

# Corporations in our Heads BC/Alberta Tour 2013

**Outreach Coordinator**  
**Final Report**  
By Liza Lindgren

In May 2012 Theatre for Living (TfL) presented a public experiment in Vancouver. It was a new theatre technique, *Corporations in our Heads (CioH)* based on Augusto Boal's (founder of Theatre of the Oppressed) *Cops in the Head*, adapted to look at how corporate messaging affects our collective psyche.

We presented four performances at the W2 Media Café, open to the public by donation (nobody turned away), to see how audiences responded to it, and to feed the idea of taking the technique on the road Fall 2013.

At the same time as the experiment was happening here in Vancouver, we sent out email to TfL Trainee Alumni across BC and Alberta to see if they would be interested in hosting and organizing such an event in their home community should we take it on the road.

What we asked for and what they would get:

- To form a committee with some people/agencies in their community who would want to work on this together (we could probably help with this in some instances).
- To find and book a venue (a café, a theatre, a community hall and so on).
- To do publicity and community outreach in their community, with the help from us. We would provide posters, postcards, digital material and so on.
- To bring out a diverse audience to the event(s), with help from their committee.
- To use the synergy created by the event(s) to move forward on relevant issues in their community.
- The organizing committee would guarantee us \$750 per event to help cover some of the costs, and could make at least some or all of that money back at the door, depending on venue size, attendance and ticket price.
- The publicity generated, and the event itself, should open up some space for TfL work to happen in their area/community, making it easier for them to do the work.
- The relationships built with and between agencies should be useful to the Alumni.
- There may be insights into facilitating the event that Alumni could use on their own, later.
- Because they would be supported by myself as the full-time Outreach Coordinator,

and our Publicist Mallory Gallant, they would have an opportunity to learn a lot about event organizing, publicity and outreach.

- We would offer event organizers a highly subsidized Skills Transfer workshop after the tour was over, to learn the mechanics of the new technique. (This workshop will happen in March 2014).

We got very positive feedback from Alumni regarding the idea!

When touring a project, it is important that we do so in collaboration with local community partners. With CioH we had a desire to move into transformative action, by making each event relevant, at a grassroots level, to each community in which it happens and by collaborating with individuals and organizations in each community who can take the momentum generated by each event and use it to move forward on local community issues.

TfL has an Outreach Coordinator for a reason. My job is not so much about “selling” a show, but more so about building relationships with people who really want to use the theatre work in their own lives or work towards fulfilling the mandates of their groups and organizations. So for the TfL Alumni, we hoped that sharing the tools to reach out to people would be helpful for them in their future work.

Who is in the room during a performance is very important, as the night is comprised of the experience and knowledge of the audience. TfL has a history of having very diverse audiences at our shows, and they all come there for different reasons.

With the feedback from the call-out, and the 4 event experiment where the technique was well received (although still needed to be refined) we decided to take the experiment on tour through BC and Alberta.

We wanted to know how corporate messaging was affecting our collective psyche. How does it affect our relationships with each other, our selves, and ultimately the earth? How does it affect communities similarly or differently on Vancouver Island, Northern BC, Alberta, the Kootenays, the Fraser Valley, and Metro Vancouver? The project was a go.

In April 2013 I returned to my position as Outreach Coordinator after a one year hiatus. (The previous callouts to Alumni and the experimental performances happened while Dafne Blanco was the Outreach Coordinator.)

My first task being back was to book the BC/Alberta tour. As I mentioned, we had received a few invitations by TfL Alumni, but apart from a few semi-confirmed communities, I needed to find up to 33 tour stops! I started off with re-connecting with the Alumni, and connected people who were in the same community with each other, for them to be able to start a committee working together on bringing CioH to their town.

I started looking at communities along the tour path where there could potentially be interest in the event. It involved following some leads provided by friends and strangers and many, many cold calls. I continued an ongoing research of organizations through the Internet, and other resources through flyers, articles, information from conferences and so on. I wanted to find groups and organizations that would be able to really use these events to engage in local community dialogues, across the two provinces and in Vancouver.

Some communities embraced the project immediately and others involved exploring potential contacts from different organizations, and an endless following up. Once I identified the sponsoring organization and central contact, I provided them with our technical requirements for the performing venue and coordinated conference calls to consolidate the collaboration.

The task was certainly a challenging one, and sometimes, I must say, a bit overwhelming. After months of real hard work that demanded time management and organizational skills, I came to enjoy the connections I made with great people across BC and Alberta in an ongoing collaboration that has also taught me a lot.

In May we commenced the search for an image that would serve as a poster and postcard. After some conversations and meetings with a potential artist, we decided to go with the beautiful artwork created by our very own Office/Production Manager and Webmaster [Dafne Blanco!](#)

While finding and confirming communities along the tour path, I also connected with 6 different venues and community groups in Vancouver. We had decided to present these events at various venues across town to reach different communities.

I booked our two tour kick-off events at and in collaboration with the [Mount Pleasant Neighbourhood House](#). Their Community Development Coordinator, Blanca Salvatierra, was a friend of the company from a previous project, [Us and Them](#), and knows the theatre work quite well. The venue is a great accessible place, and the Neighbourhood House does great work and is connected to the local community and to the network of Neighbourhood Houses all across BC.

As I explained before, I started the search for the tour sponsors in April 2013. Once I identified the sponsoring organization and central contact, I provided them with our technical requirements for the performing venue and coordinated conference calls to go over the event specifications in more detail. During this first stage they received the following from us:

- BC/Alberta Tour Sponsor Package
- Venue Diagrams
- Sponsor Checklist

It is fascinating to see a theatre tour taking shape. Since the beginning we had confirmed a few stops geographically and chronologically sparsely placed. I needed to find hosting communities that were connected by straight traveling lines, and identified themselves as a community with a an interest in the project.

As we were getting closer to summer, while continuing communication with potential and confirmed community partners across the provinces, I started targeting local networking, profiling and developing of the grassroots outreach for CioH performances in Vancouver.

In July, Mallory Gallant came on board as our new Publicist for the project. Mallory was our intern during our last project *maladjusted*, and now had taken a step to work with us full time!

We had set a deadline in Mid-August for confirming all tour stops, in order to print and distribute posters and flyers to the communities along the tour path. We wanted to make sure that the community partners had the posters and flyers in hand for distribution throughout their community, 6 weeks prior to their event at the very least. The aim was to include the confirmed tour itinerary with show times, venues and addresses and an information phone number. This deadline was proving to be really hard to meet, because people are normally away for the summer and many non-profits are closed until September. Somehow we did manage to go to print with an almost correct tour schedule, and only one community was added to the schedule after we'd gone to print (Lumby, BC). That being said, I highly recommend not planning a tour during July and August if possible, considering how difficult it is to confirm venues, collaborations etc. during this time.

In the end we had 32 events in 23 communities, 2 for the Vancouver kick-off, 20 in BC, 5 in Alberta and then another 5 events for the Vancouver tour finale.

In September we organized an informal CioH event where we invited close friends and TfL Alumni to our Amenities Room, to give David one last chance to try out the technique before taking it on the road. It was a fun evening, and good to see how the technique had already evolved from the experiments in 2012.

Through my research of organizations and groups who would potentially be interested in the project, I was able to establish connections with organizations relevant to the project. This helped me to reach out to build momentum towards our grassroots campaign to bring audiences to our events later on. Please see a comprehensive list of organizations on page 11.

In late August and all through September I coordinated Publicity/Outreach conference calls between each of the 22 community sponsors of the tour, where Mallory and I would be able to help them develop their local grassroots and media campaigns.

Ideally we would provide community partners with materials to use in their outreach and publicity, to support them with feedback and suggestions, and a few phone calls or emails

from Vancouver, to groups in their community, to help further the reach of the local community partners. Ideally the sponsors would work to engage both their own existing networks, and find new groups and organizations in the area that would benefit from CioH.

For every CioH event, I sent out a special note to our Tfl Newsletter subscribers, who lived in, or close to, a community where an event took place. The note contained information about the upcoming event in their town. In some instances I received really positive responses from people who wanted to help spread the word, and in this case I was able to either send them posters/flyers/an event blurb to share with their own networks. Sometimes I was also able to connect them directly to the event organizers for a deeper collaboration. It is truly lovely when groups or individuals are able to connect and find ways of working together, and if there is any way I can connect people I will. I think that is the most exciting part of my job, actually!

Mallory and I shared the *Publicity/Outreach Schedule – 6 weeks to public performance* (PROC Schedule) as a core guideline for the process with all sponsors. The PROC is a document that Dafne Blanco and Jen Cressey (previous Publicist) developed years ago now, to offer support to community organizers of previous touring projects. We adapted the PROC Schedule to include social media and focus on the CioH project.

The feedback from community partners was that some really found the PROC to be helpful, and others, that they were not able to follow the PROC due to their busy schedule. Some sponsors had perhaps miscalculated how busy they would actually be leading up to the event. When we realized that some community partners were really busy with other projects, we had to support them more than anticipated, by directly contacting with community groups and media in their area to help promote their event, instead of supporting them in doing so themselves. This was very time consuming, as we were also supporting other communities and promoting our own Vancouver events all at the same time. I think that a long distance phone call from me can never be as powerful as a local community member walking in to an office, being able to connect face-to-face and being able to engage in a dialogue about how corporate messaging is affecting their community. The reason we collaborate with local groups is because they know their own community so much better that we ever can.

We also noticed that some of the community partners were not able to follow our request to work in a committee. Doing this alone, and off the side of their desks, would prove to be overwhelming for some sponsors.

I would like note that this was definitely not the case with all community partners, but some of the challenges we faced during the tour.

Several follow up phone meetings happened after our initial overview phone/Skype meeting, 4 weeks prior to the show, at 2 weeks, 1 week and then the last minute logistics check-in.

Some of the main things covered during the meetings were the need to find many different avenues to promote the event. Using posters and flyers, getting the word out through local agency newsletters, various Media outlets, Twitter, Facebook, personal emails, finding key people who could help spread the word, brainstorming different and fun ways of engaging people into the dialogue, and so on. We notice more and more, that to push through all the other messages out there in the world, and to communicate to people about this specific project, it is proving to be even more important to use as many different avenues of communication as possible. To bring audiences out to an event, you are more likely to be successful if you communicate via posters, Radio, TV, word-of-mouth, newsletter, private email, community listings, and so on.

In the phone calls/Skype meetings we also shared the audience and sponsor feedback we received throughout the tour. It seemed like people were worried about being dragged up on stage, or that the event was about bashing corporations, and a worry that attending an event would jeopardize their livelihood working at a larger Corporation in the community.

It is “against the rules” at a Theatre for Living event to volunteer anyone other than yourself to participate. Nobody will ever be dragged up on to stage.

The event was not about bashing Corporations, but more so about creating a community dialogue about how the messages of Corporations affect our daily lives, our relationships with ourselves, each other, and ultimately the earth. We started really emphasizing this in all communications, mentioning it over the phone, including it in emails, listings, when talking to Media and all community partners.

We also got feedback regarding the poster size. We printed and distributed posters for them to overprint with specific community event info, but the poster was perhaps too big (13x19) for some communities. We got suggestions to use an 11x17 poster for future projects. (They are easier to overprint, as well as a more common size for distribution.)

During the conference calls we also talked about why CioH was of interest to the local organization and the community. We suggested that the organizers prepared an insert with information about their organization, stating why CioH was coming to their community, and a way to stay connected for them to use the momentum of the event. This insert would be stuffed into the evening program that David and Dorothy Jenkins (the Technical Coordinator) brought with them to each community.

All community partners were invited to join a tour Dropbox folder. Dropbox is a tool to share documents. We uploaded fill-in-the-blank materials that the sponsors could use when reaching out to potential audiences in their community.

The Dropbox folder included:

- A generic press release.

- A shorter and longer listing for newsletters, newspaper listings, various online event pages.
- A text and image to create a local Facebook event page.
- Guidelines on how to use social media.
- A list of ongoing Media coverage and Audience quotes.
- A Save the date invite.
- An email blurb to go out to local community partners.
- Images in various formats, to use for press and web.

The project's poster and flyer for the tour were ready. In late September and beginning of October we mailed them all out to the different communities.

While coordinating with the various community partners across the two provinces, we commenced the promotional campaign for the tour kickoff here in Vancouver, at the Mount Pleasant Neighbourhood House.

We didn't want to do a full blown campaign, since we were also coming back to town in December, but still wanted a good crowd coming out to the two kick off events. I focused especially on groups in East Vancouver, collaborating with several of them, such as RAMP (Residents Association of Mount Pleasant), Village Vancouver, the Mount Pleasant Neighbourhood House and others. We announced the kick off in our own newsletter as well as others in the area, such as Vancouver Ecosocialist Group, a local MP E-bulletin, Midtown Service Providers Network, Association of Neighbourhood Houses BC, Grandview Woodland Area Service Providers, Weaving Policy People and Places (WPPP) and other list serves and newsletters in the area.

A great volunteer, Rand, helped me spread the word at a Mount Pleasant Food Festival walking around with flyers and followed up with emails and ended up coordinating a group to come to one of the events.

Usually I would send out an opening night invite to our networks, but since this project was different we decided not to. Instead, there was a special note going out to our opening night invite list notifying them about the Vancouver Tour Finale and that we would love to see them there. Since the event was by donation, a regular opening night invite felt a bit odd.

I was also targeting BC/Alberta wide groups to help us spread the word, such as United Churches of Canada and approaching CUPE and other BC/Alberta wide unions. Unfortunately members of CUPE were gearing up to their 50<sup>th</sup> Anniversary week and they were all super swamped with this huge celebration. I noticed that a lot of environmental groups felt that this event was not within their mandate on environmentalism and sustainability, which was a bit disappointing. We had hoped to collaborate with groups in supporting them in the work they already are doing, and this could have been a great opportunity for community building and to further the dialogues

around how corporate messaging is in fact affecting our behaviors, that in turn affects the way we treat the earth.

I also noticed that a lot of groups I approached regarding the project were really swamped with campaigns around, and mostly against, the proposed Northern Gateway Pipeline.

(The Enbridge Northern Gateway Pipelines Project is a proposal to construct twin pipeline running from Northern Alberta to Kitimat, BC. It is strongly opposed by people who are concerned of the environmental, economic, social and cultural risks posed by the pipeline. More than 70 First Nations have joined together to protect the economic and ecological integrity of their land and waters by banning the pipeline and supertankers from crossing their territory. The project was proposed in mid-2000s and has been postponed several times. The project would be developed by Enbridge Inc., a Canadian crude oil pipeline company.)

On Oct 25, 2013, I attended a PAGE BC (BC Teachers for Peace and Global Education) conference held at a school in Surrey. The theme of the conference was “Education for an Economics of Happiness” and seemed to be a good fit with the events we were starting the tour. I spoke with a lot of wonderful Educators and Teacher Students across BC who would bring the word back to their community.

As the tour was happening, it proved to be a very hard sell out there. I spoke with several community groups along the way were really supportive and interested in the event, yet it was hard to get people to come out to the events. Audiences kept expressing their appreciation of how innovative, thought-provoking and great the event was, but we had to find new ways of reaching out to people. (See audience quotes on page 17.)

As I mentioned before, part of the problem was that some (not all) organizers were doing this event off the side of their desks. It was not their top priority. Perhaps Mallory and I could have been more clear about our expectations and what would need to be done to bring audiences about, although we also wanted to respect the time that sponsors did put into this event. When we were noticing some things were not happening, we started calling, emailing and connecting with people to try to help the local organizers, but this kind of push would have been a lot more fruitful if it was in conjunction with the word already being out there, hearing about the event from various sources. When calling people we noticed that sometimes it was the very first they had heard about it, and they would have loved to coordinate a big group to join the event, but it was too late. It was a race against the clock in some communities. There is a lesson here in listening to the signs and act decisively whenever possible.

On the other hand, I know that many organizers did put this high on their list of priorities, and regardless of their efforts, the number of people showing up to the event was smaller than expected.



Mainstream media didn't pick it up, and larger organizations didn't pick it up. I heard feedback from larger environmental groups about how they would love to come and support the project, but they were burning out with their own campaigns.

There were several levels of event organizing and community outreach experience among the sponsors. Some of the organizers had never put together an event of this nature; some had lots of experience networking. As proven in several previous TfL projects, the communities most successful were those that formed a strong steering committee with representatives from various community sectors who really drew from their constituents.

As for the Vancouver Tour Finale, we were finding it hard to get media coverage as holiday season was approaching. I noticed students, teachers, unions, non-profit organizations being busy before the end of the year. That being said, I also got a lot of support and interest from people I managed to get a hold of. I had two great TfL Alumni help me in town, Kerri Leeper and Emily Huynh. They both helped me get the word out and engage people into the dialogue around corporate messaging in their own communities. Kerri focused especially on the UBC area and Emily had a few different groups that she approached. It was a hard start of the Vancouver tour Finale, ending with a sold out closing night at Café Deux Soleils.

In the end, a total of 1575 people attended the BC/Alberta Tour, including Vancouver.

### **Some moments and great ideas put in place by organizers:**

- Anne Docherty, Barb Jantze and Julie Maitland, the Hazelton sponsors, brought 110 people out to the event. They told us that there were very opposing views in the audience, but the usual controversies that would often occur and stop meetings from happen in the community, didn't come up during the event. TfL and David has a long history in Hazelton, and Barb Jantze, one of the local organizers told David that he is really trusted in the community to create a safe space in which difficult conversations can take place.
- Lisa Striegler and Sylvia Byron, who where the two main Vanderhoof organizers, distributed promotional flyers at the local pumpkin walk the day prior to the event gave out carved apples with the event info. Their event was not as well attended as they had hoped and they had put a lot of work into it. Perhaps it was the timing of Halloween being the day before the event, or that people were worried about the event being about corporate bashing.
- Glenn Hilke who organized the two events in Kamloops, wanted to use the event to create a community dialogue around a particularly divisive issue in the community - the proposed Ajax Mine. We had clearly communicated that there definitely was an opportunity for this to be the focus of the two events, but that we could not guarantee it would be about the mine, since the stories come from the audience each night. In the end, both Kamloops events ended up being about the mine, and we got really lovely feedback from the event. The sponsor also organized a community potluck before the event.

- In the end, audiences loved the events! The people that did show up found the events transforming, engaging, an opportunity to shifting their own perspectives, fun, and so on.

Here's a few quotes from audience members. (More audience quotes on page 17.)

*"Thank you for such an inspiring, energizing evening at **Corporations in our Heads**. I know that I - and many in the audience - will take the ideas we've learned and felt and complete the circle by engaging them in our 'real' lives."*

Thomas B. Friedman, Kamloops, BC

*"I thoroughly enjoyed **Corporations in our Heads**. I noticed that there was a sense of beginning to know one another a little, and I believe as we start to see people as people and not strangers we break down the barriers of 'them and us'. Thanks for making that happen."*

Debbie Du Heume, Calgary AB

*"Thanks again for putting us on the **Corporations in our Heads** tour schedule. It was so exciting to see people get mobilized around their own political self! I thoroughly enjoyed the evening and found it thought provoking - the conversations are still happening in my house."*

Anne Docherty, Hazelton BC

If you would like to know more about the events, please read Artistic Director David Diamond's Final Report available here:

[http://theatreforliving.com/past\\_work/corporations2013/final\\_reports/CioH\\_AD\\_Final\\_Report.pdf](http://theatreforliving.com/past_work/corporations2013/final_reports/CioH_AD_Final_Report.pdf)

You can also access Mallory Gallant's Publicity Report through here:

[http://theatreforliving.com/past\\_work/corporations2013/final\\_reports/CioH\\_Publicity\\_Final\\_Report.pdf](http://theatreforliving.com/past_work/corporations2013/final_reports/CioH_Publicity_Final_Report.pdf)

## **CioH (Vancouver Performances) • Community Organizations Outreach**

Below is a list of organizations I contacted throughout the project. They received information about the upcoming events in their community via email, posters and flyers to forward to their networks.

### **Vancouver-based Organizations (In Alphabetical Order):**

Village Vancouver  
Western Canada Wilderness Committee  
ACCESS Aboriginal Community Career & Employment Services Society  
Adler School of Professional Psychology  
Arts Health Network Canada  
Association of Neighbourhood Houses of British Columbia  
BC Council for International Cooperation  
BC Peace and Global Educators  
BC Sustainable Energy Association  
Burnaby Association for Community Inclusion  
Cafe Deux Soleils  
Canadian Youth Climate Coalition, PowerShift BC  
Carnegie Community Centre Association  
Cedar Cottage Neighbourhood House  
Changing the Lens Project, UBC  
Check Your Head: The Youth Global Education Network  
Community Arts Council of Vancouver  
Community Links Bulletin, Libby Davies  
CUPE  
Director BC Forest Campaigns, ForestEthics Solutions Society  
Dogwood Initiative Vancouver  
Don Davies, MP  
Downtown Eastside Neighbourhood House (DTESNH)  
Ecojustice  
ESSA Technologies Ltd.  
First Nations House of Learning / First Nations Longhouse UBC  
ForestEthics Solutions Society

Gallery Gachet  
Georgia Strait Alliance  
Gordon Neighbourhood House  
Groundswell Grassroots Economic Alternatives  
Heart of Facilitation  
Indigenous Performing Arts Alliance  
Kay's Place (West End Seniors)  
Little Mountain Neighbourhood House  
Living the New Economy  
Metro Vancouver Alliance  
Mole Hill Community Housing Society  
Mount Pleasant Neighbourhood House  
Native Education College  
OXFAM - BC Regional Office  
Pembina Institute  
QMUNITY, BC's Queer Resource Centre  
Ray-Cam Co-operative Centre  
Residents Association of Mount Pleasant  
Simon Fraser Public Interest Research Group (SFPIRG)  
Social Planning and Research Council (SPARC BC)  
SPEC - Society Promoting Environmental Conservation  
Sustainable Communities, Continuing Studies, Langara  
The Get Local Project  
The Scoop, Co-operative Housing of BC Newsletter  
The SFU Centre for Sustainable Community Development (CSCD)  
The West End Residents Association (WERA)  
Trinity United Church (Heartwood Cafe)  
United Churches of Langley  
University of British Columbia  
University of the Fraser Valley  
Urban Native Youth Association  
Vancouver Aboriginal Community Policing Liaison  
Vancouver Aboriginal Friendship Centre

Vancouver Ecosocialist Group  
Vancouver Farmers Markets  
Vancouver School Board  
West End Community Centre  
West End Seniors Network  
White Rock Social Justice Film Festival  
Youthco AIDS Society

**BC/Alberta based organizations (In Alphabetical Order):**

Abbotsford Community Services  
Aboriginal Friendship Centre of Calgary  
ArtBridges / ToileDesArts, Toronto  
Arts & Community, City of Kamloops  
Arts & Culture, City of Calgary  
Arts for a Change Series, Whistler  
Arusha Centre, Calgary  
Association of Neighbourhood Houses of British Columbia  
Banff Ideas Bank  
BC Peace and Global Educators  
BC Sustainable Energy Association, Victoria  
BC Teachers Federation  
Belonging Victoria  
Calgary Centre for Global Community  
Calgary Urban Aboriginal Initiative  
Campbell River Creative Industries Council (CRICIC)  
Campbell River Women's Center  
Carney Hill Neighbourhood House, Prince George  
Castlegar Arts Council, Castlegar & District Recreation Department, Regional District of Central Kootenay  
Centre for Sustainable Community Development, SFU  
Chemainus First Nation Community Centre, Nanaimo  
Chinook Tourist Association, Lethbridge  
Clayoquot Action, Tofino

Community Futures Lethbridge  
Community Futures, Prince Rupert  
Community Social Planning Council, Victoria  
Community, Spectra Energy  
Council of Canadians, Kamloops  
Council of Canadians, Port Alberni  
Cowichan CValley MLA, Duncan  
Cowichan Intercultural Society, Duncan  
Cumberland Junior School  
Depart. of Drama University of Calgary  
Eco Society Kootenays, Nelson  
Elizabeth Fry Society, Prince George  
Embracing Change Creatively, Inc., Victoria  
Fairfield United Church, Victoria  
Fairy Tales Film Fest, Calgary  
Faith in Action, Victoria  
First Metropolitan Church, Victoria  
First Nations Environmental Network, Tofino  
Fraser Basin Council  
Friendship House, Prince Rupert  
Garden Club Abbotsford Campus, Univeristy of Fraser Valley  
Global Education Program, Vernon  
Greenways Land Trust, Campbell River  
Harbour Theatre Society, Prince Rupert  
HATS (Hazelton Area Theatre Association)  
Hiiye'yu Lelum - House of Friendship Society, Duncan  
IMSS Immigrant and Multicultural Services Society, Prince George  
Island North Film Commission (Infilm), Campbell River  
John Howard Society of the Fraser Valley, Abbotsford  
JUMP (Jubilee Urban Movement and Partners), Kamloops  
Kamloops Arts Council  
Kwantlen Public Interest Research Group (KPIRG)  
Lethbridge Shelter and Resource Centre

Media Co-Op Calgary  
mindhive collective, Edmonton  
Mir Centre for Peace, Castlegar  
Miscellaneous Youth Network, Calgary  
MLA North Island, Campbell River  
Monashee Arts Council, Lumby  
Multicultural & Immigrant Services Association, Campbell River  
Nechako Creative Communities Collective (part of Nechako Health Community Alliance), Vanderhoof  
Next Up (Vancouver, Edmonton, Calgary)  
North Island College  
North Island College Faculty Association  
North Island Metis Association, Campbell River  
Our Ecovillage, Victoria  
Praxis Theatre Collective, Victoria  
Prince George Friendship House  
Prince George Metis Elder Society  
Prince George Public Research Interest Group  
Prince GeorgeCommunity Arts Council  
Public Interest Alberta, Edmonton  
Quest University Canada, Squamish  
Raging Grannies, Victoria  
Recycling and Environmental Action Planning Society (REAPS), Prince George  
Rossland Council for Arts and Culture  
SENS (Sustainable Environment Network Society), Vernon  
Shatford Centre for the Arts, Penticton  
Sierra Club of Canada, Victoria  
Sik-Ooh-Kotoki Friendship Society, Lethbridge  
Social Coast, Victoria  
Social Planning and Research Council (SPARC BC)  
St. Andrew's United Church, Prince George  
Storytellers' Foundation, Hazelton  
Street Spirits Theatre Company, Prince George  
Streets Alive, Lethbridge

The Reach Gallery Museum, Abbotsford  
The Shift Collective, Nelson  
The Social Planning Council for the North Okanagan  
The WaterWealth Project, Chilliwack  
The Weekly Express, Nelson  
Theatre NorthWest, Prince George  
Theatre Virus, Calgary  
Thomson Community Services, Prince Rupert  
UBC Okanagan  
United Churches of Langley  
United Churches of Canada  
University of Alberta, Edmonton  
University of Lethbridge  
University of the Fraser Valley  
University of Victoria  
Vancouver Island University Faculty Association, Duncan and Nanaimo  
Vertigo Theatre, Calgary  
Volunteer Prince George  
Westcoast Women's Resources Centre , Ucluelet  
Western Canada Theatre Company, Kamloops



## Corporations in our Heads Quotes

*"Thank you for **Corporations in our Heads** and keeping alive my hope that theatre can be a positive force in our collective struggle moving forward."*

Kathryn Binnersley, Vancouver, BC

*"**Corporations in our Heads** (is the) human event of the season."*

Lauren Kresowaty, <http://niftynotcool.com/2013/12/05/corporations-in-our-heads-the-human-event-of-the-season/>

*"**Corporations in our Heads** was entirely entertaining and very cathartic. You leave the experience shaken and excited. That's powerful theatre."*

David C. Jones <http://outtv.ca/blogs/clowns-jokers-tour>

*"**Corporations in our Heads** has the ability to ease the constant hum of systemic ringing in our ears by making us think more critically about what creates this behavior in the first place."*

Tania Ehret, <http://rabble.ca/news/2013/12/corporations-our-heads-explores-exploitative-corporate-culture-and-consumer-awareness>

*"I thoroughly enjoyed **Corporations in our Heads**. It was remarkably thought provoking. We left the event talking about it all the way home! It's refreshing to attend such a unique event. Keep up the great work!"*

Bruce Campbell, Kamloops, BC

*"As a fifth-year university theatre student I have to see several professional productions, (and reflect critically on them) for class, and I just wanted to say that **Corporations in our Heads** was one of (if not the most) interesting and thought-provoking theatrical performances I have seen in all those years."*

Nial Harrison-Morry, Abbotsford, BC

*"I really enjoyed **Corporations in our Heads**. It was empowering, positive, and a real opportunity for community bonding."*

Ginny Ratsoy, Kamloops, BC

*"Thank you for such an inspiring, energizing evening at **Corporations in our Heads**. I know that I - and many in the audience - will take the ideas we've learned and felt and complete the circle by engaging them in our 'real' lives."*

Thomas B. Friedman, Kamloops, BC

*"The **Corporations in our Heads** experiential mode is so excellent and David is a master at his craft; it was at time fierce, as William Blake might say."*

Dave Bosomworth, Lumby BC

*"**Corporations in our Heads** was awesome. My dreams that night were awesome. I look at this as a very therapeutic way of group healing. We all need, from time to time, a little boost in life. This theatre was just that."*

Dennise Two Spirit Sage Walker, Lethbridge, AB

*"Let me say how grateful I am that you (Lisa Doolittle) brought David Diamond and **Corporations in our Heads** to Lethbridge - what a skilled and engaging facilitator/presenter he is! I was quite in awe of his ability to create and maintain a safe container for the work the community was doing with such sensitive and personal material. That young woman took quite a risk offering her story that way, and I was so happy with the respect and care that was shown to her by everyone involved. David was largely responsible for that too." Anonymous audience member from the Faculty of Social Work, University of Calgary at Lethbridge*

*"I thought **Corporations in our Heads** was terrific. It was interactive but so well facilitated that it was hard to separate the audience from the characters from the leaders. If only we lived by more exploration, inquiry, playful conflict resolution, and artistic solutions in our day to day world- we may feel less controlled by corporations and more in the driver's seat....it was great food for thought."*

Janice M. Fraser, Calgary AB

*"**Corporations in our Heads** was thought provoking and uncomfortable at times and has been in my head running playback since. What Theatre for Living does is phenomenal! It is transformative and takes the audience on a journey that is deeply personal and deeply human and spiritual."*

Trayah Zinger, Calgary AB

*"I thoroughly enjoyed **Corporations in our Heads**. It was fun, informative and I could see it got people thinking. I noticed that there was a sense of beginning to know one another a little, and I believe as we start to see people as people and not strangers we break down the barriers of 'them and us'. Thanks for making that happen."*

Debbie Du Heaume, Calgary AB

*"I feel changed and inspired by **Corporations in our Heads**. There is not much these days that make me feel like that! David Diamond is so engaging, like a magician on the stage! Transforming our reality in real time in front of us."*

Anonymous from a feedback form, Edmonton, AB

*"'Behavioral change that impacts structural change' – this is a huge concept. Theatre for Living planted the seeds for this with **Corporations in our Heads** and now it is the our responsibility to allow it to grow or not."*

Anonymous from a feedback form, Edmonton, AB

*"**Corporations in Our Heads** was engaging, inspiring and thought-provoking. I was hesitant to attend, and I was even more hesitant once I read the program and it said 2.5 to 3 hours long. However, my boyfriend and I both agreed that it was 3 hours extremely well spent. I came out questioning all of the messages that we are fed and the way that I deal with those messages. I came out realizing just how deeply embedded these messages are in our culture, our society and ourselves. It was an emotionally moving presentation that was expertly executed."*

Erin Giesbrecht, Prince George, BC

*"**Corporations in our Heads** was a truly amazing experience. Thank you."*

Yet Klare, Hazelton, BC

*"Thanks again for putting us on the **Corporations in our Heads** tour schedule. It was so exciting to see people get mobilized around their own political self! I thoroughly enjoyed the evening and found it thought provoking - the conversations are still happening in my house."*

Anne Docherty, Hazelton BC

*"I especially feel grateful for the message that I took from **Corporations in our Heads** that even I, a peace-loving person, can change my relationship to the corporate messaging and begin to change my pattern of behavior."*

Doreen Angus, Kispiox, BC

*"I found the **Corporations in our Heads** process to be inspiring and engaging."*

Tasha Diamant, Victoria BC

*"I had a great time at **Corporations in our Heads!** It was informative, inspirational and relevant."*

Rev. Beth Walker, Victoria BC

*"I wanted to share with you how much I appreciate what you are doing with your theatre, the critical literacies with which you are engaging your audience as participants, and to express my tribulations for the tremendous psycho-theatrical feat that you are facilitating on the stage with **Corporations in our Heads**."*  
Darren Alexander, Victoria, BC

*"Thanks, Theatre for Living for **Corporations in Our Heads** last night in Victoria. I loved the whole process."*  
Randi Edmundson, Victoria, BC

*"I thought the **Corporations in our Heads** event was very informative, engaging, and impactful. I can't say I noticed that three hours went by! I wish I could have seen the second performance on the Saturday to see how that went and what changed; I very much look forward to any new performances of this kind that come to town."*  
Miranda Harvey, Victoria, BC

*"**Corporations in our Heads** was excellent!! What a great way to learn! Two points I came away with: Fail. And be okay with it because that's the inside of the wonton! And use your common sense to determine wants vs. needs. There were a thousand gems to glean from **Corporations in our Heads**."*  
Natalia Hautala, Nanaimo, BC

*"My husband and I attended **Corporations in our Heads** in Vancouver, and left the space feeling inspired, invigorated, and connected to our community. The genuine dialogue, honest emotions, unexpected insights, and true engagement that we experienced at this theatre event was, for us, nourishment and reminder of our humanity and of our privileges and responsibilities in our world, as hollow and superficial as that world can feel sometimes. The variety of ages, lifestyles, and cultural backgrounds represented in the audience speaks to the fact that Theatre for Living is providing an opportunity for community connection and recognition that is sorely needed by all of us. **Corporations in our Heads** was entertaining, cathartic, and most of all, enriching in long-lasting ways. Thank you for your continued work!"*  
Caitlin Kopperson, Vancouver BC

*"**Corporations in our Heads** (was an) incredible theatre experience. David Diamond ignited the audience with questions about what it means to us when we allow ourselves to be inundated with corporate messages. (He) charmingly invited us to enter a metaphorical space where we look critically at the corporate 'voice' that is created and occupies our thoughts. As an audience member, you will come away with a renewed appreciation and a more critical engagement with the corporate messages we are inundated with. It's cathartic and provocative."*  
Roslyn Tam, Vancouver Observer, Oct. 18, 2013

*"Just back from **Corporations in our Heads**. So profound, and masterful. Got me thinking once again about a subject that I spend most of my time pushing to one side out of frustration and resignation. Also reconnected me at a deeply human level to what is actually occurring within us as we acquiesce to corporate messages."*  
Charley Lyons, Vancouver BC

*"Indeed **Corporations in our Heads** is theatre, as it is entertainment, but it is also intelligent, provocative and important. It makes you think as you are being entertained but it doesn't easily let you off the hook."*  
Betty Gilgoff, [PAGE BC](#)