



TO FEEL THE EARTH AND TOUCH THE SKY | MARKETING & ENGAGEMENT KIT

Is your station carrying *To Feel the Earth and Touch the Sky*? Use these resources to promote the show and engage your viewers with this program.

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DESCRIPTIONS

Slug: The boundary-breaking figures in the evolution of American modern dance.

Short Description: *To Feel the Earth and Touch the Sky* is a film highlighting the boundary-breaking figures in the evolution of American modern dance. Iconoclasts in their own time, they have become icons in ours.

Each one of these courageous choreographers brought their own philosophy of life into dance. Isadora Duncan, Ruth St. Denis, Ted Shawn, Martha Graham, Doris Humphrey, Charles Weidman, Katherine Dunham, Anna Sokolow, the New Dance Group, José Limón, Alvin Ailey, Merce Cunningham, Paul Taylor, Twyla Tharp, David Parsons, Robert Battle and Mark Morris ignite our imagination with innovative and original uses of movement. They broke from the past and made room for the future of modern dance.

PROGRAM BIO

Kathy Hassinger (Director/Producer) is the artistic director and founder of Dance Currents Inc., a 501(c)(3) nonprofit dance company. Its mission is to strengthen the links between past, present and future dance; to present the art of dance as vital to the health and culture of a thriving community; to collaborate with artists of different disciplines to expand the field and appeal to the broadest community; and to participate in fundraising events that benefit the entire community.

The company has received grants from Emerson College, New England Foundation for the Arts, Massachusetts Cultural Council and two from Newton Community Pride.

Hassinger taught Perspectives in World Dance at Emerson College for eight years. She was also head of the dance department at Newton Country Day School for 16 years. She has produced several full-length dance concerts including "Drawn In," "Charge the Air" and "Three Modern Choreographers at Triskelion Arts" in New York. Hassinger received the Calsea Award for building self-esteem in students and a NULA (Newton Universal Legendary Award) for committing her life to excellence by impacting her community through the performing arts.





Hassinger directed, co-authored and produced the film *To Feel the Earth and Touch the Sky*. She has had two virtual and five live screenings of the film, most recently at Jose Mateo's Dance for World Community, where she also premiered a new dance to Franz Liszt's "Consolations."

To view all past events and partnership opportunities, please go to www.dancecurrentsinc.com.

DIRECTOR'S STATEMENT

The first time I saw "West Side Story," I knew I wanted to dance. My mother was skeptical as we were coming from a religious background in the Midwest. So, I started backwards and won a high school audition to choreograph "The Music Man." After a few dance lessons on Saturdays during senior year, I went to Skidmore College in Saratoga Springs, New York. Skidmore had just hired an energetic and skilled dance teacher, Nancy Comstock. All my free time was spent dancing. Though a dance-drama major had opened, I opted for history and philosophy. These dual interests allowed me to branch out from a single-focus career. Thirty years later, after performing, teaching, choreographing and founding Dance Currents Inc., I began teaching the History of Dance at Emerson. This experience revived my dual interests, and this is where the film began.

The family tree is the main image in the film. I discovered in teaching how this scaffold allows students to make connections and understand the history of modern dance, as it is filled with significant choreographers, all committed individuals. Just as trees draw water from the soil, dancers draw inspiration from their teachers and the artists who preceded them. With grounding in the history of their tradition, they recognize the determination, joy, strength and vulnerability to persevere and keep creating dance.

In May 2009, Nga Trang, videographer, filmed our historical repertory. At that point, we had eight pieces from 1903-2002, dances by Isadora Duncan, Ruth St. Denis, Ted Shawn, Charles Weidman, Anna Sokolow, Donald McKayle, David Parsons and Carla Maxwell, José Limón's artistic director. These dances had been taught by Jill Beck of the Dance Notation Bureau and The American Dance Legacy Institute. In 2009, I hired Nga Trang's assistant, James Usmanov, to film interviews with dance teachers and choreographers in the Boston area who had direct contact for a long time with some pivotal founders of modern dance. Our first step was to put the dances and the interviews together. This presented a picture of how the aesthetic of modern dance continues to change and grow and how the persistence of great artists and teachers allows this to happen.

Initially my goal in making this film was to preserve these historical dances for future use and to give understanding to the work of these choreographers. Since then, we have produced several programs showcasing these dances, and I have taught many dancers over the years this repertory. The film has grown to cover more history, more choreographers and a larger goal: to help people understand the need to sustain modern dance as a rigorous physical and mental pursuit which allows for change in the artist and the way she/he connects physically with their world.



WEBSITE & SOCIAL MEDIA

Website: dancecurrentsinc.com/about-film

Instagram: [instagram.com/DanceCurrentsInc](https://www.instagram.com/DanceCurrentsInc)

Facebook: [facebook.com/dancecurrentsinc](https://www.facebook.com/dancecurrentsinc)

Hashtags: #ToFeelTheEarth #ModernDance #DanceEducation #DanceHistory #DanceCommunity
#DanceTeacher

SOCIAL MEDIA GUIDE

Social Ideas

- Use the co-brandable promo/trailer available on The Source on your social channels to pique interest.
- Create your own graphics using the provided [production stills, poster](#), description, etc. Or use the [social media graphics](#) described below.
- Share tune-in information for *To Feel the Earth and Touch the Sky*, and invite followers to talk about their connections to modern dance as performers or audience members.
- What does modern dance look like in your community? In tandem with promotion for the documentary, highlight local dance history, performances, dance companies and artists, as well as opportunities for dance education.

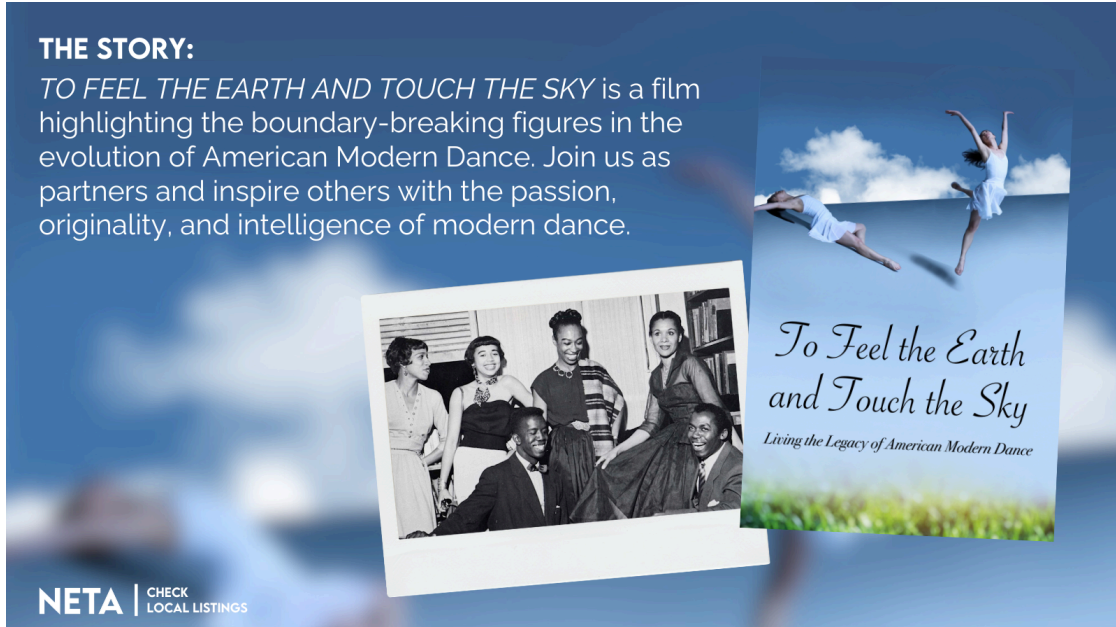
Sample Social Copy:

From iconoclasts in their own time to icons in ours, *To Feel the Earth and Touch the Sky* highlights the boundary-breaking figures in the evolution of American modern dance including Anna Sokolow, Ted Shawn, Alvin Ailey, and many more. Tune in [Day/Date/station].

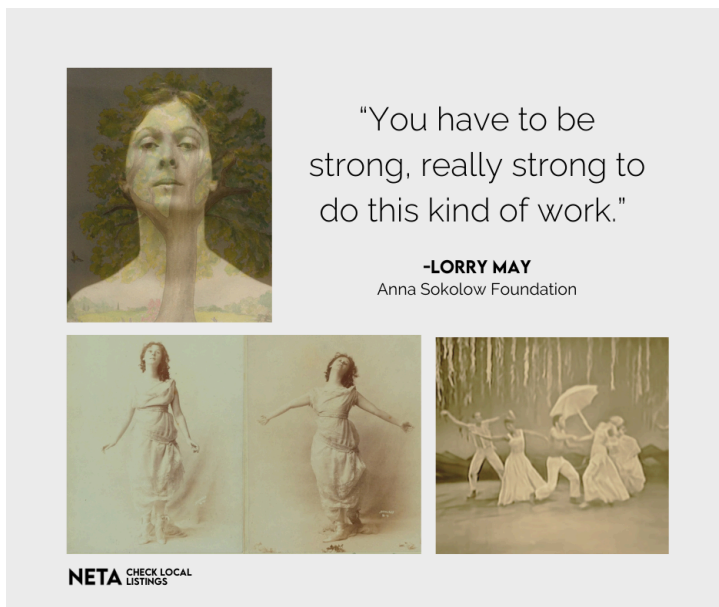
Social Graphics

Tune-In Graphic

Facebook, X, Instagram



X-sized image shown here.



Facebook-sized image shown here.



ENGAGEMENT AND MARKETING IDEAS

- Interview director Kathy Hassinger. Email her at kathyhassinger@gmail.com to arrange an interview.
- Reach out to individuals and organizations in your community that may be interested in partnering with your station to promote or participate in a screening of the film, including dance schools and companies, performing arts groups, and organizations committed to arts education.
- What does modern dance look like in your community? In tandem with promotion for the documentary, highlight local dance history, performances, dance companies and artists, as well as opportunities for dance education.
- Consider scheduling broadcast and engagement around these dates:
 - Jan. 24: International Day of Education
 - Feb. 20: World Day of Social Justice
 - March: Women's History Month
 - March 8: International Women's Day
 - April 29: International Dance Day



PRESS RELEASE

FOR IMMEDIATE RELEASE

<Station Press Contact Name>

<Station Name>

<Email>

<Phone>

Kathy Hassinger

kathyhassinger@gmail.com

History of American Modern Dance Takes Center Stage in New Documentary on <Station Name>

[<Station City, State>]: From iconoclasts in their own time to icons in ours, *To Feel the Earth and Touch the Sky* highlights the boundary-breaking figures in the evolution of American modern dance. The documentary premieres <DATE> at <TIME> on <Station>.

The film explores the courageous choreographers who brought their own philosophy of life into dance including Isadora Duncan, Ruth St. Denis, Ted Shawn, Martha Graham, Doris Humphrey, Charles Weidman, Katherine Dunham, Anna Sokolow, the New Dance Group, José Limón, Alvin Ailey, Merce Cunningham, Paul Taylor, Twyla Tharp, David Parsons, Robert Battle and Mark Morris.

“Initially my goal in making this film was to preserve the dances for future use and to give understanding to the work of these choreographers,” said director Kathy Hassinger. “Since then, we have produced several programs showcasing these dances, and I have taught many dancers over the years in this repertory.”

Hassinger is also the founder of Dance Currents Inc., a 501(c)(3) nonprofit dance company. Part of its mission is to strengthen the links between past, present and future dance, and to present the art of dance as vital to the health and culture of a thriving community.

“The film has grown to cover more history, more choreographers and a larger goal,” Hassinger said, “to help people understand the need to sustain modern dance as a rigorous physical and mental pursuit which allows for change in the artist and the way she/he connects physically with their world.”

About <Station>

<Station Boilerplate Information>

For more information about the program, visit dancecurrentsinc.com/about-film.

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