
 - Travel to other elementary schools, middle schools, or less developed high schools in terms of theatre, educating and presenting examples of the benefits of theatre education
 - Engage with community media outlets to help inform community members of the benefits of theatre education (newspaper, television, radio, official social media etc.)
 - Develop a consistent and sustainable social media schedule throughout the month to communicate with the community about all activities taking place
- **With elected officials or other policy or rule-makers**
 - Communicate via email with elected official(s) to spread awareness for your troupe's TIOS participation and the goals of the campaign in how they relate to your school
 - Reach out to elected official or policy makers' social media pages
 - Meet or speak in person with an elected official(s) or policy makers to spread awareness of the benefits of theatre education
 - Invite elected official(s) to attend an event or show
 - Have a meeting with an elected official or policy maker covered in a community or school media outlet
 - Attend and advocate at a school board meeting