



Every child deserves  
a chance to shine



**MTA**  
Musical  
Theatre  
Academy  
of Orange County

What a difference  
a play makes!

*"Over the past seven years as my kids have participated in the MTA program, they have developed confidence and learned discipline, accountability and teamwork while building friendships that have lasted long after the show was over. MTA has made a positive and lasting impact on my children and family."  
- Cari Smith*



## Welcome to MTA

Where the promise of  
tomorrow is planted today.



For over 25 years, Musical Theatre Academy of Orange County (MTA), a 501(c)3 nonprofit group, has been providing the youth of our community an innovative performing arts education program that not only nurtures their talents in music and theater but also develops their abilities to excel in school and life. Our message has always been and will always be "Every child deserves a chance to shine." As a result, more than 2,000 boys and girls, ages 4 to 18, have benefited from our program.

In offering our youth a special opportunity to explore and enjoy the arts through live theatre performance, MTA is helping them to develop the imagination, confidence and important life skills they will need in order to better understand themselves and the world around them.

Everyone deserves the chance to grow into the spotlight of their potential and at MTA our students get that chance. By measuring our success by the size of the smiles our students have when they discover what they can accomplish, MTA knows that they are helping pave the way for their future.

## MTA Program

MTA

offers year-round training for students from kindergarten through the twelfth grade. Each MTA program is tuition-based and runs 16 weeks during which students participate in creating full-scale, Broadway-style, musical theatre productions, complete with custom-made costumes, live musical accompaniment, state-of-the-art sound and lighting and performances in a professional theatre in front of a live audience.

Students who come to MTA are divided into four groups: Tiny Stars, Brite Stars, Rising Stars and Shooting Stars.

Our Tiny Stars Program teaches students, ages 4 through 6, the fundamentals of dance and voice as the class works to develop a series of routines, which are performed at the end of the class cycle in a musical review. The continuation of this leads students

into the Brite Stars Program, ages 7 through 11, where more elements of musicality and movement are added to the basic fundamentals. Students who participate in both of these programs gain important life skills such as self-confidence, pride of accomplishment and the ability to work within a group as they discover new talents and abilities they never knew they had.

Students ages 9 through 12 participate in MTA's Rising Star Program while students ages 12 through 18 join the MTA Shooting Stars Program. In both of these programs, students work with MTA's professional teaching staff to become the cast and crew of a real performing arts company. From simple dance steps to advanced choreography, from basic blocking and movement to standing front and center in the spotlight for a solo, students discover the magic that happens when, as a team, they

*"I have always understood that the benefits of MTA's program reach far beyond the doors of the theater. What surprised me is how much my child understood and could so easily articulate when she applied what she learned at MTA into her everyday experiences."  
– Jill Fales*

begin to unlock their potential and realize what they can really do.

MTA produces four full musical theatre productions each year. During the fall and spring semesters both the Rising Star students and the Shooting Star students perform one show each. At each of these shows, the Tiny and Brite Stars perform their routines on stage in front of a live audience. MTA also produces "All Academy" shows which combine all age groups into a single show. During the summer, MTA creates several Broadway-style musical revues called the "Summer On Broadway" series. These shows feature a wide variety of production styles and students ages 7 to 18.

During each production cycle, our emphasis is to create an atmosphere of enthusiasm and respect where students can work

together as equal creative voices as well as developing initiative, a positive mental attitude and teamwork as they move toward a common goal. Under the direction of our highly trained and accomplished staff, and using our powerful STAR Process, students learn to identify and overcome challenges as they excel forward in reaching their goals.

Musical Theatre  
Academy



# Benefits of Performing Arts Education

*"With each year and each performance, I see wonderful changes in my daughter's abilities and in her confidence as a young lady on stage. Through the role models and mentors she has in the MTA staff, my daughter has found a voice for her self-expression and an appreciation for the arts. MTA's safe and enriching environment has become a second family for her."*  
– Cheryl Brooks

Early exposure to performing arts education has been proven to provide a major stimulus for developing important higher brain processes like innovation, creativity and imagination. In addition, it is fundamental to core educational disciplines such as history, language, reading and math. Through performing arts studies, children learn a variety of skill sets, which are crucial to their future success. Skills such as critical thinking, problem solving, enhanced communication abilities, leadership and teamwork are all enriched by a Performing Arts education. It is also through the Arts that society passes on our culture, values and the stories that give our children the important foundational tools and ideals from which they can grow.

Combined together, the rewards that a child gains by participating in a performing arts program can make all the difference when it comes to their ability to succeed in school, career and personal goals

## DID YOU KNOW

- Music performance students scored an average of 53 points higher on their SAT verbal tests and 39 points higher on their SAT math? <sup>1</sup>
- Music performance students receive more academic honors and awards than non-music students? <sup>2</sup>
- Research has shown that music training is far more effective than computer instruction in improving a child's abstract reasoning skills? <sup>3</sup>
- An Arts education delivers important workplace skills needed for success including flexibility, the ability to solve problems and communicate, the ability to learn new skills, to be creative and innovative and to strive for excellence? <sup>4</sup>
- Involvement in extracurricular or co-curricular activities give children better coping skills making them more resilient to peer pressure in areas such as substance abuse and other destructive behaviors? <sup>5</sup>
- Studies show that music and dramatic arts education greatly enhances a child's ability to comprehend and utilize pattern recognition skills in areas such as spatial temporal reasoning which are vital to success in science, reading and math studies? <sup>6</sup>

<sup>1</sup> 1999 College-Bound Seniors National Report: Profile of SAT Program Test Takers, The College Entrance Examination Board, Princeton, New Jersey

<sup>2</sup> Center for Education Statistics, Washington D.C.

<sup>3</sup> 1997 Shaw, Rauscher, Levine, Wright, Dennis and Newcomb, Neurological Research, vol. 19, February 1997

<sup>4</sup> Joseph M. Calahan, Director of Corporate Communications, Xerox Corporation

<sup>5</sup> 1994 Texas School Survey of Substance Abuse Among Students: Grades 7-12

<sup>6</sup> 2006 Critical Evidence: How the Arts Benefit Student Achievement, National Assembly of State Arts Agencies

# Benefits of Musical Theatre

The MTA process focuses the benefits of performing arts education into a musical theatre curriculum, which allows our students to not only gain cognitive and intellectual skills but to develop important social and community values as well.

Through our proven and validated process our students learn:

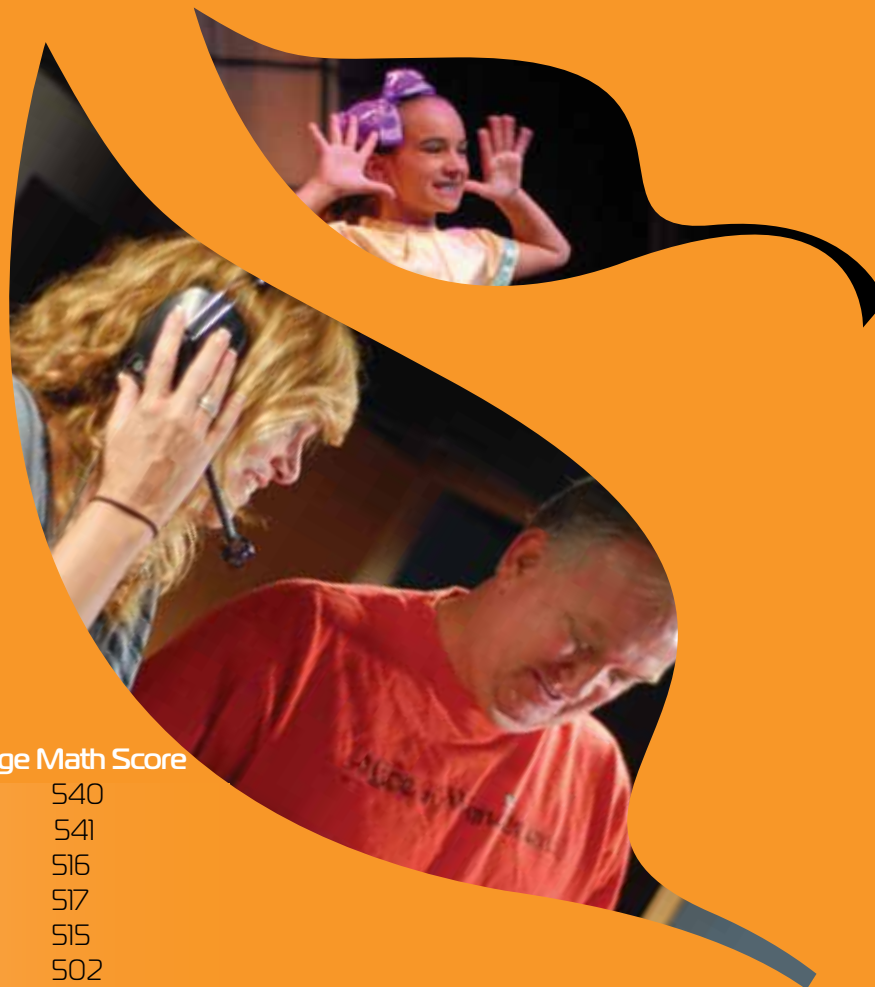
- how to effectively participate in group and team building environments.
- how to develop self-reliance and individual responsibility skills.
- how to integrate individual abilities with others to produce better results.
- how to build “can-do” mindsets that foster greater self-confidence.
- how building a “give back” attitude generates self-esteem.

MTA also provides a strong foundation for students who decide to pursue more extensive training or careers in the performing arts. Through MTA, our students are given opportunities to learn a variety of disciplines from basic introductory level education to professional production level training.

At MTA, students study in a full-scale Broadway-style musical theatre environment where they can explore all aspects of a real-life production company.

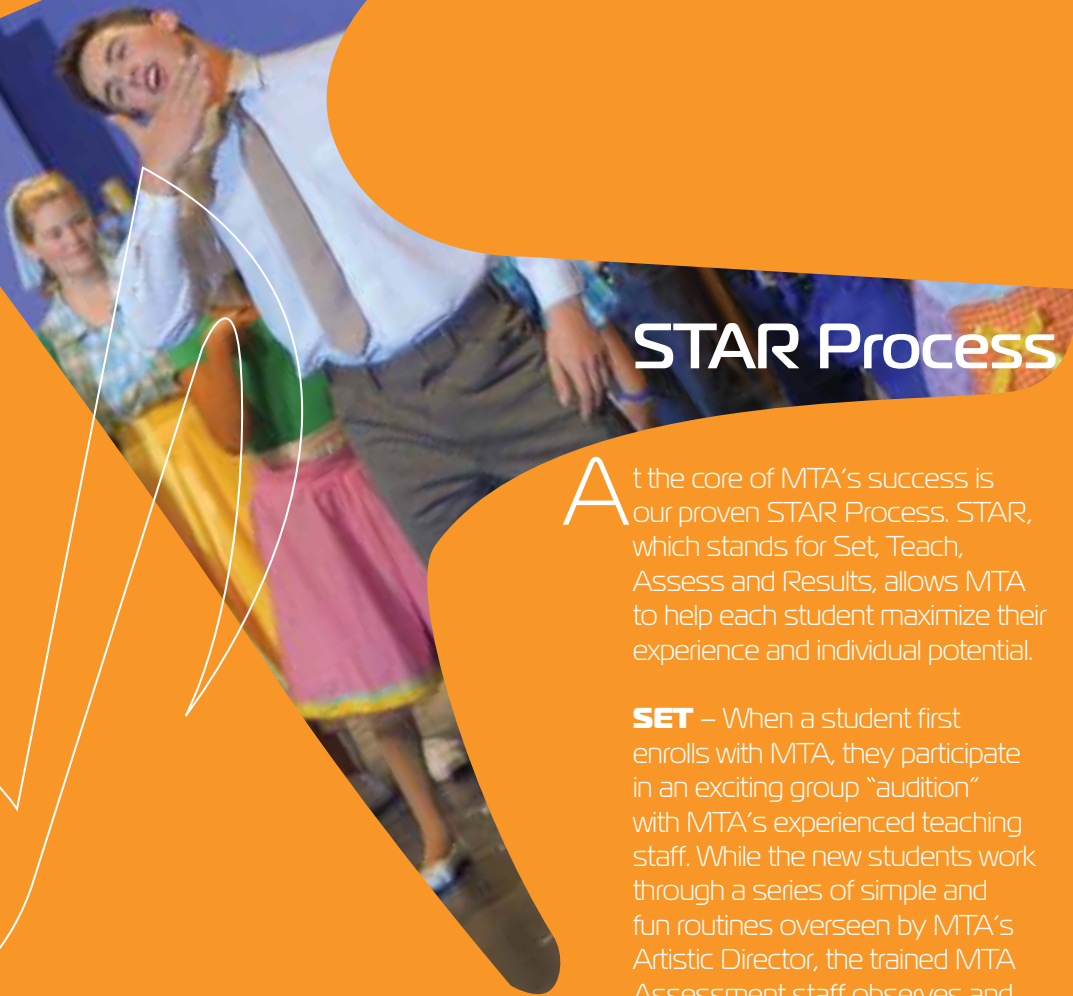
AREAS OF STUDY:

- Acting
- Dancing
- Singing
- Choreography
- Direction
- Promotion
- Box Office
- Costuming
- Set Design
- Lighting and Audio
- Stage Management
- Stage Production
- Music Production
- Event Production



Students who have a Performing Arts background consistently score higher on their SATs.

Amount of exposure	Average Verbal Score	Average Math Score
Greater than 4 years	534	540
4 years	543	541
3 years	514	516
2 years	508	517
1 year	501	515
Less than a year	485	502




## STAR Process

At the core of MTA's success is our proven STAR Process. STAR, which stands for Set, Teach, Assess and Results, allows MTA to help each student maximize their experience and individual potential.

**SET** – When a student first enrolls with MTA, they participate in an exciting group “audition” with MTA’s experienced teaching staff. While the new students work through a series of simple and fun routines overseen by MTA’s Artistic Director, the trained MTA Assessment staff observes and takes notes on each student’s baseline ability in a variety of life and performance skill categories. These include confidence levels, social skills and communication abilities, as well as a student’s experience in a performance environment. This information, along with their application questionnaire, is then reviewed by the entire MTA Assessment and teaching staff

who SET goals for the student that will best help them realize their potential during their time at the academy. These goals then become a part of the student’s STAR Script where all information and progress on the student’s growth is recorded. Then, the real magic of the MTA STAR Process begins.

**TEACH** – Based on the results of the “audition” and the goals that have been established, EVERY student is awarded a role in that cycle’s production which will best fit their performance-level ability, while at the same time offering them an opportunity to grow in all the life-skill areas that the MTA program reinforces. Under the direction of MTA’s Artistic Director, the MTA teaching staff works each week to help the students achieve their goals through a unique and effective learning process. Through group interaction, individual training

A young girl in a yellow and blue costume is performing on stage. She is looking to the left with a focused expression. In the background, other performers in similar costumes are visible, slightly out of focus. The lighting is warm and stage-like.

# Musical Theatre Academy

*"My daughter has been with MTA for fourteen years. The school has been a safe place for her to grow and discover herself. She has become a young woman whose personality and nurturing character is due in large part to experience she has had at MTA."*  
– Lyn Gottuso

and goal-oriented projects, each student is nurtured in a learning environment that is fun, exciting and engaging. Under the umbrella of a full-scale, musical theatre production, the MTA staff TEACH a student how to reach beyond their horizons to be the best that they can be.

**ASSESS** – At the end of each week, the MTA teaching staff meet to ASSESS the student's progress. At that point, key improvements are reviewed, new potential is discussed and the student's program is adjusted in order to maximize their learning curve for the following week. The new information is added to each student's STAR Script, which the staff uses to make sure efforts are coordinated and unified.

**RESULTS** – This process of teaching, assessing and refining continues during the entire four-

month cycle ultimately leading up to a student's "graduation." This is where the students get the chance to show themselves, and a very appreciative audience, all they have learned by participating in a series of performances on-stage at a Broadway-style theatre complete with professional costuming, set design, full lighting and sound systems and live musical accompaniment. After the final curtain, the students attend a "cast" party where they are given an MTA Certificate of Accomplishment along with a report on all that they have achieved.

Each time the student returns to MTA, their STAR Process is reviewed and a new set of goals are defined so that with each new cycle a student can build on their past success to reach higher dreams.



## Community Involvement

**MTA'S** community outreach doesn't stop with our students. MTA has a variety of ways in which organizations and individuals can get involved in various opportunities designed to help MTA shape our students' futures. From exciting internships and scholarships for students looking to further their education, to enriching volunteer programs for seniors and the disabled to really make a difference in a child's development, MTA is committed to fostering an active program of community involvement for the advancement of everyone.

local organizations who work to find the most deserving candidates possible. Candidates are carefully reviewed and assessed by MTA's select panel of professional arts educators. Winners are selected based on their eligibility and potential to benefit from MTA's STAR Program.

Currently MTA offers two full scholarships and two partial scholarships per production cycle. As funding efforts for the program increase, MTA hopes to broaden this opportunity significantly.

### **SCHOLARSHIPS**

MTA offers full and partial scholarships to potential students who may not be able to afford tuition. Scholarships are offered to economically, socially and physically disadvantaged individuals who are recommended to MTA's Board by a variety of



## **INTERN PROGRAMS**

MTA offers a very rewarding intern program for students both in and out of the performing arts field.

For those looking to further their experience within the performing arts, MTA offers opportunities in:

- Youth Acting and Vocal Training
- Costume Design
- Stage Production
- Music Production

For those looking for internships in other career fields, MTA offers opportunities in:

- Business and Office Management
- Marketing and Advertising
- Youth Development

All of our intern programs are run by experienced and knowledgeable MTA staff members who work to mentor interns in developing the real-world skills they will need to be successful in their future

careers. MTA also offers interns assistance with getting full credit for their time and contribution.

## **SENIOR ADULT and DISABLED VOLUNTEER PROGRAMS**

MTA has strategically aligned with local senior and disabled volunteer organizations to provide meaningful opportunities for their members who want to help MTA reach more students and provide more services to the community.

Participation areas include:

- Costume Construction
- Set Building
- Stage Management
- Front-of-House Concierge
- Concession Support

MTA's volunteer program is designed to ensure the self-enrichment and personal satisfaction of each participant as they help to share their unique and valuable gifts with a very appreciative audience.



## Other Programs

In addition to the core education program, MTA also operates a variety of affinity activities and opportunities in order to further community outreach and to support ongoing fundraising efforts.

### INDIVIDUAL CLASSES

MTA offers a wide array of individual classes to help students, looking to pursue a more in-depth study of the performing arts, gain the specialized instruction they will need in order to stand out. Classes are held weekly during the entire year and encompass a variety of disciplines including:

- Group and private vocal instruction
- Various styles of dance at all experience levels
- Improvisation study
- Acting technique
- Costume and makeup basics

MTA also offers a series of workshops called Masterful

Mondays where guest speakers from all facets of the entertainment industry come and share their stories, secrets and tips for success for pursuing a career both on-stage and behind the scenes, while engaging students in a hands-on, teaching session.

### ACE PROGRAM

MTA actively participates in an After Class Enrichment (ACE) program. The program is offered to local school districts as an extra-curricular activity that allows students, grade K-6 to K-8, to receive basic training in the fields of acting, singing and dancing. During an 8 to 10 week course, students are taught the skills needed to produce a shortened version of a popular musical. The ACE program culminates in a live performance at the school. The program is taught by MTA's highly trained teaching staff and currently offers over 13 different production packages

including "Alice in Wonderland," "High School Musical," "Willy Wonka and the Chocolate Factory" and many more.

MTA is currently contracted with the Irvine Public Schools Foundation and is working to expand the program to other schools.

### COSTUME MAGIC

Through the past 25 years, MTA has developed an extensive inventory of costumes, props and accessories for a large variety of musical theatre and dramatic theatre productions. From complete wardrobes for plays such as "Alice in Wonderland," "Bye, Bye, Birdie" and "Oliver," to literally hundreds of unique items that can be used in a wide array of shows, MTA usually has it on the shelf ready to go. MTA markets these resources to schools, other non-profits in and out of the performance arts area, as well as individuals and business looking for something special to light up an event. Most importantly, MTA offers their

costumes and prop rentals at a cost much lower than traditional theatrical supply houses.

MTA even offers custom fitting, redesigning and shaping to make sure the costume is a perfect fit.

### **SCRIP PROGRAM**

MTA has partnered with dozens of major national retailers as well as local stores to offer an MTA Scrip Gift Card program. By using MTA Scrip Gift Cards, individuals are able to support MTA by simply making the purchases they regularly make. As a result, MTA receives a portion of the proceeds from every purchase. Currently MTA has arrangements with leading retailers such as JC Penney, Safeway, Vons, The Gap, ARCO, Pizza Hut, Red Lobster, Souplantation and many other companies across a broad spectrum of popular consumer items.

### **STRATEGIC PARTNERING**

MTA offers strategic partnering opportunities to other performance groups or affinity organizations that are looking to share resources, performance space or even on-stage programs to help them achieve their goals. By doing so, MTA is able to bring greater value to the community while maximizing the use of its assets in order to lower operational and tuition costs. Strategic Partnering provides wider exposure of our programs to others and gives invaluable assistance to groups not as fortunate as MTA.

*I didn't expect the profound effect that MTA would have on my daughter when I enrolled her years ago. Watching her perform made me realize how much musical theater adds to our lives. I cannot say enough about this wonderful program."*

*– Mary Knauer*



## Getting Involved

MTA's success is a direct result of the generous donations of both time and money from both private and corporate supporters. One of MTA's prime goals is to make our program available to as wide an audience as possible which requires ongoing assistance from many sources to help keep the MTA dream alive.

Your support helps MTA to:

- Keep tuition rates as low as possible
- Expand our scholarship program
- Provide greater community access and outreach
- Fund the development of new programs and services

MTA encourages and is grateful of community support including contributions of time during the week, small cash donations or ideas that will help MTA do a better job in changing the lives of our students.

### **VOLUNTEER**

MTA is always looking for enthusiastic volunteers who want to help in our office, marketing or class room departments. No specific skills are required other than dedication and a desire to help others. MTA encourages involvement from those with experience in any administrative, performing arts or business development fields who wish to

make a difference in the lives of our students.

### **CONTRIBUTIONS and DONATIONS\***

MTA is very proud of its benefactors and contributors. Without the generous support of these groups and individuals, MTA would not be where it is today. As MTA begins its journey into our next 25 years, the achievement bar has been set high with even stronger outreach goals, improved and expanded programming and a larger, more permanent home for the academy. Continued support will not only allow us to achieve these goals, but will help us in expanding awareness of MTA's program in order to help make a difference in more children's lives.

There are so many ways to help:

- Cash Contributions
- Real Property Donation
- Security Gifting
- Life Income Gifting
- Charitable Trust
- Service Trade
- Affinity Marketing
- Sponsoring

### **MTA's Galaxy Patron Program**

MTA's Galaxy Patron Program allows exceptional individuals or organizations to provide on-going support to our mission of helping our students build the key character

values and ethics that will enable them to become the very best they can be.

By becoming an MTA Galaxy Patron, at any level, you will be providing critical funding for our innovative programs and community outreach efforts. Your gifts will enable MTA to enhance its standing as a leader in youth life-skill development through performing arts education.

In appreciation of your generous commitments, Galaxy Patrons enjoy a wide array of benefits including invitations to exclusive events, private previews, backstage tours, first notification of upcoming productions, discounted tickets, VIP seating and much, much more.

MTA is proud and honored to have such a dedicated and concerned family of supporters. A dream remains a dream, until someone takes action. Because of each and every generous contribution, our mission is being fulfilled.

\*MTA is a 501(c)3 Non-Profit organization. Most gifts are tax deductible. Please consult with your attorney, accountant or other financial advisors on the legal and tax-related matters affecting your specific donation..

# Galaxy Patron Benefits

Take a look at the benefits you receive as an MTA Galaxy Patron

	Star	Silver	Emerald	Gold	Platinum	Diamond	Galaxy
Contribution Level	\$500	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
All Galaxy Patron Members receive: <ul style="list-style-type: none"> <li>• Access to our "Inside the Curtain" Newsletter</li> <li>• A listing in all show programs (size dependent on subscription level)</li> <li>• A listing on the MTA Galaxy Patron website page</li> <li>• Special seating at all events (size dependent on subscription level)</li> <li>• A complimentary beverage during intermission</li> </ul>							
Free Tickets	1 pair of tickets to any 2 shows	2 pairs of tickets to any 2 shows	2 pairs of tickets to any 4 shows	2 pairs of tickets to all shows	3 pairs of VIP tickets to all shows	4 pairs of VIP tickets to all shows	5 pairs of VIP tickets to all shows
Free MTA Program Listing	N/A	1/4 page	1/2 page	1/2 page	Full page	Full page	Full double
VIP Seating	N/A	N/A	N/A	ROWS 6-10 CENTER	ROWS 4-8 CENTER	ROWS 1-6 CENTER	ROWS 1-6 CENTER
Free MTA T-Shirt	(1)	(1)	(2)	(4)	(4)	(4)	(4)
Scholarship Funding	N/A	N/A	Funds 1 discounted scholarship in Patron's name	Funds 1 scholarship in Patron's name	Funds 2 scholarships in Patron's name	Funds 3 scholarships in Patron's name	Funds 4 scholarships in Patron's name

\*Service offered through SBN.com - Call MTA for more details.



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