

1977
JULY

FUNDING PROPOSAL

TO PROVINCIAL GOVERNMENT

PROJECT: THEATRE FOR COMMUNITY INVOLVEMENT

SUBMITTED BY:

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PROJECT: DRAMA FOR COMMUNITY INVOLVEMENT

INTRODUCTION

PURPOSE

The Edmonton Social Planning Council has been involved in assisting over sixty communities in the City of Edmonton concerned with urban issues and problems. As a result of communication with various community groups and organizations, it has become apparent that the most common problem expressed by citizens is the problem of how to get more members of the community aware of and participating in the issues and problems of their neighbourhoods. On a provincial and national level, the same kind of concern has been expressed by municipal officials involved in the community planning process. Although authorities have invited public participation in the planning process, effective participation has been somewhat limited. Given a growing need for citizen participation, the Edmonton Social Planning Council has adopted as a priority one of research into and development of innovative ways to facilitate more effective and representative citizen involvement in community affairs. This need has been expressed for several reasons, some of which include the following:

- (a) Policies cannot be formulated in a vacuum if they are to be responsive to community needs.
- (b) Data received from public input to urban planning can help to prevent conditions, or at least provide early detection of conditions which could lead to social problems.
- (c) Public participation can also help to enhance commitment to policies developed on a joint decision making basis; thereby reducing long-term conflict.
- (d) In this manner, a long-range cost saving can be ensured.

Given expressed needs related to citizen involvement, the Edmonton Social Planning Council has utilized and experimented with various methods of facilitating public awareness and citizen involvement. These have included planning workshops, consultation, educational seminars and community development work. We do feel, however, that experimentation

with other innovative methods is worthwhile. Consequently, we now hope to experiment with community dramatic presentations as a technique to facilitate community involvement. Emphasized in this proposal is a strong evaluation research component, designed to determine effectiveness of the technique and to evaluate its transferability to other situations. The following will outline the goals, objectives of the project and process to be used in development of the project. To date, about three months of preliminary investigation and brainstorming has been carried out by Social Planning Council staff and volunteers, in consultation with three theatre groups in Edmonton. Several inner-city neighbourhoods have expressed enthusiasm in the possibility of the project occurring in their community. In order to pursue the project beyond this point, however, funding will be required for the following goals and objectives.

PROJECT: DRAMA FOR COMMUNITY INVOLVEMENT

PURPOSE:

To facilitate education of community residents on community issues and problems, leading to participation by residents in community affairs.

GOAL:

To develop and evaluate community dramatic presentation in relation to the project's purpose.

1. OBJECTIVE

To develop a planning and supervisory committee of specialists in the following areas of expertise:

- (a) theatre
- (b) knowledge of inner-city communities
- (c) knowledge of social and urban planning.

ACTIVITIES

1. Liaison with Drama Department at the University of Alberta.
2. Liaison with community workers in the inner-city.
3. Liaison with community groups and others working on inner-city concerns.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Staff	2 weeks	-

EVALUATION

Formation of Advisory Committee by August 1, 1977.

2. OBJECTIVE

To research and compile information on similar community theatrical projects.

ACTIVITIES

1. Library research.
2. Consultation with Drama Department.
3. Consultation with Education Department.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Volunteer	3 weeks	-

EVALUATION

Information compiled on similar projects by February 14, 1977.

- Accomplished.

3. OBJECTIVE

To determine which community in which the project will be based.

ACTIVITIES

1. Survey demographic data.
2. Survey information on community needs.
3. Consult with representatives of community groups.
4. Consult with community workers and City Planners.

RESOURCES

STAFF

1

DURATION

3 weeks

DOLLARS

-

EVALUATION

Selection of appropriate community by July 30, 1977.

4. OBJECTIVE

To select a company of nine people with dramatic skills, namely an artistic director, stage manager, writer, musician, designer and four actors.

ACTIVITIES

1. Recruit from the University Drama Department.
2. Recruit from existing theatre groups.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Staff and Advisory Committee	3 weeks	-

EVALUATION

Selection of a theatre company by August 26, 1977.

5. OBJECTIVE

To determine selected community issues to be dramatized, utilizing the theatre group as researchers.

ACTIVITIES

1. Participation in community recreational, social and political activities.
2. Consultation with residents.
3. Consult with planners and community workers.
4. Consult with business and commercial related people in the community.
5. Survey the physical structure of the community.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Staff	6 weeks preparatory research by Edmonton Social Planning Council	
9 Theatrical Staff	3 weeks investigation and interviewing from theatrical group, Aug. 29 - Sept. 16.	

EVALUATION

Community awareness developed and issues selected by September 16, 1977.

6. OBJECTIVE

To develop a form of theatrical presentation which:

- (a) communicates selected issues;
- (b) allows for audience participation;
- (c) illustrates ways of dealing with problems and issues.

ACTIVITIES

1. Identify clearly and specifically the objectives of the drama event.
2. Research appropriate content and dramatic methods to achieve objectives.
3. Rehearse techniques.
4. Obtain community facilities.

RESOURCES

STAFF

9

DURATION

5 weeks

Aug. 29 - Sept. 30

DOLLARS

See budget.

EVALUATION

Specific objectives identified and methods developed by September 30, 1977.

7. OBJECTIVE

To publicize the drama presentation within the community.

ACTIVITIES

1. Utilize community newspapers.
2. Information dissemination at community meetings, social events.
3. Personal contact with residents.
4. Information distributed over Cable TV.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
2 Staff	on-going Aug. 29 - Oct. 14	See budget.

EVALUATION

Effective publicity accomplished by October 14, 1977, as determined by indications to attend event.

8. OBJECTIVE

To present the dramatic event which should include pre and post discussion with the audience (October 3 to 14, 1977).

ACTIVITIES

1. Group discussion about community issues.
2. Stage drama.
3. Post-drama discussion with audience.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
4 Actors - volunteer actors from community	Oct. 3 to 14	See budget.

EVALUATION

Immediate audience response to dramatized issues assessed by post-production discussion.

9. OBJECTIVE

To evaluate the community drama method as a means of fostering community involvement in community issues and problems.

ACTIVITIES

1. Obtain feedback and evaluation from community residents and actors.
2. Clearly identify the goals of the drama event.
3. Develop measurable indicators of goal attainment.
4. Develop an appropriate research design.
5. Develop methods of data collection.
6. Report writing and publication of results.

RESOURCES

STAFF

1 Researcher

DURATION

6 months

July to December

DOLLARS

See budget.

EVALUATION

Evaluation research completed by January 1, 1978.

10. OBJECTIVE

To document, by audio-visual means, the drama event.

ACTIVITIES

1. Audio-visual coverage of preparation, developmental events, the drama episode and follow-up from the event.
2. Consult with National Film Board.
3. Consult with ACCESS.
4. Consult with CBC.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Staff	on-going from Aug. to October	-
1 Artistic Director		

EVALUATION

Finished documentation by January 1, 1978.

11. OBJECTIVE

To distribute the documentation to the general public as a demonstration.

ACTIVITIES

1. Showing to client community groups.
2. Distribution to interested groups in other cities.
3. Distribution to interested education programs.

RESOURCES

<u>STAFF</u>	<u>DURATION</u>	<u>DOLLARS</u>
1 Edmonton Social Planning Council Staff	on-going	-

EVALUATION

Knowledge of documentation disseminated and distribution achieved on on-going basis.

B U D G E T

A. STAFF WAGES

1 Supervisor of Project (1 Edmonton Social Planning Council Staff)	\$75/week x 16 weeks	\$ 1,200
1 Artistic Director	\$135/week x 8 weeks	1,080
4 Actors	\$125/week x 8 weeks	4,000
1 Stage Manager-Technical Director	\$125/week x 8 weeks	1,000
1 Script Writer	\$125/week x 8 weeks	1,000
1 Musician	\$125/week x 8 weeks	1,000
1 Designer (Part-time)	\$125/week x 4 weeks	500
1 Research Evaluator	\$125/week x 8 weeks	<u>1,000</u>

TOTAL WAGES \$ 10,780

B. SPACE RENTAL

\$100/month x 2 months \$ 200

C. TELEPHONE

\$15/month x 2 months \$ 30

D. THEATRE EQUIPMENT, SUPPLIES AND MATERIALS

\$ 760

E. POSTAGE AND PAPER

\$ 100

TOTAL BUDGET \$ 11,870

MINUS - \$5,000

Contribution by Canada Council to pay for three Actors (\$3,000); one Artistic Director (\$1,080); half wages for Evaluator (\$500) and (\$420.00) for theatre supplies and materials.

MINUS - \$1,530

Contribution by Edmonton Social Planning Council to pay for one Edmonton Social Planning Council Staff (\$1,200); telephone (\$30); space rental (\$200); postage and paper (\$100.00).

TOTAL FUNDS REQUESTED FROM PROVINCE IS \$5,340 TO PAY FOR:

A. WAGES

½ salary of one researcher-evaluator	500
1 Actor (full-time)	1,000
1 Stage Manager (full-time)	1,000
1 Musician (full-time)	1,000
1 Script Writer (full-time)	1,000
1 Designer (part-time)	500

B. THEATRE SUPPLIES AND MATERIALS

340

TOTAL \$ 5,340

S U M M A R Y

The proposal outline has indicated the process to be followed in development, implementation and follow-up to the community drama project.

The proposal emphasizes the research nature of this project.

In addition, the transferability of this kind of strategy for community development not only in Alberta, but Canada, has been stressed.

