



OVERVIEW: INCITE PRODUCTIONS is developing a multimedia project called **World Festival**. The aim of the project is to provide multimedia tools for communities to create quality and inspiring, **cultural arts festivals and theater arts productions**. The project will be delivered through a web site, as well as through DVD and CD-ROM.

Yassos! At the core of the Greek spirit is a lively curiosity. Our myths reveal human nature in simple words, this is our gift to all civilization, our spirited dances and our food cannot be overlooked! “Shall we now, together, tread upon the ground where Gods dwelled, dance and share their fare? On to Mount Olympus! Feast and discourse with the Gods!” Opah!

“**What name have you?**” is asked if you are from Ireland and the name reveals volumes of history. The Irish are imaginative and our blarney, the gift of eloquence is part of our history. Our Irish way is revealed through our ballads and our poetry.

Mexico is a land of folklore, these tales are our **spoken traditions**. We celebrate them in our famous fiestas which combine music, legend, dance, and carnival in endless dramas with brilliant costumes. These are some of the gifts of my heritage.

My country has a long tradition of love for music, art and literature. Recently we have seen incredible historical changes. My people are “People of Peace,” our gift to the world, our “**Velvet Revolution**” and our “Velvet Divorce” from the Slovak Republic. This is my Czech Republic.

Bali - “**The Island of the Gods.**” Come celebrate our veneration of life... how we touch and affirm harmony and beauty in our daily lives. This is our gift to humanity. INCITE PRODUCTIONS strives to stimulate activity in a hands-on way. Our **Cultural Arts** features will enhance school and home learning by providing entertainment with fun cultural explorations through creating a **festival**, which presents music, art, folklore, costumes and foods from around the world. An example developed for Cultural Arts focuses on Bali, "Land of the God." The Balinese Festival booth features projects such as a Shadow Puppet Theater, one of the oldest forms of dramatic entertainment, a performance of puppets in the hands of mystic storytellers. We provide directions and patterns for creating shadow puppets. We give you music and the script for the classic Balinese tale *Wayang Kulit*. The lessons here are divine inspiration and following the right path, for in Bali there is no difference between the great world around an individual and the small world inside him. They believe powers which constitute a man, form also his environment. The hero comes to know that a superior force rules over the fates of men. “He had become the master of his destiny, Divine radiance proceeded from him and distinguished him more than rich dresses and jewelry could have done.”

We provide a range of complexity for the theater construction: from a simple production, using a cardboard box, to creating a full-scale theater from wood and canvas. We include mask-making as well, using characters such as Rangda, the witch who represents the existence of both white magic and black magic in the Balinese culture. The creation of

Batik materials with Balinese stylized artwork, all with "How To" instructions via the Web site, DVD and CD-ROM.

INTENDED AUDIENCE: We started this project at INCITE PRODUCTIONS to motivate and support **educators, students, and families** alike through programs offering enhanced involvement, built on rich fields of information. We hope to help transform the world of arts and cultural education--people need to experience learning in collaborative environments! We believe it is important for people to have creative expression in their lives. Technology affords a means for people to work together for a mutual mission, using their spirits and minds. As we have seen more and more cutbacks in the arts, we at INCITE PRODUCTIONS have felt it necessary to create a vehicle for getting quality performing arts into the communities and schools. We also feel that there needs to be more venues for different age groups in a community to be working together in a fun way, as there is a lot to learn from each other!

CORE INTERACTIVITY: INCITE PRODUCTIONS wants to stimulate activity in a hands-on way. Our **Cultural Arts** features explorations of the rich and unique cultural gifts each civilization has contributed to the world legacy. Cultural Arts will enhance school and home learning, by providing entertainment with fun cultural explorations through creating a **festival**, which presents music, art, folklore, costumes and foods from around the world. An example developed for Cultural Arts focuses on Bali, "Land of the God." The Balinese Festival booth features projects, such as a Shadow Puppet Theater, with directions and patterns for creating shadow puppets. We give you music and scripts for your theater performance: from a simple production, using a cardboard box, to creating a full-scale theater from wood and canvas. We include, as well, mask-making and explanations of what those masks represent in the Balinese culture; creation of Batik materials with Balinese stylized artwork, all with "How To" instructions via the Web site, DVD and CD-ROM. We feel it is important that in education today we explore cultural connections and a multiplicity of environments by making connections, human being to human being, all over the world!

PROMOTIONAL CD-ROM: Here we explore the continent of Africa via Tanzania, where we offer a Basic Swahili Lesson. For India we give a web link with a "How To Create Rangoli Chalk Art." In the United States we explore the Native American Cheyenne Storytelling Tradition. In Bali we have a range of projects for the Balinese Festival Booth, including entertainment with a Shadow Puppet Theater; we show you how to make the theater and give you a script and music backdrop for your production. Our Promotional CD on World Festival is to give you an idea of ways we will explore different countries, and is not to be taken as the actual production/product. Closer to what we have in mind is the title we recently released, "California Golden Seas." This title has 27 movies and numerous activities in proprietary software using a 3d format. Please take a look to see the caliber of our title production. We will be able to expand on this idea and provide a full screen experience by complimenting our products with DVD.

We have submitted two CD-ROM examples of our work, a promotional piece "World Festival," the project for which we are currently seeking this grant and our recently

released educational title "California Golden Seas." We have gained distribution with NASCO, who is the largest educational publisher in the world, with our title "California Golden Seas." We have a received positive response in my initial talks with NASCO in regards to the Cultural Arts and Theater Arts titles for World Festival.

LIBRARY OF VIDEO FOOTAGE: We have **b-roll footage** of: The Czech Republic, Ireland, Belgium, Mexico, Botswana, South Africa, Tanzania, Kenya, Zimbabwe, Zambia, India, Bali-Indonesia.

THEATER ARTS: We are currently in production on our first title of World Festival project with an adaptation of Lewis Carroll's "Alice." In this musical theater format we deliver all the tools needed for a successful production. We show by example; video is a powerful tool in this effort. We use a storyline in our production that shows a community working together to create a project; this vehicle has proved to be a great one. In our pilot test in San Ramon, CA, at a school of 600 kids, we had about 40 kids sign up in our initial calls for audition. We then showed our "Our House" video in the classrooms. (One of the issues in our storyline is about dealing with stage fright.) We then had sign-ups of over 400 kids.

PILOT TEST : We have pilot tested our first theater arts title. Here is some feedback from that effort:

"I have to tell you that the kids just absolutely lit up, they got to use all their talents with this wonderful play. They discovered a whole new arena in which to express themselves. We are seeing it in the way they are giving speeches, the risks they are willing to take, to go and do new things and play new roles, such as in the debate team. You guided them, you involved them, you made it their play and I saw how they followed through. It was a wonderful experience for the children to get up in front of an audience and perform and feel so important. You've got the magic! I felt lucky to be a part of this"! - Susan Burleson, Principal of Twin Creeks School, San Ramon, CA

These kinds of outcomes are one of our aims!

When we look at the world and **the gifts of culture**, the incredible legacy that the human race has, it makes the world an exciting place. The aim of World Festival is to create a greater understanding and compassion of all peoples. Uniting over these projects the participants have a personal experience within the community while exploring and broadening their knowledge of another culture. This project will provide people with wonderful **creative projects as well a structure and standard for community productions**. They will have the reward of a high level of accomplishment.

We have a solid team of creators, developers, graphic artists, video production experts and educators, working on this project. Our project Manager of the Cultural Arts Content development, Becky Horville is a mom, an educator, who has lived in Zaire and France. She offers invaluable expertise, insight, and sensitivity to cultural and educational views.

SHORT BIOGRAPHY OF TEAM MEMBERS

Terri New, Creator/Executive Producer, INCITE PRODUCTIONS, has a history of producing a unique blend of Arts & Activism, starting with Project Booklift, a nationwide project which airlifted 400,000 books to the new democracies of Eastern Europe. New was awarded the Santa Barbara Woman of the Year for 1995 and the Soroptimist's Woman of Distinction in Los Angeles and Santa Barbara in 1993. In David Forward's book "Heroes After Hours" in which she is featured, she is described as a woman "who makes things happen." Creator/Producer of many national and international projects, she has been producing many different kind of artistic projects for 20 years. As a playwright, she wrote and produced "Voices of the Velvet Revolution" at the Wilshire Ebel Theater in 1990. In 1991 she created a documentary "Rebirth of a Nation," and associate-produced the program with KEYT; it won the Golden Mike Award for best documentary. She produced a project in India on Rotary International's Group Study Exchange (GSE) program. She served as associate producer of an educational video series with The California Seafood Council, about "Fisher Folk" in collaboration with the California State School of Education. She also composed and produced the musical score for the series. She also produced a CD-ROM for the Chinese export market with language translations for this group. Terri has produced a number of CD-ROM titles, promotional, research and curriculum. Curriculum being her favorite.

Rebecca Burns, Graphic Artist/Animator is a fine artist, whose conceptual arts expression has effectively merged with the computer graphic design technologies. She has worked with Incite Productions on many projects. For the California Golden Seas CD-ROM project, Rebecca teamed with Terri to design the comprehensive graphic interface, as well as project managed the graphic animation and interactive programming of the "California's Golden Seas Riddle Book," a colorful read-a-long children's story. She digitally re-constructed the famed "1935" poster for Santa Barbara **Old Spanish Days**. Rebecca has produced numerous conceptual graphic designs for various venues ranging from web to print.

Becky Horville, Content Developer /Cultural Arts lived and taught in Zaire (The Democratic Republic of the Congo) for nine years, initially teaching English as a Foreign Language and working in a pilot project for Adult Literacy with Peace Corps. The last four years of this stay, she taught elementary grades at The American School of Kinshasa. Moving to France, she spent the next seven years with her husband raising two sons and teaching a couple of years at The American School of Paris before moving to New Jersey where she has spent the last ten years continuing to raise her family and to teach French, most recently at the Middle School level. Even before going overseas Becky had been fascinated by the different cultures she met through her summer jobs in the cherry packing sheds and in the peach and tomato canneries of the San Joaquin Valley or in the

contrasting fish canneries of Aberdeen, Washington. Exploring different ways people have learned to think about and deal with life is her motivation.

Bob Esty, Music Arrangement & Production is a renowned producer in the music industry and has produced the likes of Barbara Streisand, Bette Middler, Julio Iglesias and Cher, to name a few. His music arrangements are the best in the industry. Bob and Terri have worked together for twenty + years on many projects including the production of "Voices of the Velvet Revolution" at the Wilshire Ebel Theater.

Louis van Tonder, Web & Video Production has been actively involved in the safari industry since the early seventies, coordinating travelers' itineraries and creating promotional media with his still photography and video footage. Louis has built one of the most comprehensive web sites in the travel industry: www.classicsafaris.com. This web directory represents many years of designing, researching and operating safaris to the far-out corners of Africa. Louis and Terri joined forces in 2002 creating promotional web, video and CD-ROM projects. Louis is a major organizer and setting up camp or crew locations here or abroad is his forte. He also manages and coordinates the communications and marketing for INCITE Productions. Louis speaks seven languages of the African continent and has two law degrees.

Vahini Masula, Director/Flash Expert has a strong background in arts and has been a stage performer since childhood. She has performed and won many prizes and citations in Indian Classical (Kuchipudi) and folk dances. She is also a Veena (South Indian Musical instrument) player. Vahini was awarded the outstanding student achievement award 2002-03 in the website design category by School of Media Arts, Santa Barbara City College for her unique creative work on an Indian ancient art called Rangoli (An art with dots). She has also worked with Farris designs, as a flash programmer on websites, including Aspens resort and Karuna Foundation. She has done an extensive research on seven architectural wonders and has developed an interactive CD-ROM using Director and Flash. As a designer she has passion for creating new designs and has developed more than 200 designs for CD-ROM labels and user-friendly interface designs for many projects.

Venkat Masula, Software Designer/Programmer has been working for the last nine years in the software industry, where he has developed/lead many applications for voice/fax messaging/networking and e-commerce industries. He holds a Master's Degree in Computer Engineering from Bombay University and a BS in Computer Science and Engineering from Osmania University, India.

Maggi Metz, Graphic Artist and Field Producer of the pilot test for the first Theater Arts Title in San Ramon, CA. Maggie's graphic arts talents are used in our CD-ROM titles as well. Maggie was one of the creators for our Foam Rubber Art for costuming and she will be producing our video segments for our titles.

Ellen Bailey, Editor and Consultant has lent her expertise in editing for our World Festival title development. She is on the board of the Pasadena playhouse and has directed many productions there. Ellen is also widely traveled and has taught classes about the Travel Industry at Junior Colleges.

Marty New, Consultant and a Yale Theater School Graduate in Theater Arts who has taught at NYU in the Film Studies Department and at Stella Adler and many other acting schools. Marty is a consultant for the Theater Arts section of World Festival. She is the Executive director of Riverrun Productions in New York City. Incite Productions & Riverrun Productions are currently co-producing a series on “Master Teachers of American Theater” (*Working Title*), which focuses on teachers who have had a significant impact on generations of actors.

Rick Tontz, Director/Flash Technology Expert has a strong background in fine arts and print design and has taken the two-dimensional forms into interactive multimedia. He has produced creative advertisements, website design, multimedia presentations, brochures, logos, maps & original artwork. His multimedia projects include a CD-ROM for Freeman Geography, where Rick built the prototype maps and was the lead designer for the team, which interfaced the project with an accompanying textbook. On another project for Geotutor, Rick worked with the production team to create Geography lesson plans on CD-ROM. Rick and Terri have joined forces on many of INCITE PRODUCTION'S projects.

Carl & Jennifer Shaylen, Audio Engineering, Sound Production Associate Producer

SUPPORT DOCUMENT 1:

To: Whom It May Concern
From: Patricia McBratney, M.A., B.C.E.T.
RE: Recommendation of **Terri New - Incite Productions**

I am very familiar with the quality and content of work produced by Incite Productions. It is uniquely creative and of highest quality for children of all ages. Terri New, producer of Incite productions, instills all of her work with her creatively artistic eye ,but what makes her work distinctive is that she is always able to delve into the souls and spirits of the people she features in her work. I have always been moved at how Ms. New can capture those souls and spirits in her work. When the viewer sees her work, the viewer is moved. She has the ability to delve into the mind of a child and visualize the world from a child's perspective, but with the wisdom of an experienced adult. Educators and children who interact with “World Festival” will not only experience the impact and richness of diverse cultures, but will get a deep sense of who the people are who create and live in these cultures.

I have observed Terri New, producer of Incite Productions, on location. She has the gift of being genuine and authentic with the people she interviews. She has vast experience in world travel and is able to immerse herself in the culture in which she is visiting or working, and then is able to translate these observations into her productions. She is also a master of technology and infuses her technical work with her artistic gifts. This is why “World Festival” is such an outstanding technology tool, incorporating CD-ROM, the worldfestival.tv website, and DVD. These tools will allow both educators and students complete access to use the media in diverse ways: whole school, whole classroom, cross-classroom, small groups, or individually.

This particular work, “World Festival” is a multimedia project that will be an outstanding model for promoting international knowledge and skills among and between students and teachers. It does so in a highly creative format that will appeal to a diverse community of learners. “World Festival” is a superior project.

Patty McBratney
pmcbratney@msn.com
435 Ericksen Avenue NE Suite 240
Bainbridge Island, WA 98110

SUPPORT DOCUMENT 2:

To: Whom It May Concern
From: Connie Lambert, Founder of Santa Barbara Youth Theatre

RE: Recommendation of **Terri New - Incite Productions**

Educational programs produced by Incite Productions are uniquely creative and of highest quality for children of all ages. Terri New, producer of Incite Productions, insists all her work achieve a standard of excellence which puts Incite Productions at the top of the list of world leaders with new approaches to stimulating the minds and souls of young children. The "World Festival" project will be an exceptional educational tool to explore diverse cultures and to understand the people who create and live in these cultures.

Connie Lambert, Founder, Santa Barbara Youth Theatre, Santa Barbara, California

Connie Lambert
131 Olive Mill Lane
Montecito, CA 93108
(805) 969-4635
tinihippo@aol.com

SUPPORT DOCUMENT 3:

The Simich Group

984 Shadowood Lane
Crystal Lake, IL 60014-8383
815-546-1733
val@simich.net

To: Whom It May Concern

From: Valarie Simich, CEO & President
The Simich Group

RE: Recommendation of **Terri New - Incite Productions**

I have had a business and personal relationship with Ms. Terri New for the last 18 years. During that time I have witnessed and experienced her professional interaction with the people with whom she relates within the business world. Not only with the people she employs, but those she hires for special project work, those that she works with as consultants, those she partners with, and perhaps most importantly, the children that we have both worked with. Much of what she has accomplished creatively and for content has benefited from her having consulted with children to get their opinions and feelings. This has been an important focus for Terri. She understands the young mind, their interests, and their ability to focus on a subject for a limited duration of time. She has the ability to pull the best out of people; Terri is truly a leader and has an acute understanding of human needs and human dynamics. In her role as the Producer/Owner of Incite Productions, I have witnessed Terri's decision-making and management skills and feel that she has the creative foresight, drive and understands the process necessary to create products for a diverse culture of children of all ages, and to those projects that she commits to.

Terri brings a special spirit and passion into her work that is not commonly found, and she is able to direct it towards the young, as well as her mature audience or the people she works with. She has an ability to put herself into the age of her audience and communicate on their level and within the sphere of their interests. She understands the importance of educating our young about diverse cultures, while also learning what it is like to live and play in such environments. She introduces children to children, and reduces the size of the world to a size that children can understand and appreciate. "World Festival" is a multimedia project that is a valuable tool for the educator and an interesting experience for the children that will use it in the educational process. Terri New, the producer, and "World Festival," are both work of high achievement and of excellence, which if put together as a package are at the front of the class.

I have been involved, and at other times witnessed her work and achievements in a wide and diverse scope of programs and projects. She has an acute ability to grasp ideas and dreams of those that come to her for her expertise. She is dependable and meets scheduled deadlines and always delivers the highest quality services and products.

Some of the projects I have been involved in or personally witnessed; is her work with the California Seafood Council (CSC), which was so widely diverse. Terri was a driving force behind their media and public awareness campaigns. She was instrumental in educating the public and members about the work the CSC was involved in and accomplishing. Terri is a smart businesswoman with vision. She has the ability to read people, and to use her artistic skills to

create and present visual media that expresses what is needed, moving people to help and contribute. I have witness this time-and-time again in different projects she has been involved with.

Terri's lives by her concept of a World Citizen, her commitments and abilities are shown especially by her creation of Project Booklift and the theater production of Voices of the Velvet Revolution. She not only raised money, but also worked with citizens all across America to collect thousands and thousands of books that were transported to the Czech & Slovak Republics with sponsorship by Continental Airlines, Federal Express and many others.... and this was accomplished working her day job and as a single mom! Her aim was to help the new democracies get on their feet, Jiri Dientsbier the Czech Foreign Minister said about Project Booklift that it was "the first sign that the outside world cared."

Another example was her work with Rotary, which sponsored a program that sent her to India; to produce, video and write a presentation for the Group Study Exchange Project. She then would Guest speak about the study, and the needs of the people she witnessed especially the *Polio Plus Program* which is Rotary's aim to wipe out polio off the face of the earth. She is an excellent speaker and has the ability to touch the heart. Terri also sang at many venues in India and shared with them the profound effect Gandhi had on the student leaders of the Czech Republic's beautifully successful, peaceful Velvet Revolution, information they were completely unaware of. She recently even had a hand in the situation in Zimbabwe, where a song Zimbabwe Drums that she wrote and recorded is being aired on an Independent radio station **SW Africa**, out of London; it is about conduct and the importance of not becoming like your abusers, lessons she learned from the Velvet Revolution.

Terri picks projects that are worthy, and those that she can be passionate about. She has been working (using her own time and money) on the World Festival project for 10 years with the help of over 200 people who also believe in what she is trying to create. There are those individuals put on this planet to do great work, she is one of them. I hope you can see the difference she is making, and show her by awarding her the media/technology organization award. Terri is up against stiff competition. i.e. Sesame Street for this award, but she is a small company with big ideas and I hope you have gathered by my submission and her track record that this little engine is the engine that could.

Best regards,



Val Simich