

# POISE ENTERTAINMENT EDUCATION COMPANY



Poise Entertainment Education Company is a pioneering nonprofit organization founded in 1987 by Dr. Jerome Smith in Cleveland, Ohio. The organization represents the first comprehensive program of its kind in the United States and worldwide dedicated to educating youth about career opportunities in the arts-entertainment industry.

# FOUNDING VISION AND MISSION

## THE GAP IN EDUCATION

Following a successful 28-year career as a classroom teacher in Birmingham, Alabama, and Cleveland's public and parochial schools, Dr. Jerome Smith identified a critical gap in vocational guidance for youth. While students received extensive information about traditional careers and athletic pursuits, they received virtually no information about the entertainment industry—a field offering thousands of career opportunities across multiple disciplines.

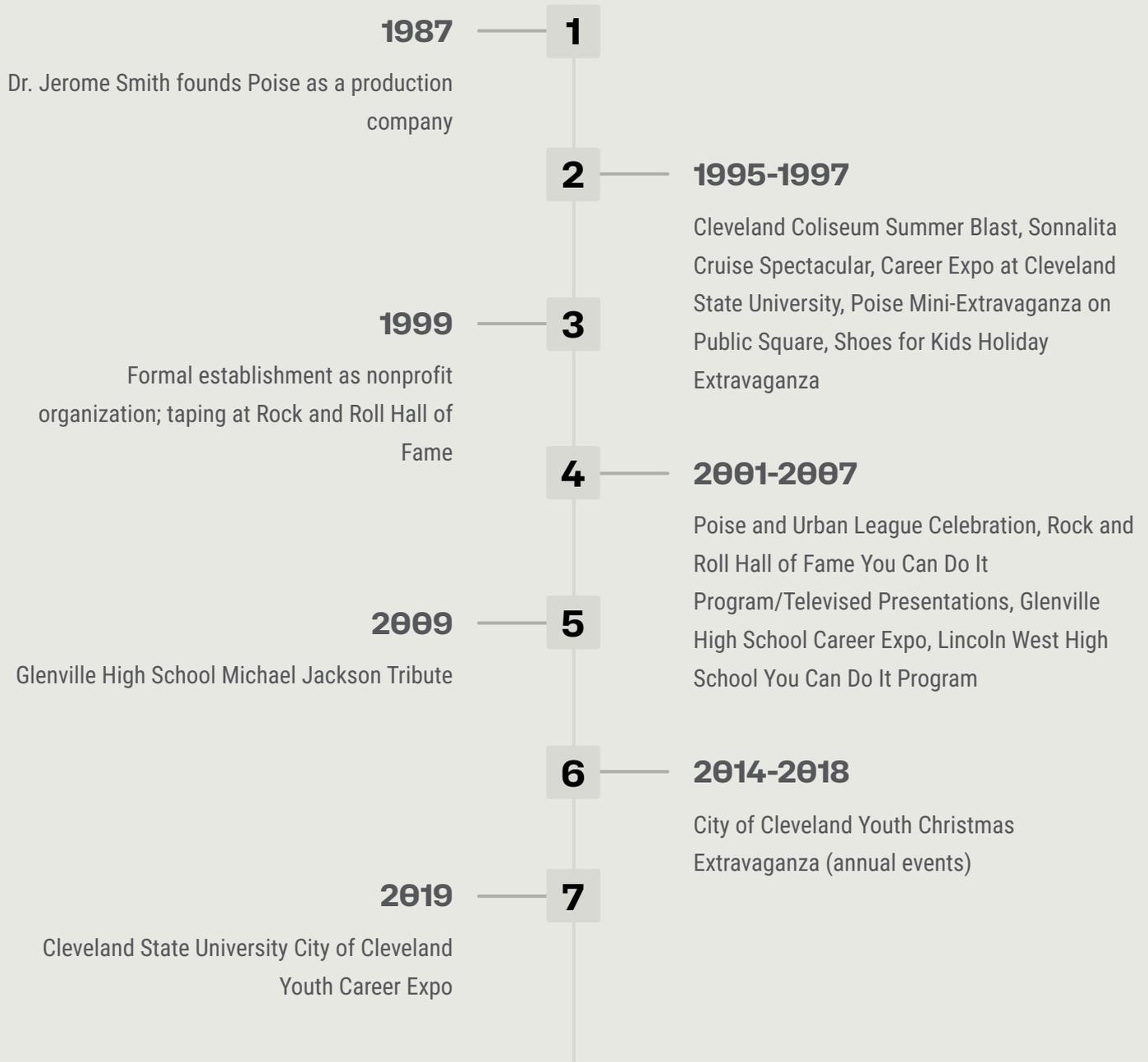
## CORE MISSION

The mission of Poise Entertainment Education Company is to provide low-income and minority youth, and the school districts that serve them in the Greater Cleveland area and worldwide, with arts programming, exposure to career options in the entertainment industry, and self-assessment tools to make informed decisions about potential career development in entertainment fields.

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**"At first glance, an organization suggesting that schools and communities worldwide should pay serious attention to the entertainment industry might appear superficial. However, the entertainment field seeks out, draws on, and rewards virtually every imaginable talent, inclination, aspiration, and field of knowledge. While creating pleasure for billions, it provides employment to millions."**

# ORGANIZATIONAL STRUCTURE AND HISTORY



☐ **Legal Status:** 501(c)(3) nonprofit organization (Tax Exempt No.: 34-1885619)

**Corporate Offices:** Cleveland, Ohio

**Leadership:** Dr. Jerome Smith, President/Producer

**State of Incorporation:** Ohio

# THE "YOU CAN DO IT" PROGRAM STRUCTURE

The "You Can Do It" program is the flagship initiative of Poise Entertainment Education Company, designed as a comprehensive career development supplement to school curricula. The program provides vocational guidance aimed at equipping participants with entertainment industry career knowledge and information about necessary preparation pathways.



01

## CLASSROOM ACTIVITIES

Direct contact with entertainment professionals (on-stage and behind-scenes). Weekly presentations by different industry professionals. Ten different professionals per semester. Professionals may include: lighting directors, production directors, vocalists, models, business managers, actors, musicians, set designers, comedians, editors, writers. Emphasis on connecting current academic studies to future entertainment careers. Handout materials demonstrating career pathways.

03

## POST-SHOW CLASSROOM ACTIVITY

Led by performers from the show. Personal career journey discussions. Comprehensive industry overview including: scenery construction, writing and directing, choreography and music, talent management, acoustic engineering, record production, sports events production, stage production, film and movies, theme parks. Distribution of written materials listing immediate opportunities. Student questionnaire assessing specific interests. Connection of student interests to specific entertainment careers.

02

## THE SHOW - "YOU CAN DO IT"

Dynamic stage presentation featuring musicians and vocalists (male and female), dancers, fashion models (male and female), comedian, and narrator/emcee. Duration: Approximately one to two hours. Key Elements: Hands-on student assignments as part of production, professional-level production values, audience participation encouraged. Medium becomes the message: demonstrating that anyone can participate in entertainment.

04

## MAIN STAGE PROFESSIONAL CONCERT

County-wide or city-wide production. Major venue presentation (e.g., Cleveland Public Auditorium). Celebrity headliner. Student participation from all participating schools/centers. Professional-level production. Public ticket sales. Students work both on-stage and behind-scenes.

# COMPREHENSIVE ENTERTAINMENT CAREER LANDSCAPE

The program educates students about the extensive range of careers available in entertainment, far beyond performing roles. The following represents career opportunities in film and theater alone:

## MANAGEMENT & ADMINISTRATION

Arts manager, booking director, box office personnel, company manager, comptroller, director of audience development, director of funding and development, distributor, general manager, house manager, packager, producer, production auditor, production estimator, production manager, production office coordinator, program director, receptionist, secretary/assistant, story analyst, story editor, studio executives (acquisitions, administration, advertising, publicity, marketing, distribution, production), subscription director

## PRODUCTION & TECHNICAL

Animation specialist (cameraman, designer, director, editor, background artist, checker, inbetween, inker, art director, artist, draftsman), carpenters (master carpenter, production carpenter, carpenter, flyer, rigger, key carpenter, assistant carpenter, construction manager), cinematographer, clapper, curtain operator, editor (sound editor, music editor, documentary film editor, assistant editor, apprentice editor), electricians (master electrician, production electrician, gaffer, best boy, generator operator, electrical operator), fabricator, grip, lighting designer, model builder, painter, paper hanger, production designer, projectionist, property master (production property person, property maker, film property master, set dresser, outside property person, greensman, metalworker), scenic artist, script supervisor, soundman (master sound technician, production mixer, boom operator, cableman, chief re-recording mixer, re-recording mixer, dummy loader, maintenance engineer), special effects specialist, stage designer, stage manager (production stage manager, assistant stage manager, advance manager), still photographer, technical director

## CREATIVE & DESIGN

Costume designer, costumer, costumer technician, dance supervisor, draper, dresser, hairdresser, makeup artist, set decorator, sound designer, wardrobe supervisor

## SUPPORT SERVICES

Agents, animal specialists, art therapists, arts council employees, arts in education employees, arts service organization employees, camera supply house employees, concessionaires, corporation liaisons, critics, dance notators, educational filmmakers, entertainment reporters, equipment sales people and designers, film archivists, film commission employees, film processing technicians, food caterers, food coordinators, food stylists, industrial filmmakers, market researchers, merchandising directors, optical designers, personal managers, publicity employees, shop employees, stunt coordinators, teachers, theater architects and consultants, theater managers, theater owners, theatrical attorneys, translators, transportation providers, union employees, ushers

## INDUSTRY GROWTH STATISTICS

According to U.S. Department of Labor projections (as referenced in program materials):

- Producers, orchestras, and entertainers: **28-29% increase projected**
- Motion picture production and distribution: **17-20% increase projected**
- Broadcast and sound technicians: **40% increase**
- Dancers and choreographers: **44-45% increase**
- Public relations specialists: **41-43% increase**
- Models: **39% increase**
- Announcers: **25% increase**
- Camera operators: **26-29% increase**
- Musicians: **18-43% increase** (varying by specialization)
- Actors and directors: **12-21% increase**

# COMMUNITY IMPACT AND SOCIAL MISSION

## ADDRESSING CRITICAL SOCIAL ISSUES

The program responds to severe educational and employment challenges:

**83%**

**YEARLY  
ATTENDANCE  
RATE**

Cleveland Statistics (2015-  
2016)

**40%**

**NINTH GRADE  
DROPOUT RATE**

Before graduation

**54%**

**YOUTH LIVING IN  
POVERTY**

Cleveland area youth

**66%**

**GRADUATE RATE**

High school completion

### VOCATIONAL IMMATURITY CHALLENGE

Career and organizational psychologists have identified "vocational immaturity" as a significant barrier to youth success—the lack of lived experience, exposure to the world of work, and effective career guidance that can interfere with workplace success. The program addresses this through:

- Direct exposure to working professionals
- Hands-on production experience
- Mentorship relationships
- Industry networking opportunities
- Assessment of individual aptitudes and interests

### ALTERNATIVE TO ATHLETIC FOCUS

While athletics receive substantial attention in schools, entertainment offers:

- Wider career pathways
- More forgiving entry requirements
- Greater long-term stability
- More diverse talent utilization
- Larger employment sector
- Better alignment with varied student interests and abilities

**"For every young person who can reasonably expect to make a living as a professional athlete, there are thousands who can reasonably expect to find profitable, lifetime careers in entertainment."**

### SCHOOL SHOOTING PREVENTION INITIATIVE

The organization has committed to reducing school shootings nationwide (24-34% annual occurrence) through arts-entertainment educational seminars, providing:

- Positive after-school activities
- Constructive outlets for expression
- Community engagement
- Purpose and direction for at-risk youth
- Alternatives to destructive behaviors

# SUCCESS STORIES AND LEARNING OUTCOMES



## JAMAAL'S STORY

Senior at Cleveland public school with no clear post-graduation direction, lacking GPA or athletic ability for college scholarships. After attending a 1997 You Can Do It performance, connected with a broadcast technician and enrolled in the Ohio Center for Broadcasting.

## JESSICA'S STORY

14-year-old who attended a 1997 Career Expo production at Cleveland State University. Inspired by dancers, pursued serious dance training through after-school lessons, learning professional discipline, persistence, and goal-setting.

## MEASURED LEARNING OUTCOMES

Students completing the program demonstrate:

1

### KNOWLEDGE INCREASE

**100% increase** in knowledge of entertainment careers (measured by pre/post tests)

2

### ACADEMIC CONNECTION

Understanding of academic preparation required for entertainment careers

3

### CAREER AWARENESS

Awareness of diverse career pathways beyond on-stage performance

4

### PLANNING SKILLS

Goal-setting and planning skills

5

### SELF-ASSESSMENT

Self-assessment capabilities

6

### COLLABORATION

Appreciation for collaborative work in large projects

## LIFE SKILLS DEVELOPMENT

Whether or not students pursue entertainment careers, program participation develops:

- Appreciation for diverse work opportunities
- Understanding of collaborative project execution
- Self-assessment capabilities
- Goal-setting abilities
- Action planning skills
- Discipline and persistence
- Professional work ethic

# PROGRAM OPERATIONS AND IMPLEMENTATION

## EDUCATIONAL MATERIALS AND CURRICULUM

The program provides comprehensive educational resources including:



### STUDENT MATERIALS

Student orientation handbooks, course expectation guides, program guides (2-page monthly flyers), worksheets covering 10 subject areas



### VISUAL RESOURCES

Educational posters featuring industry icons, event flyers



### COLLEGE INFORMATION

School guides from colleges with arts programs, Rock and Roll Hall of Fame Library and Archives materials

## MONTHLY CURRICULUM SCHEDULE (SEPTEMBER-JULY)

August	Student Orientation, Pre-testing
September	Film/Theater Industry & Television
October	Music Careers & Songwriting
November	Broadway Plays & Theater
December	Annual Youth Christmas Extravaganza (Cleveland Public Auditorium)
January	Mid-term review and examination
February	Athletes & Sports Industry
March	Digital Photography & Photo Painting
April	Rap/Hip-Hop Industry & Beat Formation
May	World Class Orchestra & Musical Instruments
June	Final examination and review
July	Summer Youth Concert (Cleveland Public Auditorium)

## CLASS SCHEDULE

- **Weekdays:** 4:00 PM - 6:30 PM (Monday, Wednesday, Friday)
- **Saturdays:** 11:00 AM - 1:30 PM

## TARGET AUDIENCE

- **Primary:** Students in grades 7-12 (with some programs serving grades 9-12)
- **Secondary:** Parents and families
- **Tertiary:** Teachers and educators
- **Geographic Focus:** Greater Cleveland area with expansion to serve school districts worldwide

# PARTNERSHIPS, RECOGNITION, AND IMPACT

## OFFICIAL RECOGNITION & SUPPORT

### GOVERNMENT ENDORSEMENTS



Mayor Frank G. Jackson, City of Cleveland. Proclamation/Resolution received December 2015. City of Cleveland Division of Recreation partnership. City Council evaluation and support. Department of Public Works collaboration.

### EDUCATIONAL INSTITUTION PARTNERSHIPS



Cleveland State University (venue and collaboration), Rock and Roll Hall of Fame and Museum (program development and venue), Cleveland Public Schools, Cuyahoga Community College, Multiple school districts (Cleveland Municipal, East Cleveland, Warrensville Heights, Beachwood, Euclid)

### PROFESSIONAL ENTERTAINMENT COLLABORATIONS



Fatman Scoop (two-time Grammy Award winner), Sarah Potenza (The Voice finalist, recording artist), Mary Glover (gospel music powerhouse), Robert Johnson Jr. (Line Dancing King of Cleveland, Guinness World Record holder), Rob C. and Mz. Andrea Coleman (The Hipnotik Band), Cleveland Orchestra mentors, PlayhouseSquare Theater professionals

## ANNUAL EVENTS IMPACT

### YOUTH CHRISTMAS EXTRAVAGANZA (2014-2018)

- Annual event at Cleveland City Hall and Cleveland Public Auditorium
- 100+ youth performers
- Professional celebrity headliners
- Public attendance in thousands
- Hands-on production experience for participants
- Family and community engagement

### ARTS-ENTERTAINMENT EDUCATIONAL CAREER EXPO 2019

- Cleveland State University venue
- 50 arts-entertainment vendors and companies
- 2,000 youth and parents in attendance
- 100 youth performing on stage and working behind scenes
- Professional artist demonstrations
- Career mentorship opportunities
- University and vocational school linkages

## AWARDS & DISTINCTIONS



### FIRST IN THE WORLD

First entertainment career education program in United States and worldwide



### LIVING LEGEND AWARD

City of Cleveland, Agora Theatre, November 2013



### COMMUNITY SERVICE

20 Years Community Service Award (Buckeye Area Development Corporation)



### GUINNESS WORLD RECORD

Participation in African American Heritage Picnic, Woodhill Park

# FUTURE VISION AND GLOBAL IMPACT

## SCHOOL DISTRICTS 'AROUND THE WORLD'

School Districts 'Around The World' do not educate students and communities about the thousands of Jobs and Careers in the Arts-Entertainment industry. Poise 'You Can Do It' program educates and strengthens school districts worldwide.



## FUTURE DEVELOPMENTS



### SPACE ENTERTAINMENT INDUSTRY INITIATIVE

Projected unveiling: 2025. Based on NASA records and requirements. Addresses entertainment industry needs for space-based productions. Thousands of new jobs and careers anticipated. Integration of space technology with entertainment production.



### PROGRAM EXPANSION

Nationwide school district implementation. International school district partnerships. Additional career expo events. Enhanced digital and online components. Expanded industry partnerships. Greater celebrity and professional involvement.

## ORGANIZATIONAL COMMITMENT

The organization maintains commitment to:

- Leaving no stone unturned about the entertainment field
- Exposing the enormous scope of entertainment careers
- Strengthening school districts in the arts-entertainment industry globally
- Providing prevention education services for youth
- Strengthening entire communities through youth development

### CONTACT INFORMATION

**Poise Entertainment Education Company**  
2400 Orange Avenue  
Cleveland, OH, United States, 44101

**Phone:** (216) 338-6056

**Email:** [poiseentertainment@frontier.com](mailto:poiseentertainment@frontier.com)

**Website:** [www.PoiseEntertainmentEducation.org](http://www.PoiseEntertainmentEducation.org)

**Social Media:** Facebook

**Legal Status:** 501(c)(3) nonprofit organization

**Tax Exempt No.:** 34-1885619

**State of Incorporation:** Ohio

"POISE ENTERTAINMENT EDUCATION COMPANY'S 'YOU CAN DO IT' PROGRAM MATERIALS/DOCUMENTS ARE COPYRIGHTED UNDER THE UNITED STATES FEDERAL LAW. UNAUTHORIZED USERS MAY BE PROSECUTED."

**Dedication:** The Cleveland Around the World book and program are dedicated to School Districts Worldwide, American Cancer Society, Late Honorable Chairwoman Susie G. Smith, Barbara D. Smith Fitten, and God Blessed America.