

This message brought to you by



THEATRE AND THE ARTS *did you know...?*

There are seven pdf ads included in this bundle—five half-page ads, each with different facts and figures, and two full-page ads that divide the facts and figures into two sets of six facts each. Each ad is available in both four-color and black and white horizontal and vertical formats. The half pages are suitable for printing in most 8 ½ x 5 ½ or 8 ½ x 11 programs, with no bleed.

Did You Know ad file key

Full page, 4-color DYK ads (2 versions)

- DYK_FP_4c_ver1
- DYK_FP_4c_ver2

Full page, black and white DYK ads (2 versions)

- DYK_FP_BW_ver1
- DYK_FP_BW_ver2

Half-page horizontal, 4-color DYK ads (5 versions)

- DYK_HP_Horiz_4c_ver1
- DYK_HP_Horiz_4c_ver2
- DYK_HP_Horiz_4c_ver3
- DYK_HP_Horiz_4c_ver4
- DYK_HP_Horiz_4c_ver5

Half-page horizontal, black and white DYK ads (5 versions)

- DYK_HP_Horiz_BW_ver1
- DYK_HP_Horiz_BW_ver2
- DYK_HP_Horiz_BW_ver3
- DYK_HP_Horiz_BW_ver4
- DYK_HP_Horiz_BW_ver5

Half-page vertical, 4-color DYK ads (5 versions)

- DYK_HP_Vert_4c_ver1
- DYK_HP_Vert_4c_ver2
- DYK_HP_Vert_4c_ver3
- DYK_HP_Vert_4c_ver4
- DYK_HP_Vert_4c_ver5

Half-page vertical, black and white DYK ads (5 versions)

- DYK_HP_Vert_BW_ver1
- DYK_HP_Vert_BW_ver2
- DYK_HP_Vert_BW_ver3
- DYK_HP_Vert_BW_ver4
- DYK_HP_Vert_BW_ver5

THEATRE AND THE ARTS

did you know...?

→ 56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.

→ A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.

→ 97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.

→ Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.

→ In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

→ A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.

This message brought to you by



For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

THEATRE AND THE ARTS

did you know...?

→ The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

→ In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

→ At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.

→ Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.

→ Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

→ “The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.” —Arne Duncan, Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.

This message brought to you by



For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

THEATRE AND THE ARTS

did you know...?

→ 56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.

→ A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.

→ 97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.

→ Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.

→ In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

→ A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.

This message brought to you by



**EDUCATIONALSM
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

THEATRE AND THE ARTS

did you know...?

→ The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

→ In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

→ At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.

→ Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.

→ Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

→ “The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.” —Arne Duncan, Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.

This message brought to you by



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

THEATRE AND THE ARTS

did you know...?



U.S. employers rate creativity and innovation among the top five skills that will increase in importance in the next five years.

Source: *Ready to Innovate*, Americans for the Arts/The Conference Board, 2007.



97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.



56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?!

⇒ Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

⇒ Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.

⇒ Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



THEATRE AND THE ARTS

did you know...?

→ A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.

→ At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.

→ In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



THEATRE AND THE ARTS

did you know...?!

⇒ The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

⇒ There are nearly 24,000 K-12 school-based theatre programs throughout the United States.

Source: MTD Marketing, 2011.

⇒ “The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.”

—Arne Duncan, Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.

This message brought to you by



THEATRE AND THE ARTS

did you know...?

→ At-risk high school students cited their participation in the arts as a reason for staying in school until graduation.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

→ In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

→ A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



THEATRE AND THE ARTS

did you know...?

→ U.S. employers rate creativity and innovation among the top five skills that will increase in importance in the next five years.

Source: *Ready to Innovate*, Americans for the Arts/ The Conference Board, 2007.

→ 97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.

→ 56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.



Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.



Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.



At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.



In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?

→ The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

→ There are nearly 24,000 K-12 school-based theatre programs throughout the United States.

Source: MTD Marketing, 2011.

→ “The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.”

—Arne Duncan, Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?

→ At-risk high school students cited their participation in the arts as a reason for staying in school until graduation.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

→ In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

→ A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.



U.S. employers rate creativity and innovation among the top five skills that will increase in importance in the next five years.

Source: *Ready to Innovate*, Americans for the Arts/The Conference Board, 2007.



56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?!



Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.



Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.



Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.



At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.



In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



“The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.”
—Arne Duncan,
Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.



There are nearly 24,000 K-12 school-based theatre programs throughout the United States.

Source: MTD Marketing, 2011.



The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



At-risk high school students cited their participation in the arts as a reason for staying in school until graduation.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.



A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.



In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



97% of surveyed school superintendents said that theatre activities develop creativity in students.

Source: *Ready to Innovate*.



56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Source: *Ready to Innovate*.



U.S. employers rate creativity and innovation among the top five skills that will increase in importance in the next five years.

Source: *Ready to Innovate*, Americans for the Arts/The Conference Board, 2007.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain*, The Dana Foundation, 2008.



Researchers found that “sustained learning” in theatre correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits.

Source: *Champions of Change: The Impact of the Arts on Learning*, Arts Education Partnership, 1999.



Classroom drama games increase literacy skills in young children.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?

→ A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *Psychology Today/Imagine That!* blog, 2009.

→ At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.

→ In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less.

Source: Americans for the Arts/The College Board, 2010.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL™
THEATRE
ASSOCIATION**
SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS did you know...?



“The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers.”
—Arne Duncan,
Secretary of Education.

Source: *Reinvesting in Arts Education*, President’s Committee on the Arts and Humanities report, 2011.



There are nearly 24,000 K-12 school-based theatre programs throughout the United States.

Source: MTD Marketing, 2011.



The arts are a core subject under federal law, similar to math, English, and other curricular academics.

Source: U.S. Dept. of Education.

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.

This message brought to you by



**EDUCATIONAL™
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION

THEATRE AND THE ARTS

did you know...?



At-risk high school students cited their participation in the arts as a reason for staying in school until graduation.

Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.



A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students.

Source: Arts Education Partnership/Lake Research Partners, 2008.



In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

This message brought to you by

For more facts about the value of theatre education, go to schooltheatre.org/advocacy.



**EDUCATIONAL
THEATRE
ASSOCIATION**

SHAPING LIVES THROUGH THEATRE EDUCATION