



## A few fast facts about ART:

Since 1999, the Artist Response Team Inc.

(ART) has been leading the way in the development of creative environmental education materials and programs.

ART has been successful in forging innovative public/private partnerships with all levels of government and various industry sectors.

ART has worked with over 40 schools and 12,800 children all across Canada.

Over 23,000 people have attended ART's school program concerts.

## Outreach Impact

*The ART of reaching people with music*

The Artist Response Team Inc. (ART) has been achieving effective outreach because we reach adults “*the decision makers of today*” and children, the “*decision makers of tomorrow.*”

Today, working professionals are difficult to reach because of the demands of their jobs and families. Their support is critical if environmental sustainability issues are to succeed. A way to gain the attention of this group of people is through their children.

Children, on the other hand, are easy to get the attention of, assuming you:

- ☞ Are willing to have some fun;
- ☞ Can present educational materials that are leading edge and interesting; and
- ☞ Can capture their emotions.

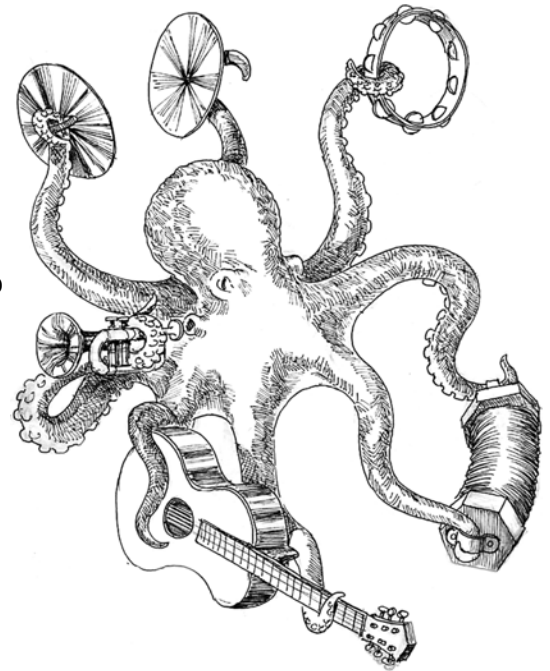
Children love nature, and they love to perform. Music is a sugar-coating for learning.

The foundation of ART's educational approach is the music programs in schools, where students learn environmental songs that they perform in concert for family and friends.

A range of teaching aids are used, including:

- ☞ CDs that feature the kids singing, and become a lasting legacy of their learning;
- ☞ Educator's Handbooks which integrate music with other subjects;
- ☞ Performances in concerts, festivals and community events;
- ☞ Songbooks that include musical scores for the songs on the CDs;
- ☞ *Voices of Nature Radio Show* (Village 900, Victoria); and
- ☞ [www.CycleofLife.ca](http://www.CycleofLife.ca)—online support for all of ART's educational programs and projects.

The following pages demonstrate the scope of outreach success achieved by ART's innovative programs.



## The number of people who have been reached directly through ART's projects:



### Children's Faces

12,850 students have participated in ART's school program with Holly Arntzen since 1999. Children didn't have just one session with Holly. Each child was exposed to the message 10 times ... 128,500 faces. Repeat messages are more effective and retained longer, as any advertising executive will attest to.

128,500

Artist Response Team Inc. (ART)

### Educators in Schools

ART has done programs in over 40 schools. We estimate the average number of administrators and teachers per school at 20. As a result, 800 teachers have observed the materials over ten sessions each. This means that a consistent and repeated message was heard 8,000 times by educators.

8,000

### Marketing Calendar

January-June 2006

January

Teacher workshop  
on *Cycle of Life*  
CD & Handbook in  
Victoria, B.C.

### Concert Attendance

School programs culminate with concerts in theatres.

23,000

### Exposure Through CD Sales

In the music industry, it is estimated that for every person who purchases a CD, another five people see, hear it, and read the liner notes. ART feels this is a conservative estimate in this case, because:

80,000

February  
Official Launch of  
[www.CycleofLife.ca](http://www.CycleofLife.ca)

- ∞ Children are exposed to CDs in class prior to Holly attending the school for the music program;
- ∞ CDs are left behind in school libraries after ART has completed the program;
- ∞ Parents and extended families have an investment in the CD and want to hear it.

Since 1999, ART has pressed 16,000 CDs. Using the industry standard of "five to one", 80,000 people (16,000 \* 5) have been reached through CD sales.

March & April  
National Recycling  
Conference, Calgary

5 School programs and  
concerts on Vancouver  
Island and the Mainland

### Special Events

About 10,000 people were made aware of environmental issues during special presentations which occurred between 2000 and 2005, and featured dignitaries such as the Prime Minister, Premiers, Cabinet Ministers and business leaders.

10,000

Earth Day  
Public Launch of  
*Cycle of Life* Program

### Workshops

Since 2001, ART has taken part in workshops at over a dozen venues. Upwards of 150 people attended workshops providing tips on how to maximize ART's learning resources.

150

May  
Season Kick-off of Weekly  
*Voices of Nature Radio* Show on  
Village 900 &  
podcast globally on  
[www.CycleofLife.ca](http://www.CycleofLife.ca)

### Media Exposure

We estimate that print and broadcast articles concerning Holly and ART were shared with about 2,000,000 people. Assuming only 1% of these were made aware of the project, then 20,000 people were reached.

20,000

### Voices of Nature Radio Show

Voices of Nature Radio is carried on Village 900 AM, serving approximately 12,000\* listeners across southern Vancouver Island to Nanaimo, the Gulf Islands, most parts of Vancouver's Lower Mainland, and northwest Washington State. Village 900 is one of only a few stations offering Global Roots programming. We estimate that a minimum of 2,400 people "tuned in" over 48 program air dates.

2,400

June  
*Oceans Day & Environment Week*  
Public Launch of new CD  
about Trees and  
Sustainable Forestry

\*Based on 2004 Bureau of Broadcast Measurement (BBM) statistics.

**Total Outreach Achieved 272,050\*\***

\*\*Numbers are expected to increase considerably in 2006, when ART begins marketing their catalogue of products for the first time.

## Investing in ART: *The dollars & sense of eco-education*

ART and its partners have made a significant investment in environmental education. These partners aren't only governments and corporations, they're also parents, who see the importance of helping to create quality resources that teach people about sustainability in an entertaining and positive way.

### Case #1: The economy of compact discs

#### *The investment made by project sponsors*

When ART produces a music CD, the hard costs are approximately \$25,000. Production costs are covered through project sponsorships with governments, corporations, and special interest groups. ART has relied on the appeal of the project to generate media exposure, and has no formal marketing budget. ART's music program has been referred to as a Volkswagen—not fancy, but it gets you there. ART can produce a CD for \$25K because we draw on our relationships with artists, use our school programs as a way of offsetting choir costs, and we don't charge for our production time. ART views the production as an investment.

*Project sponsors have invested \$170,000 in CD production.*

#### *ART's investment*

We haven't included a specific value for ART's donated services or risk. When ART signs a contract to produce a project, we are often working with a minimal budget. When things go wrong (like a BC Ferry strike), we absorb the financial loss. In the 2002/03 school year, we had a cost-overrun of \$5,000 because: we decided to package the Cycle of Life CD in a digi-pak jacket, instead of the environmentally unfriendly "jewel box"; and we produced colouring books to leave with the 3,200 children that we worked with over the school year because it meant that inner city children who might not be able to afford to buy a CD would have a keepsake of their time with *Voices of Nature*.

#### *The investment made by community schools*

It is not easy to arrive at the point where a large number of children can sing together well and be disciplined enough so that you can hear a "pin drop". One cough can ruin a take. Including children's choirs in a recording session requires considerable training. Schools invest in our programs, just like the sponsors do. *Since 1999, 40 schools have participated in ART's programs, each contributing an average of \$2,500 for a total of \$100,000.*

**Total hard cost to produce 8 music CDs in 7 years: \$270,000**



### FACTS:

The vast majority (over 90%) of CDs produced worldwide never break even. A small handful return a fortune. When a name act produces a new CD, over a million dollars is invested in production costs of the CD and video.

One 3.5 minute video can cost \$250,000.

For a new artist promoted by a major label, the budget is about \$100,000 for production of a CD and video. The marketing budget is often twice as much as the production budget, but **never** less.

Throughout the 1990s, *Entertainment* was the United States' second largest export industry.

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## Case #2: The economy of handbooks

Curriculum materials are expensive to produce, which is one of the reasons our educational system is falling behind in the emerging environmental science education. When ART produced the *Salish Sea Handbook*, Daphne Mcnaughton (one of its authors with experience working in curriculum development for the BC Ministry of Education) told us that when the Province creates a new curriculum guide, three to five years can elapse, and it can cost over \$1 million. Science is changing faster than our education system's ability to afford new materials.

ART can create resources for less because:

- ∞ We take a more informal approach, and are not confined by the same rigors to which government must adhere;
- ∞ We rely on the participation of a sponsor that has already conducted considerable research. For example, Parks Canada around marine conservation, or Encorp Pacific and ABCRC with beverage container recycling;
- ∞ ART has achieved a certain status and credibility over the years, working in the area of environmental concerns. ART attracts educational professionals who respect the fact that we've achieved effective outreach. We can finalize agreements for a substantially lower cost than government.

*What does a handbook cost?*

ART estimates that the *Salish Sea Educator's Handbook* and *La mer des Salish manuel de l'enseignant* cost the Government of Canada \$75,000 (although ART isn't privy to final government figures). We estimate that the *Cycle of Life/Recycle Educator's Handbook* (BC Edition) cost Encorp Pacific \$50,000, and that the National Edition cost Alberta Beverage Container Recycling Corporation \$137,000.

**Total cost of handbooks = \$262,000**

## Case #3: The economy of festivals and special events

According to the final report submitted by the Superintendent of the Saanich School District, the Salish Sea Festival at Fort Rodd Hill in 2001 was \$62,500, in addition to donations and in-kind services. Costs for the "free" event were covered by:

- ∞ School District #61 (Victoria);
- ∞ School District #62 (Sooke);
- ∞ School District #63 (Saanich);
- ∞ Government of Canada (Parks Canada and Fisheries & Oceans Canada);
- ∞ Other sponsors, including Seaspan International and VanCity Credit Union.

When the Government of Canada sponsored the Salish Sea Festival at the Vancouver International Children's Festival, it was understood to have cost \$30,000.

In 2004 and 2005, ABCRC sponsored concerts at the Jack Singer Concert Hall and Windspeare Centre, at a total cost of \$60,000.

**Total cost of Festivals: \$152,500**

## Case #4: The economy of songbooks

Through the support of Young Drivers of Canada, six CDs have had musical scores and piano/guitar charts created for them.

**Total cost of Songbooks: \$15,000**



**Artist Response Team Inc. (ART)**

*A considerable community investment in environmental education:*

**Compact Discs**  
\$270,000

**Handbooks**  
\$262,000

**Festivals & Special Events**  
\$152,500

**Songbooks**  
\$15,000

**Total community and corporate investment in ART projects since 1999**  
\$699,500\*

\*Not including ART's investment of songwriting and production expertise.

# ART's Partners in environmental education

*1999 to present*



Artist Response  
Team Inc. (ART)

## *Sponsorship exposure*

ART strives to provide sponsors with the best recognition possible.

In a number of cases, ART has carried a sponsor forward into new projects in order to recognize previous investment.

## *Some of the ways ART rewards sponsors:*

Sponsor logos are featured on: CDs & liner notes, handbooks, songbooks, posters, and concert programs.

Visit [www.CycleofLife.ca](http://www.CycleofLife.ca) and click on "products" to see what ART has produced.

Sponsors are mentioned in print, television and radio articles and interviews.

Sponsors are acknowledged during the airing of the *Voices of Nature Radio Show* on Village 900

At ART, we're proud of the work we are doing and the partnerships that are making it possible, so we mention the issues and sponsors a lot, not just in formal situations like interviews, but in everyday life; in schools, on the beach and at parties.

ART is always exploring new opportunities to support agencies that want to "make a difference".

Alberta Beverage Container Recycling Corporation (ABCRC)  
Encorp Pacific (Canada)  
Parks Canada  
Fisheries & Oceans Canada  
Environment Canada  
BC Market Outreach Network  
CETUS—Centre for Excellence in Teaching and Understanding  
Science (University of Victoria)  
Province of British Columbia  
Canadian Parents for French  
Young Drivers of Canada  
Seaspan International  
VanCity Credit Union  
Victoria School District  
Sooke School District  
Saanich School District  
Gulf Islands School District  
West Vancouver School District  
Vancouver School District  
Coquitlam School District  
Thrifty Foods  
BC Transit  
Brown's Waste Water  
Pacific Foundation for Understanding Nature Society  
Vancouver International Children's Festival  
Songhees First Nation  
Esquimalt First Nation  
Cowichan First Nation  
Northwest Aquatic Marine Educators  
Wild BC

# Voices of Nature School Programs

*The ART of teaching people about sustainability*

## What people are saying about ART's innovative school programs ...

“Please accept this letter as a small gesture of my appreciation of a truly enjoyable experience. As a parent of four, I've attended my share of concerts, and while all were equally wonderful, none have been so full of energy and enthusiasm from the students. They were a joy to watch and listen to. When Mrs. Porte first presented the possibility to me I will admit to having concerns that this was a complete pro-environment, anti-logging, anti-oil etc venture. I was thrilled to be mistaken. The messages that the audience heard and the students learned were lessons that apply to all areas of our daily lives. Respect, for all things. As a Parent Advisory Council member I see this as money well spent. What an experience for the kids! I support fundraising for opportunities like this one. As a School Trustee I thank you for giving the students the chance to participate in this program and to be able to learn so eagerly what you taught them about our world, our ocean-which we live so close to but likely don't understand nearly well enough-and our role in preserving it all. Keep up the great work, and we'd love to see you again!” (Tina Last, Lax Kxeen School, Prince Rupert, 2005)

“This whole undertaking has been the most outstanding event that we have had at Porter Street in my seven-year tenure as principal. I would heartily endorse the program for other schools.” (R. Bruce Percival, Principal, Porter Street School, Coquitlam, 2004)

“The Voices Of Nature Program is an integrated educational package. It was a terrific way to provide a cross-curricular learning experience for all our students.

The songs about the environment are fun as well as challenging. It further developed our team spirit as we have recently merged into one school. It enhanced the student/teacher relationship in the class and as a school as a whole, we made a musical journey into the areas of science, social studies, language arts, math and physical education.” (Therese Taylor, Principal, St. Marks/Aylmer School, Gatineau, Quebec, 2004)

“What a great performance! The audience loved as much or more than those on the stage. Please pass on my congratulations to the students and all who contributed to this magnificent effort. Your staff is to be commended for their commitment to this project and to the education of the "whole" child. The positive effects of a project like this will resonate in each student throughout their lives. In these times of reduced participation in extra-curricular activities, it is refreshing to see this kind of total involvement and participation in the "extra stuff" which gives a school pride and a special identity that makes it great!” (Frank Garnish, Trustee, School District 68, Nanaimo, 2005)

“On behalf of the Panorama School Parent Advisory Council, I would like to thank you for the outstanding Voices of Nature concert. Our children will be singing and thinking about these songs for months to come. We as a PAC have had nothing but positive feedback from parents, teachers and students.” (Carolyn MacTaggart, PAC Treasurer, Panorama School, Coquitlam, 2005)

