



## Outreach Activities

What qualifies as educational outreach activities?

- Core characteristics of an acceptable Educational Outreach activity are:
  - The audience is substantially different from the audience in attendance at the public performance supported with TourWest funds.
  - The activity has an educational dimension and is not simply a stand-alone performance.
  - Educational outreach activities must be directed to individuals outside of the applicant institution. For example, if the applicant is a nonprofit dance school that is also a presenter, an educational outreach activity must be provided for individuals outside of students at the dance school
  
- Acceptable educational outreach activities are:
  - Lecture-demonstrations
  - Master classes
  - In-school educational activities that involve students with an artist
  
- Activities that do not qualify as outreach are:
  - A lecture or demonstration that directly precedes or follows a public performance
  - A performance for students that does not include an educational component about the art form
  - A guest artist residency at an institution of higher education
  - Activities at an institution of higher education for which the majority of the audience are the students and/or faculty of that institution
  - Tickets to the public performance offered on a complimentary basis
  - Radio broadcasts or audio/video podcasts
  - Outreach at an institution that targets the institution members. I.e., a music camp that targets its outreach to campers or a university that directs its outreach efforts to faculty and students only. Outreach efforts need to target a new audience