

Grantee Name
On The Boards
Project Title
the Presenting Online Partnership Program (POPP) pilot project, expanding the online presentation of contemporary performance
Project Progress and Successes
<p>Over the 2 year grant period On the Boards is proud to report the following significant project accomplishments and successes:</p> <ol style="list-style-type: none"> 1. Through the Fund for National Projects On the Boards created meaningful 2-year partnerships with PS122 (NYC), the Portland Institute for Contemporary Art (OR) and the FuseBox Festival (TX). On the Boards filmed 6 new performances presented by our partners at their venues for OntheBoards.tv (Beth Gill, Wunderbaum, Half Straddle/Tina Satter, Palissimo, Lagartijas Tiradas al Sol, Rude Mechs). We also brought crew from PS122 to film a jointly presented production with our onsite crew in the On the Boards theater (Mariano Pensotti). Through this process we were able to work in partnership on artists agreements, rights, production and technical needs and film production using newly-created documents to help guide our partners in the process. Additionally, we were able to train and use film crew members from each of the partner's local communities, building capacity for this work. All 7 new films are currently featured on OntheBoards.tv, with a portion of the profits shared with our partners. 2. Through the Fund for National Projects we were also able to establish a screening program for various venues around the country (and the world) to screen films from OntheBoards.tv to live audiences. Over the past 2 years we have participated in 13 screenings at 4 national venues (Oberlin Dance Collective, Hand2Mouth Theatre, Brooklyn Academy of Music and Arts Emerson). We also piloted an on-site screening program at On the Boards called the Movie Club. Finally, this past spring we launched the Community Screenings Project where we partnered with Portland's Boom Arts to screen the performance "Amarillo" by Mexico's Teatro Linea de Sombra in 5 rural Northwest communities with large Latino migrant populations. These screenings served 306 new audience members outside of OtB's geographic reach and were accompanied by live bilingual discussions on the topics of immigration and contemporary performance. 3. In concert with the work outlined above, we have created documentation on our processes, honed our technology and advertising strategies, launched a successful university subscription program (including a diverse range from Princeton University to Ohio State University to Texas Women's University) and shared our work with the field through public presentations with Dance USA, The Association of Performing Arts Presenters, and the National Performance Network.
Challenges / Obstacles / Failures Encountered in the Project
<p>During year 2 of our grant we launched an OntheBoards.tv Movie Club to show OntheBoards.tv films to Seattle audiences in our theater space. This idea grew out of the success we had seen with national screenings and the fact that many of the films created through this grant had never appeared in Seattle. While we saw an enthusiastic response for the screenings, attendance was low in comparison to those hosted by venues around the country. We learned that OtB audiences are attracted to screenings of OntheBoards.tv films, but by hosting the events in our theater space we were not able to reach those new individuals who otherwise would not come to OtB. This challenge led us to rethink the Movie Club and this year we will be working with various Seattle venues to host screenings of</p>

select OntheBoards.tv films that will be relevant to their community. This way, we can continue to extend our reach to greater Seattle audiences, make the performance films more accessible, and build upon local organizational relationships.

The most important ongoing challenge for this project remains continued funding for the creation of new films and content for the site. On the Boards was extremely fortunate to receive significant start-up capital for OntheBoards.tv and we are aware that, as a result, we are in a unique position to maintain this service for the field. We currently have 33 films by 30 artists and through the site we have reached individuals in 123 countries and all 50 states. We continue to see double-digit growth in individual purchases and currently serve thousands of students on 36 university campuses. We believe in the impact of this work and will continue to work diligently to find continued funding for new content.

What was learned from these that might be of benefit to others?

Through this process On the Boards learned a tremendous amount about best practices in filming live performances and screening filmed performances in a variety of venues and scenarios. We have compiled this information in a series of timelines, checklists and technical specifications for distribution to our partners. Information included ranges from when to address music rights with an artist to what lumen projector works with which screen type. We are delighted to share these documents with anyone who contacts On the Boards.

Links to relevant website(s) and/or project publications, reports, etc.

www.ontheboards.tv; www.ontheboards.org; www.pica.org; www.fuseboxfestival.com; www.ps122.org; www.ps122.tv

If someone wishes to speak with your organization further about your project, would there be a willing contact? Y/N

If yes, please provide contact name and information for preferred method of contact (email, phone, etc).

Yes - Sarah Wilke, Managing Director, swilke@ontheboards.org or Monique Courcy, OntheBoards.tv Manager, monique@ontheboards.org