



# 2011 SCHOOL INFOPAC

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OPERA Iowa is part of the  
Education Division programs of  
DES MOINES METRO OPERA



# Dear OPERA Iowa Host:

Des Moines Metro Opera is pleased to present an all-new production of Fox's colorful *Sid the Serpent Who Wanted to Sing* to celebrate OPERA Iowa's 25th anniversary tour. Your contract is enclosed. We ask that you please sign it and return one complete copy with the requested deposit by the date shown.

A TEACHERPAC will be sent to you 6-8 weeks prior to your scheduled date. Newspapers will be sent approximately 4 weeks before OPERA Iowa is scheduled to arrive (note: If you are one of the early schools on the tour, these materials may arrive closer to your date due to printing constraints.) In the TEACHERPAC, you will find information for classroom activities that complement the workshops as well as other pre- and post-residency activities.

Keep this Infopac and refer to it as the performance date approaches. You will find that it answers most, if not all, of your questions. If you find you need any assistance, please feel free to give me a call at (515) 961-6221 or email me at [dmmo@dmmo.org](mailto:dmmo@dmmo.org).

What an exciting year this will be for your school and OPERA Iowa, and it will be here before you know it!

Sincerely,



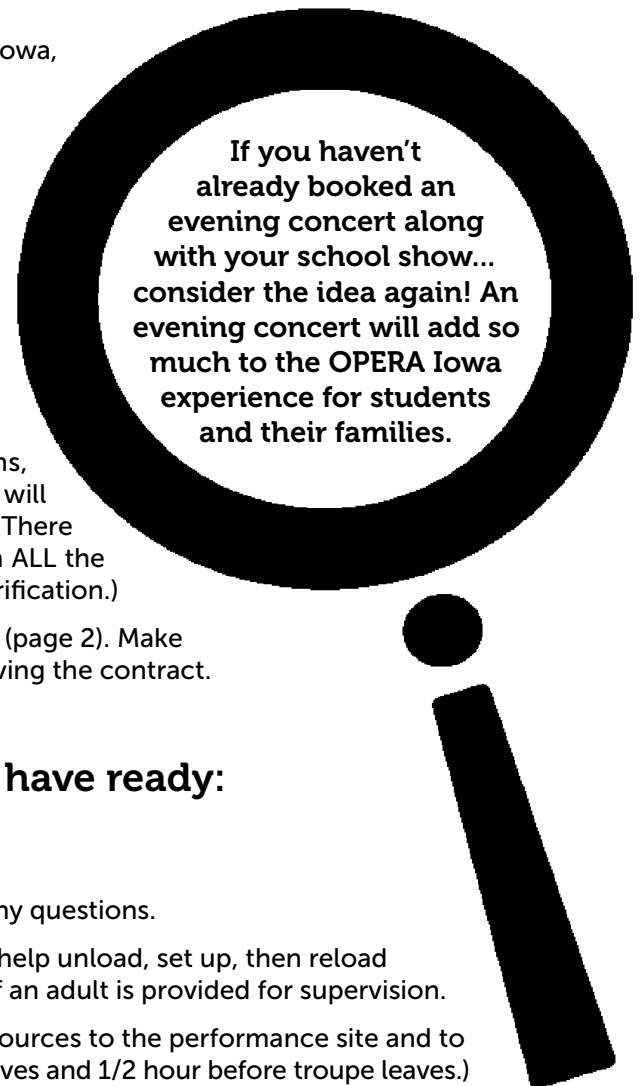
Michael Egel, Artistic Director

## To arrange your day with OPERA Iowa:

- Read the enclosed materials carefully. Choose 1-3 workshops for OPERA Iowa to present. Decide workshop locations, the number and the grade level of the students who will participate and note any special needs for each workshop. There is an introduction immediately preceding the show in which ALL the students will participate. (See the schedule on page 3 for clarification.)
- Fill out and return the enclosed School Information Sheet (page 2). Make a copy for yourself and return it to us within 14 days of receiving the contract.

## On the day of OPERA Iowa's visit, please have ready:

- A tuned piano for the performance.
- An On-Site Coordinator (this is probably you) to answer any questions.
- A minimum of 4 adults capable of lifting at least 50 lbs to help unload, set up, then reload scenery. 5 or 6 responsible high school students may assist if an adult is provided for supervision.
- The building Custodian for questions concerning power sources to the performance site and to help unload/load and set up scenery. (1 hour when troupe arrives and 1/2 hour before troupe leaves.)
- If you are the morning school, you are asked to provide lunch for the 8 troupe members. Anything other than school lunch is deeply appreciated by these young professionals—in fact, it's a great day to plan a teacher's potluck!



# Elementary School Information Sheet

## Sid the Serpent:

Please complete, photocopy and return this sheet to Chari Kruse ASAP!  
 Mail: Des Moines Metro Opera, 106 W. Boston Ave., Indianola, IA 50125-1836  
 Fax: 515-961-8175 Email: dmmo@dmmo.org

\*Contact Person \_\_\_\_\_ \*Work \_\_\_\_\_  
 \*Name of School \_\_\_\_\_ Cell \_\_\_\_\_  
 \*E-mail \_\_\_\_\_ \*Fax \_\_\_\_\_  
 \*Address \_\_\_\_\_  
 \*City \_\_\_\_\_ \*State \_\_\_\_\_ \*Zip \_\_\_\_\_  
 \*Name of Custodian \_\_\_\_\_

**Publicity:** Des Moines Metro Opera will send publicity information to the media you request. For best results, please contact them yourselves as well.

\*Local newspaper \_\_\_\_\_  
 \*Contact Name \_\_\_\_\_ \*E-mail \_\_\_\_\_  
 \*Address, City, State, Zip \_\_\_\_\_  
 \*Local radio station \_\_\_\_\_  
 \*Contact Name \_\_\_\_\_ \*E-mail \_\_\_\_\_  
 \*Address, City, State, Zip \_\_\_\_\_

## Performance:

\*Required information

\*Date(s) \_\_\_\_\_ \*Time(s) \_\_\_\_\_ Location (stage, gym, etc.)? \_\_\_\_\_

(circle one)

- Y N Are the dimensions of the performing area at least 25' wide x 15' deep x 12' high?
- Y N Is this space easily accessible for set pieces?
- Y N Are there stairs? If yes, how many? \_\_\_\_\_
- Y N Do you have four 20 AMP circuits available in this space? (OPERA Iowa's lighting equipment cannot be plugged into the same circuit.) What lighting equipment do you have? \_\_\_\_\_
- Y N Do you have stage curtains?

Special instructions? \_\_\_\_\_

Please give directions, including landmarks, to your school from the main roads into town (use a separate sheet if necessary).

WORKSHOP INFORMATION/LOCATION (Please fill in the blanks)						
AM	PM	✓	WORKSHOP	LOCATION	GRADE	# STUDENTS
8:45	12:45		Let's Make an Opera			
to	to		Decide, Design, Direct!			
9:15	1:15		Singers and Vocal Styles			
9:45	1:45	✓	Intro to the Production	same as performance	all	all

Each student will receive a newspaper. Please indicate the total number of students attending the performance.

\_\_\_\_ 1st    \_\_\_\_ 2nd  
 \_\_\_\_ 3rd    \_\_\_\_ 4th  
 \_\_\_\_ 5th  
 \_\_\_\_ TOTAL

## A Sample Schedule of Events

To help you schedule your time with OPERA Iowa, a sample itinerary is listed below. Times are approximate and may be varied slightly to accommodate your school schedule. Please notify us if you require any changes.

### MORNING Sample schedule:

- 8:15 - 8:30:** Arrival at school (met by On-Site Coordinator and Custodian)
- 8:15 - 9:45:** Technical Director/adult volunteers set up scenery
- 8:45 - 9:15:** Workshops with troupe members (See Workshop Details sheet)
- 9:15 - 9:45:** Singers prepare for performance
- 9:45 - 10:00:** *Intro to the Production* pre-performance workshop for audience
- 10:00 - 10:45:** Performance
- 10:45 - 10:55:** Question and Answer session (If time allows)
- 10:55 - 11:30:** Technical Director/adult volunteers reload scenery

#### REMINDER:

The morning school is asked to provide lunch for the eight members of the troupe!

### AFTERNOON Sample schedule:

- 12:15 - 12:30:** Arrival at school (met by On-Site Coordinator and Custodian)
- 12:15 - 1:45:** Technical Director/adult volunteers set up scenery
- 12:45 - 1:15:** Workshops with troupe members (See Workshop Details sheet)
- 1:15 - 1:45:** Singers prepare for performance
- 1:45 - 2:00:** *Intro to the Production* pre-performance workshop for audience
- 2:00 - 2:45:** Performance
- 2:45 - 2:55:** Question and Answer session (If time allows)
- 2:55 - 3:30:** Technical Director/adult volunteers reload scenery

# Elementary School Workshop Details

Each of the following workshops will be presented for thirty (30) minutes between 8:45-9:15 in the morning or 12:45-1:15 in the afternoon. Below, you will read about the three workshops that will be offered by OPERA Iowa in conjunction with our performances. You may elect to have each of the three workshops presented, but because these workshops happen simultaneously, you must have three (3) separate locations where those workshops can be conducted. At least one space must have a piano, though two would be preferable. OPERA Iowa requests that at least one supervising teacher remain in each room during the workshop. After reviewing this information, please decide which workshop(s) you would like to present, which students will attend and where the workshops will be located. Then fill out the Elementary School Information Sheet on page 2.

## ● **Let's Make an Opera** (For up to 50 students)

**This workshop meets NSAE in Music Standard 7: Evaluating music and music performance.**

Operatic forms are introduced and terms such as overture, chorus, aria, duet, trio and recitative are discussed. Students will explore the ways in which composers use their music to tell a story and will experience how all of the elements of music and theatre work in cooperation to create the performance we see on stage! Characters, plot lines and conflicts are pulled from the story, then students will create their own resolutions.

**OBJECTIVES:** To provide a framework of information that will enhance student's understanding and appreciation of opera by:

- Exploring musical forms and the composition of an opera.
- Introducing, identifying and evaluating music and its elements.
- Engaging the students in a verbal review of the forms used in the creation of that scene.
- Demonstrating that opera can be a lively and accessible art form.

**SPECIAL NEEDS:** Piano, room for movement, supervising teacher

## ● **Decide, Design, Direct!** (For up to 50 students)

**This workshop meets NSAE Standard 9: Understanding Music Performance in relation to the other arts, history and culture.**

What makes an opera? Areas such as costuming, make-up, set design, properties and casting are explored. In this workshop, students will learn on the job! Opera uses many different elements that, when combined, create the performance you see on the stage. Creating an opera requires making many choices—each choice affects the final production. After the elements of opera are presented, student designers will create the 'look' of their own production!

**OBJECTIVES:** To show how each element of theatre works together to create a final product by:

- Discussing what thought processes go into each element of production.
- Demonstrating the basic stage materials used.
- Discussing the importance of how costume and makeup transform an actor into a character.

**SPECIAL NEEDS:** Blackboard or dry erase markerboard, supervising teacher

## Elementary School Workshop Details (cont.)

### ● Singers and Vocal Styles (For up to 35 students)

This workshop meets NSAE Standard 6: Students should listen to, analyze and describe opera, gospel, rock and jazz music styles.

Name that musical style! Of course the difference between rock and opera is obvious, but why do they sound the way they do? What cultures do they represent? And how do the singers make those particular sounds? This workshop will help students learn to hear and describe the difference between their favorite kinds of music. Join OPERA Iowa singers on a whirlwind tour of styles from jazz to country, to grand opera, to gospel, to rock-n-roll.

**OBJECTIVES:** To assist students in their abilities to describe, analyze and develop precise thoughts about varying styles of music by:

- Identifying different musical and vocal styles
- Exploring how cultures influence musical and vocal styles
- Developing active listening skills
- Developing analytical skills inspired from what is heard

**SPECIAL NEEDS:** Piano or keyboard, outlet for CD Player, blackboard, supervising teacher

### ● Introduction to the Performance (For all audience members)

This workshop will be presented in the performance area fifteen minutes before your opera performance is scheduled to begin. All students who will see the opera must be in their places 20 minutes before performance time.

**OBJECTIVES:** This workshop prepares students to be active listeners in the audience by:

- Discussing different musical themes
- Identifying characters and story line
- Exploring how the music illustrates characters and actions
- Rehearsing chorus music

**SPECIAL NEEDS:** Piano (held at performance site)

# STOP!

## DO YOU HAVE:

1. Your workshop(s) selected?
2. Your location(s) selected?
3. Your students selected?

Then go fill out the bottom of the Elementary School Information Sheet on page 2!

# Sid the Serpent Who Wanted to Sing:

## About the Production:

Music..... Malcolm Fox  
 Libretto ..... Susan and Jim Vilé  
 Music Director..... Naoko Suga  
 Stage Director .....William Farlow

Technical Director .....Jason Rasinowich  
 Scenery .....Ken Duschek  
 Costume Coordinator..... Chari Kruse

## About the Characters:

Clown..... Soprano  
 Juggler..... Mezzo-Soprano  
 Sid ..... Tenor

Strongman ..... Bass  
 Circus Helpers..... Baritone  
 Bass

## About the Story:

The circus can be a fun and exciting place...unless your only job is to slither. Such is the plight of Sid, a serpent in the circus who sees his friends happy in their much more interesting jobs and yearns for a better one of his own. Deciding he wants to sing more than anything, Sid leaves the circus in pursuit of a style for his new career and his adventures take him on a musical journey around the world—from taking voice lessons in Rome, singing in a barber shop quartet in London, to joining a rock band in New York. After “trying and failing at everything,” Sid finally finds his way back to the circus, where his friends show him the meaning of finding true happiness in oneself.

## About the Opera:

*Sid the Serpent Who Wanted to Sing* was written by British composer Malcolm Fox for the New Opera of South Australia in 1975. As a former elementary and secondary music teacher, Fox designed *Sid* to be used as a teaching tool on singers, opera and terminology while also entertaining audiences with its delightful music and cast of colorful characters.

# Excited about OPERA Iowa in your community?

## Spread the word!

Approximately four weeks before OPERA Iowa arrives, Des Moines Metro Opera will send a news release and photos of the troupe to the media contacts you specified on the Concert Information Sheet. You are highly encouraged to give these media contacts a follow-up call to ensure coverage of your event.

Des Moines Metro Opera will also send you publicity posters to distribute as well as a promotional flyer which can be photocopied to distribute as you wish.



It is important that you begin promoting your OPERA Iowa event as soon as details are finalized. The press releases on the following pages will assist you in early promotion. Feel free to customize the information to suit your individual needs. If you have any questions regarding publicity, please call Chari Kruse at (515) 961-6221.

**"Opera is the fastest growing art form in the country for young adults between the ages of 18 and 24."**

– National Endowment for the Arts' 2002 Audience Survey

# Publicity Made Simple: A Sample Press Release for Schools

## Sid the Serpent Who Wanted to Sing

Date \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Phone \_\_\_\_\_



### Experience Award-Winning OPERA Without Leaving Town!

Students from    ( your school )    will have the chance to see one of Iowa’s premier arts organizations when Des Moines Metro Opera’s educational touring troupe arrives on    ( date )   . OPERA Iowa will present Fox’s *Sid the Serpent Who Wanted to Sing* in English at    ( place / time )   .

OPERA Iowa’s exciting workshops entertain while they educate and make opera more understandable and more accessible to students and families. The operas are performed in English with colorful scenery and costumes, theatrical lighting, and musical accompaniment. Prior to OPERA Iowa’s arrival,    ( your school )    received teacher packets to help prepare students for the performance. Once OPERA Iowa arrives, the troupe will work directly with the students in interactive workshops that may include improvisation, musical styles or character development. These workshops meet Nation Standards for Art Education guidelines.

The OPERA Iowa troupe has performed in nine states throughout the Midwest, in Montana and even in Japan and China since it began in 1986, and has spread the thrill of opera to over 500,000 students and adults.

OPERA Iowa is an Education Division program of Des Moines Metro Opera, which is located in Indianola, Iowa, just south of Des Moines. The 39th Summer Festival runs from June 24 through July 17, 2011. This season, under the new Artistic Director Michael Egel, DMMO will present Puccini’s *La Bohème* in Italian, Donizetti’s *Don Pasquale* in Italian, and Poulenc’s *Dialogues of the Carmelites* in English. All performances will feature English supertitles. Free opera previews are presented 45 minutes prior to each performance. All operas are performed in the newly renovated Blank Performing Arts Center on the picturesque campus of Simpson College in Indianola. For more information on Des Moines Metro Opera’s upcoming productions, call (515) 961-6221.

For more information on the OPERA Iowa performance, contact:

\_\_\_\_\_ ( your contact person )  
 \_\_\_\_\_ ( name of your organization )  
 \_\_\_\_\_ ( phone )

The OPERA Iowa troupe is available for interviews and photos while at schools and concerts. For a complete tour schedule, please call (515) 961-6221 or visit [www.desmoinesmetroopera.org/operaiowa](http://www.desmoinesmetroopera.org/operaiowa).

## Publicity Made Simple: A Sample Press Release for Concerts

# The Magic Flute

Date \_\_\_\_\_

Organization \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_



## Experience Award-Winning OPERA Without Leaving Town!

Area residents of       (name of your town, state)       will have the chance to see one of Iowa's premier arts organizations when Des Moines Metro Opera's educational touring troupe arrives on       (date)      . OPERA Iowa will present a two-hour version of Mozart's *The Magic Flute* in English at       (place/time)      .

OPERA Iowa complements the evening performances with exciting school-day performances and classroom workshops that entertain while they educate in an effort to make opera more understandable and more accessible to students and families. The operas are performed in English with colorful scenery and costumes, theatrical lighting, and musical accompaniment.

The OPERA Iowa troupe has performed in nine states throughout the Midwest, in Montana and even in Japan and China to spread the thrill of opera to over 500,000 students and adults. The concert is sponsored by       (name of organization)      . To purchase tickets (Insert information here on where to purchase tickets, prices, etc. if this is applicable. Be sure to mention if the concert is free to the public.) For more information, contact       (name/phone)      .

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For more information on the OPERA Iowa performance, contact:

\_\_\_\_\_ (your contact person)

\_\_\_\_\_ (name of your organization)

\_\_\_\_\_ (phone)

The OPERA Iowa troupe is available for interviews and photos while at schools and concerts. For a complete tour schedule, please call (515) 961-6221 or visit [www.desmoinesmetroopera.org/operaiaowa](http://www.desmoinesmetroopera.org/operaiaowa).

# The Magic Flute:

\*Contact Person \_\_\_\_\_ \*Work \_\_\_\_\_  
 \*E-mail \_\_\_\_\_ Cell \_\_\_\_\_  
 \*Name of Concert Facility \_\_\_\_\_ \*Fax \_\_\_\_\_  
 \*Address \_\_\_\_\_ \*Seating Capacity of Facility \_\_\_\_\_  
 \*City \_\_\_\_\_ \* State \_\_\_\_\_ \*Zip \_\_\_\_\_ \*Anticipated Attendance \_\_\_\_\_  
 \*Concert Sponsor \_\_\_\_\_  
 \*Admission/Ticket Information \_\_\_\_\_  
 \*Where to Purchase Tickets \_\_\_\_\_

**Publicity:** Des Moines Metro Opera will send publicity information to the media you request. For best results, please contact them yourselves as well.

\*Local newspaper \_\_\_\_\_  
 \*Contact Name \_\_\_\_\_ \*E-mail \_\_\_\_\_  
 \*Address, City, State, Zip \_\_\_\_\_  
 \*Local radio station \_\_\_\_\_  
 \*Contact Name \_\_\_\_\_ \*E-mail \_\_\_\_\_  
 \*Address, City, State, Zip \_\_\_\_\_

\*Required information

## Performance:

\*Date(s) \_\_\_\_\_ \*Time(s) \_\_\_\_\_  
 Where will the performance take place (stage, gym, etc.)? \_\_\_\_\_  
 (circle one)  
 Y N Are the dimensions of the performing area at least 25' wide x 15' deep x 12' high?  
 Y N Is this space easily accessible for set pieces?  
 Y N Are there stairs? If yes, how many? \_\_\_\_\_  
 Y N Do you have four 20 AMP circuits available in this space? (OPERA Iowa's lighting equipment cannot be plugged into the same circuit.) What lighting equipment do you have? \_\_\_\_\_  
 Y N Do you have stage curtains?  
 Any special instructions? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please complete, photocopy and return this sheet to **Chari Kruse ASAP!**  
 Mail: Des Moines Metro Opera, 106 West Boston Ave., Indianola, IA 50125-1836  
 Fax: 515-961-8175  
 Email: [dmmo@dmmo.org](mailto:dmmo@dmmo.org)