

Fairy Tale Radio



a library program
by
tim gordon

The title of my program is “Fairy Tale Radio”. The idea is that a local improv troupe will be recruited to perform a fairy tale in the style of an old fashioned radio program. As with other improv performances, this one will rely on audience participation as well. Each program will run approximately forty-five minutes, and there will be a new program once a month for a year, for a total of twelve unique performances. Each radio performance will include the performers (2-6 each time), plus a narrator/foley artist. In addition to the live performances, each radio program will be recorded and released as a downloadable podcast. Each performance will focus on a single well known fairy tale (see list), both in their traditional and popular interpretations, but also with the humor and unique style that an improv group can bring. The programs will also feature “commercials” that will also fit the fairy tale theme, such as for “Three Pigs Contracting” or “Cinderella Shoe Emporium”.

In addition to being able to hone their improv skills in front of a live audience, the improv troupe will be allowed to promote their other performances, classes and camps.

Each performance will be conducted in the library’s community room, with younger children being allowed to sit on the floor in the front, and older children and adults seated further back.

The program will be introduced by the head of the children’s department, who may also act as narrator if so desired.

The desired audience for this program would be patrons that use the children’s & juvenile departments of the library. A secondary audience would be young adults. All titles relating to each month’s performance, including books, audiobooks, CDs and DVDs, will be on display and available for check out after the performance; This includes YA materials, separated from the

children's and juvenile materials. Even though the main demographic group skews younger, the program will be open to all, and because of the nature of comedy improv, the audience range can and should be great.

The purpose of this program is to bring attention to the fairy tale collections of the library and increase their circulation. Also, the humor and popularity of improv has the potential to draw new patrons into the library, especially the podcast component.

If the mission of the library is to teach and bring attention to its resources, then a program like this achieves that goal by presenting old tales in a new way, and highlights the library's collection specific to the topic.

This program can be marketed by traditional print advertising, as well as posters and flyers at the library. I am including several designs that can be used for these purposes. In addition, a social media aspect can be incorporated by establishing a Facebook and Twitter account for Fairy Tale Radio, separate from the library's social media. Additionally, the improv troupe should be interested in promoting the events as well to garner attention for their own activities.

The improv troupe would have their own audio equipment (microphones, effects recordings, speakers). Costuming would be minimal. All the library would need is a computer to digitize the sound recording, and a hosting website for the podcast. Audacity is a free online program for recording and editing audio. There are also free hosting websites, such as Podomatic.com, if the library's own website is unsuitable for podcast hosting. It is free to distribute podcasts on websites like Podomatic.com and iTunes. With these factors in mind, the only cost to the library would be in promotions and advertising.

The success of this program can be measured several ways: by the number of attendees for the live performances, by the number of podcast downloads, and by the number of appropriate materials being circulated after each program.



FOR IMMEDIATE RELEASE:

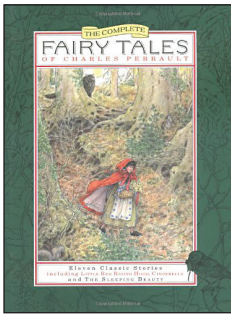
Bookman Memorial to Bring Fairy Tales to Life

Anytown, USA – Bookman Memorial Library announces its plans to recreate old fashioned radio programs with fairy tale themes. The live performance recordings of Fairy Tale Radio will feature audience participation with the talent of Improv Troop X giving their spirited takes on classic fairy tales such as Cinderella, Beauty and the Beast, and Rapunzel. Each forty-five minute performance will take place on the first Saturday of each month at 1:00 p.m. throughout 2014. Additionally each recording will be available as a downloadable podcast. The family friendly performances are free and will be suited to all ages. Additional information can be found on Bookman Memorial Library's website: www.website.com. The library is located at 123 Fake Street, Anytown, USA.

- end of release -

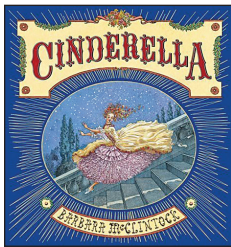
Fairy Tale Radio

Titles for Your Consideration relating to Today's Broadcast of *Cinderella*



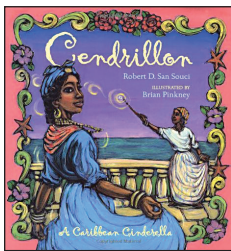
Perrault, Charles, and Sally Holmes. *The Complete Fairy Tales of Charles Perrault*. New York: Clarion, 1993. Print.

The primary source for the other versions presented today, Perrault's original version gives us his interpretation of the oft-told story, including some nice illustrations. Ages 9-12.



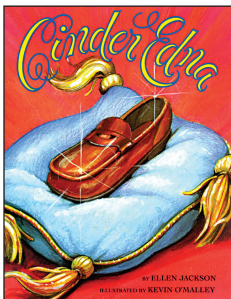
McClintock, Barbara, and Charles Perrault. *Cinderella*. New York: Scholastic, 2005. Print.

Beautiful yet simple at times, McClintock's illustrations combine perfectly with a faithful retelling of Cinderella's story for an enjoyable treat. Ages 4-8.



San Souci Robert D., J. Brian Pinkney, and Charles Perrault. *Cendrillon: A Caribbean Cinderella*. New York: Simon & Schuster for Young Readers, 1998. Print.

Pinkney's illustrations are the reason to take a look at this variation of the Cinderella story. The artwork is vibrant and colorful, which gives a sense of the Caribbean of the story. Ages 5-10.



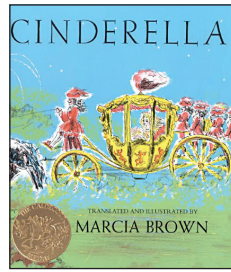
Jackson, Ellen, and Kevin O'Malley. *Cinder Edna*. New York: Lothrop, Lee & Shepard, 1994. Print.

This charming and humorous picture book throws its focus on Cinderella's neighbor, who always seems to see things in a more positive light despite having a similar life. Ages 4-8.



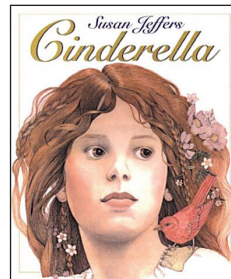
Belle, Trixie, Melissa Caruso-Scott, and Oliver Lake. *Cinderella: Board Book*. New York: Henry Holt, 2012. Print.

In this board book designed for very young readers the story of Cinderella is told through pictures and simple one word sentences. This is a great introduction to the story for the age 1-3 set. Ages 1-3.



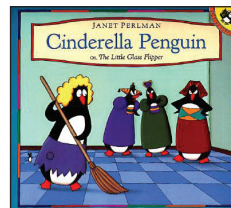
Perrault, Charles, and Marcia Brown. *Cinderella: Or the Little Glass Slipper*. New York: Macmillan, 1988. Print.

The Caldecott Award winning illustrations of Marcia Brown are a sight to behold in this straight forward adaptation of the Cinderella story. Lush is only the beginning of how to describe. Ages 4-8.



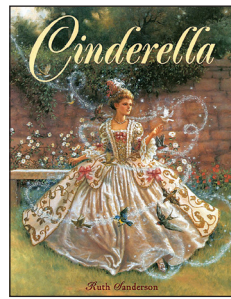
Jeffers, Susan, Amy Ehrlich, and Charles Perrault. *Cinderella*. New York: Dial for Young Readers, 1985. Print.

In this faithful telling of the original story, the artwork is to be admired. It is gorgeous, lush and realistic, yet soft in its artistic interpretations. Ages 3 and up.



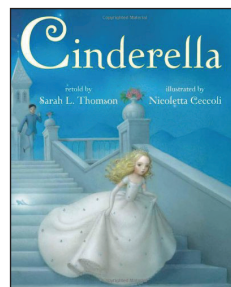
Perlman, Janet. *Cinderella Penguin: Or, The Little Glass Flipper*. New York: Viking, 1993. Print.

Younger readers should enjoy this version of the story which casts our heroine as a penguin. Simple, vivid illustrations bring the humorous story to life. Ages 4-8.



Sanderson, Ruth. *Cinderella*. Boston: Little, Brown, 2002. Print.

Another bold, realistic and beautiful picture book interpretation of Cinderella's traditional story, Sanderson's illustrations vividly fill the pages. Ages 6-8.

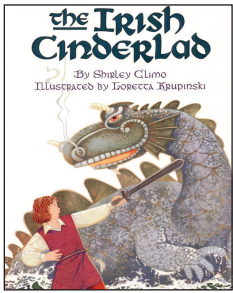


Thomson, Sarah L., Nicoletta Ceccoli, and Charles Perrault. *Cinderella*. New York: Marshall Cavendish, 2012. Print.

A more cartoon-ish but still pleasant picture book interpretation the classic version of the story, featuring bold illustrative style for the characters against soft, light backgrounds. Ages 5-8.

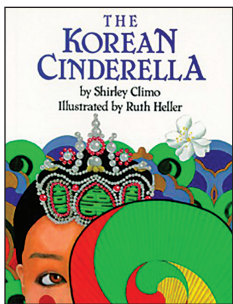
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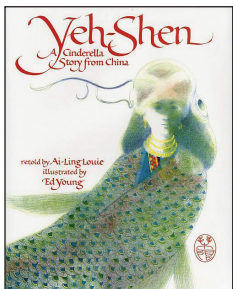
Climo, Shirley, and Loretta Krupinski. *The Irish Cinderlad*. New York: HarperCollins, 1996. Print.

In a different take on the Cinderella story, Climo's version features a boy, not a girl, in the lead role, who has to deal with the oddity of large feet. Wonderfully lush illustrations abound in this version. Ages 4-8.



Climo, Shirley, and Ruth Heller. *The Korean Cinderella*. New York, NY: HarperCollinsPublishers, 1993. Print.

Beautiful exotic illustrations are the highlight of this version of the Cinderella story which attempts to bridge several Asian variations of the story. Ages 4-8.



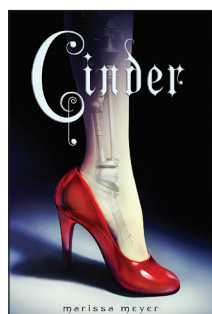
Louie, Ai-Ling, and Ed Young. *Yeh-Shen: A Cinderella Story from China*. New York: Philomel, 1982. Print.

Water color style illustrations evoke the time and place for this far East interpretation of the Cinderella tale. Its clever use of comic style panels propel the story. Ages 4-8.



Dokey, Cameron. *Before Midnight: A Retelling of "Cinderella"*. New York: Simon Pulse, 2007. Print.

In Dokey's young adult retelling of the age old story we get a more realistic version of the family unit: unhappy stepmother, absent father, well rounded stepsisters, and a loving housekeeper. Grades 6-10.



Meyer, Marissa. *Cinder*. New York: Feiwel and Friends, 2012. Print.

In this most imaginative retelling, Meyer casts Cinderella as a futuristic cyborg. The young adult sci-fi faction will thoroughly enjoy. Ages 12-17.



George, Jessica Day. *Princess of Glass*. N.p.: n.p., n.d. Print.

Part of a series of books, George's variant seems to stray far from its source material, but yet the strains of the original story are still bubbling beneath the surface, waiting to draw the reader in. Grades 5-8.



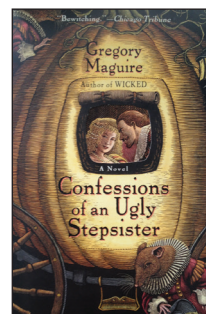
Cinderella. Dir. Clyde Geronimi. Perf. Ilene Woods, Eleanor Audley, Verna Felton. Walt Disney Productions, 1950. DVD.

Disney's classic animation is brought vividly to life in this 1950 film version of the Perrault classic. Wonderful musical numbers are also present in this joyful retelling. Rated G.



Ever After: A Cinderella Story. Dir. Andy Tennant. Perf. Drew Barrymore. 2002. DVD.

Having a Cinderella with modern feminist sensibilities is a nice change of pace, and Drew Barrymore is charming as the lead in this lushly photographed film that older children are sure to connect with. Rated PG-13.



Maguire, Gregory. *Confessions of an Ugly Stepsister*. New York, NY: Regan, 1999. Print.

As he did in *Wicked*, Maguire's more adult-themed recasting of the Cinderella story focuses on characters that might not resemble those we are familiar with, but are intrigued by nonetheless. Adult.

Fairy Tale Radio: Schedule of Broadcasts

January: Cinderella (based on the Charles Perrault version)

February: Beauty and the Beast (based on the Jeanne-Marie Le Prince de Beaumont version)

March: Snow White (based on the Brothers Grimm version)

April: The Three Little Pigs (based on the Walt Disney short)

May: Rapunzel (based on the Brothers Grimm version)

June: Sleeping Beauty (based on the Charles Perrault version)

July: The Little Mermaid (based on the Hans Christian Anderson version)

August: Little Red Riding Hood (based on the Charles Perrault version)

September: Hansel and Gretel (based on the Brothers Grimm version)

October: Rumpelstiltskin (based on the Brothers Grimm version)

November: The Ugly Duckling (based on the Hans Christian Anderson version)

December: Goldilocks and the Three Bears (based on the Robert Southey version)



Fairy Tale Radio

is
On the Air

Join us the first Saturday of every month in 2014 at 1:00 as Improv Troop X recreates Old Time Radio live with their hilarious interpretations of classic Fairy Tales.

Each "broadcast" will be released as a downloadable podcast as well.

Every presentation will be family friendly and fun!

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Fairy Tale Radio: Influences/Works Cited

Beaumont, Jeanne-Marie Leprince De. *Beauty and the Beast*. Lexington, KY: Forgotten, 2008.

Print.

Beauty and the Beast. Dir. Gary Trousdale and Kirk Wise. By Linda Woolverton, Paige O'Hara, and Robby Benson. Buena Vista Pictures Distribution, Inc., 1991. DVD.

Cinderella. By William Peed, Wilfred Jackson, Hamilton S. Luske, Clyde Geronimi, Ben Sharpsteen, Ub Iwerks, C. O. Slyfield, Donald Halliday, Al Teeter, Oliver Wallace, Paul J. Smith, Mack David, Jerry Livingston, Al Hoffman, Joseph Dubin, Mac Stewart, Eric Larson, Don Lusk, Ilene Woods, Eleanor Audley, Verna Felton, Claire Du Brey, Rhoda Williams, and Luis Van Rooten. Distributed by RKO Radio Pictures, Inc., 1949. DVD.

Clark, Margaret, and Christian Birmingham. *The Classic Treasury of Hans Christian Andersen*. Philadelphia: Courage, 2002. Print.

Grimm, Jacob, Wilhelm Grimm, and Ken Mondschein. *Grimm's Complete Fairy Tales*. San Diego, CA: Canterbury Classics, 2011. Print.

The Little Mermaid. Buena Vista Pictures Distribution, Inc, 1989. DVD.

Perrault, Charles, A. E. Johnson, Gustave Doré, and Charles Perrault. *Perrault's Fairy Tales*. New York: Dover Publications, 1969. Print.

Shelley Duvall's Faerie Tale Theatre: The Complete Collection. Perf. Shelley Duvall, Robin Williams. KOCH Vision, 2008. DVD.

Sleeping Beauty. Prod. Walt Disney. 1959. DVD.

Snow White and the Seven Dwarfs. By Walt Disney, David Hand, Perce Pearce, Larry Morey, William Cottrell, Wilfred Jackson, Ben Sharpsteen, Hamilton S. Luske, Vladimir Tytla, Fred Moore, Norm Ferguson, Ted Sears, Otto Englander, Earl Hurd, Dorothy Ann Blank,

Richard Creedon, Dick Rickard, Merrill De Maris, Webb Smith, Albert Hurter, Joe Grant, Frank Churchill, Leigh Harline, Paul J. Smith, Eric Larson, James Algar, Al Eugster, Grim Natwick, and Jimmie Culhane. Distributed by Buena Vista Film Distribution Co., 1937. DVD.

Southey, Robert. *Goldilocks and the Three Bears: Special Edition*. N.p.: CreateSpace Independent Platform, 2014. Print.

The Three Little Pigs. Walt Disney Productions, 1933. DVD.

The Ugly Duckling. Walt Disney Productions, 1955. DVD.