

## Cappiello, Diane

---

**From:** Mosser, James  
**Sent:** Tuesday, March 06, 2018 10:55 AM  
**To:** Cappiello, Diane  
**Cc:** Brennan, Gregory; Rago, Ron; Tatum, Greg  
**Subject:** RE: NBC Rise Grant  
**Attachments:** R.I.S.E. America: NBC Opportunity & Request to Connect ; NBC R.I.S.E. America Grant Program - Information for School Announcements on Monday, March 5, 2018 after noon EST

Attached is the acceptance info. We had less than 24 hours, to accept under a confidentiality agreement so I called Mr. Tatum and got his approval to accept the grant, he also informed the Board Members.

## James Mosser

Director of Theatre  
Union High School  
2350 North Third Street  
Union, NJ 07083  
[www.UHSPAC.com](http://www.UHSPAC.com)  
908-851-6780 (O)



## Cappiello, Diane

---

**From:** Collins2, Lauren (NBCUniversal) <Lauren.Collins2@nbcuni.com>  
**Sent:** Friday, March 02, 2018 4:32 PM  
**To:** Mosser, James  
**Cc:** Douglas Berlon  
**Subject:** R.I.S.E. America: NBC Opportunity & Request to Connect

Hi James – first, congratulations from all of us at NBC! We are thrilled for you, your students, school and community.

My name is Lauren Collins, NBC's Director of Promotions, and the main point on the R.I.S.E. America program here at the network. I've also copied Doug Berlon here, Educational Theatre Foundation's Deputy Executive Director and an incredible representative for the program.

We'd like to connect with you about a very cool opportunity for you and the students next Friday, March 9th. (This is confidential, of course, and we can discuss more by phone.)

Let us know if you have any time to connect by phone tonight, or Monday morning? I can send a dial-in line for us to call into.

We can also call your cell if easier.

Thank you, and we look forward to connecting!

Lauren



**Lauren Collins**  
Director, Promotions & Partnerships  
100 Universal City Plaza, Building 1360 – 4th  
Universal City, CA 91608  
818-777-4050

---

\*Email Disclaimer: The information contained in or accompanying this e-mail is for the sole use of the intended recipient and may contain information that is confidential and/or privileged. If the reader is not the intended recipient, you are hereby notified that any dissemination, distribution, disclosure or copying of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender immediately and delete this e-mail from your system. Any views or opinions presented are solely those of the author and do not necessarily represent those of the Township of Union Board of Education. Please be aware that no electronic communication using equipment or services belonging to the Township of Union Board of Education is considered private. All communications created using this equipment or service is the property of the Township of Union Board of Education. The Township of Union Board of Education reserves the right to copy, archive and retain all communications as required by Federal Law.

## Cappiello, Diane

---

**From:** Jill Franxman <jfranxman@schooltheatre.org>  
**Sent:** Friday, March 02, 2018 4:40 PM  
**To:** RISE EDTF  
**Subject:** NBC R.I.S.E. America Grant Program - Information for School Announcements on Monday, March 5, 2018 after noon EST  
**Attachments:** NBC RISE & ETF Announcement Guidelines.pdf

Please find a PDF attached with a congratulatory video link (2 options + instructions), social media sharing guidelines, and "talking points" regarding the R.I.S.E. America Program, the NBC's *RISE* television show, and the Educational Theatre Foundation (ETF).

Remember, please keep the news CONFIDENTIAL until after noon Eastern Standard Time on Monday, March 5<sup>th</sup>, 2018.

Have a wonderful experience with the announcement at your school!

Jill Franxman, Program Director  
Educational Theatre Foundation  
[jfranxman@schooltheatre.org](mailto:jfranxman@schooltheatre.org)

---

\*Email Disclaimer: The information contained in or accompanying this e-mail is for the sole use of the intended recipient and may contain information that is confidential and/or privileged. If the reader is not the intended recipient, you are hereby notified that any dissemination, distribution, disclosure or copying of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender immediately and delete this e-mail from your system. Any views or opinions presented are solely those of the author and do not necessarily represent those of the Township of Union Board of Education. Please be aware that no electronic communication using equipment or services belonging to the Township of Union Board of Education is considered private. All communications created using this equipment or service is the property of the Township of Union Board of Education. The Township of Union Board of Education reserves the right to copy, archive and retain all communications as required by Federal Law.



**Educational Theatre  
FOUNDATION**

## MONDAY ANNOUNCEMENT GUIDELINES

### **PART 1: NBC CONGRATULATORY VIDEO & RECORDING GUIDELINES**

Congratulations on being one of fifty schools to win the NBC R.I.S.E. America Grant!

In preparation for Monday's announcement, please find an **exclusive video** below, featuring RISE stars Auli'i Cravalho and Damon J. Gillespie, sending their congratulations to your school!

Two file types below for the same :40 sec video.

*Please test both to see what plays best, based on your screening capabilities.*

Pro Res file: <https://spaces.hightail.com/receive/rXd9TvRmbE>

H264 file: <https://spaces.hightail.com/receive/ROGAPNnAYI>

When you announce on Monday, we encourage you to play this video for as many students/faculty as you can! NBC and ETF also encourage you to eventize this moment, and capture video and photos of the student/school reactions to the announcement.

Video capture suggestions:

- record horizontally (if taken on smartphones)
- focus on capturing the students' reactions & emotions/excitement vs. the screen

We also encourage you to share the good news socially, and please use these social handles when posting your videos, photos and reactions:

Facebook, Twitter, and Instagram: **@NBC, @NBCRISE, @EdTFoundation, #RISE**

## **PART 2: R.I.S.E. AMERICA TALKING POINTS**

*Below are talking points for you to use as reference for interview, so you know how to talk about R.I.S.E. America. These are guidelines and you are encouraged to express these talking points in your own voice.*

### **R.I.S.E. America Winners**

- We are proud to be one of the 50 high schools across the country who won NBC's R.I.S.E. America grant.
- We were chosen from among 1,000 high schools to receive a \$10,000 grant that we will use toward critical needs of our theatre program such as production expenses, technical equipment and master classes. *[You can talk specifically on how your school will personally use the funds]*
- Through R.I.S.E. America, NBC is awarding a half-million dollars to high school theatre programs across the country.
- R.I.S.E. (Recognizing and Inspiring Student Expression) America is inspired by NBC's upcoming drama "Rise" about a high school theatre department.

*Below is additional information about "Rise" and the Educational Theatre Foundation.*

### **About NBC's RISE**

"Rise" comes a heartening new drama about finding inspiration in unexpected places. When dedicated teacher Lou Mazzuchelli (Josh Radnor) sheds his own self-doubt and takes over the school's lackluster theater department, he galvanizes not only the faculty and students but the entire working-class town. The series stars Josh Radnor, Rosie Perez, Auli'i Cravalho, Damon J. Gillespie, Marley Shelton, Rarmian Newton, Ted Sutherland, Amy Forsyth, Casey Johnson, Taylor Richardson, Joseph Tippett and Shirley Rumierk. "Rise" premieres on NBC on March 13 at 10 p.m. ET/PT. Visit [NBC.com/Rise](http://NBC.com/Rise) for more information.

### **About Educational Theatre Foundation**

NBC partnered with the Educational Theatre Foundation (ETF) to provide facilitate R.I.S.E America.

ETF provides essential financial support to enhance excellence in theatre education and to expand access to school theatre programs for every child, putting them on a more positive life path. ETF is the philanthropic arm of the Educational Theatre Association, (EdTA) a national nonprofit organization with approximately 100,000 student and professional members.

For media to get additional information on these topics please contact the Communications/PR contact at:

ETF: Sandra Lundgren @ [slundgren@edtf.org](mailto:slundgren@edtf.org) 914-325-6733

NBC: Dupe Bosu @ [dupe.bosu@nbcuni.com](mailto:dupe.bosu@nbcuni.com) 714-458-8071