

**From:** "jeffrey E." <jeevacation@gmail.com>

**To:** Lisa New <[REDACTED]>

**Subject:** Re: poetry

**Date:** Sat, 03 Oct 2015 14:10:20 +0000

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On Sat, Oct 3, 2015 at 8:47 AM, Lisa New <[REDACTED]> wrote:

Jeffrey,

Two categories of need,

1) to make the best use of the next year -December 2016

2)to put myself on solid footing for 2017-2018, continuing to develop the large and growing archive of footage I have and to continue to build my institution

1) **We are funded and working at capacity on current projects -December 2016. .**

Poetry of the City (Graduate School of Education)--(Leon Black is paying for a bit of this ) will launch in Feb and run in three modules. We are beginning marketing to large urban school districts now and will offer this course through 2016 and into 2017

Poetry in America with WGBH-- the first season of TV (by the way, by co-producing with WGBH, I've gotten the costs down from 150 per episode to around 90 per episode!) is in production and funded. Hoping to launch in 2017 with broad distribution. Have applied for funds for a second season and have a major donor who will renew funds if the series does well in season one

PBS Learning Media. We are creating a big collection of free content on poetry for teachers and students on PBS Learning Media (Leon Black is paying for all of this) to launch sometime in 2016

This is all the work my current team (4) plus assorted graduate students and interns embedded with me (part of how I keep Harvard happy and it gets me free labor) can manage. They are working very hard. They are all paid half by a Harvard division where I've put funds and half by funds deposited in my 501c3. This is a good arrangement, as it gives me control, freedom and spares me paying Harvard fringe for all of them. .

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***What I need now (for 2016)***

Another 200-250 now would allow me to hire the personnel to do one more major project, and the logical one to do now is the Poetry of Character Development.

Had I gotten the Templeton grant I'd have hired 2-2/12 a half more people to produce, edit and to take this sample content into schools to test while we are running Poetry of the City in schools over the next year. .It's a shame to miss the window when we are already in urban schools with Poetry of the City, which is why I'd like to ask Templeton/Barnaby to reconsider the planning grant of 249K now. We already have school systems lined up. It's just the money, and we hire the team.

**What I need to keep going and to grow**

In December 2016, halfway through next academic year, I'll be mostly tapped out . So I'm raising money for our next, larger round of projects. We have begun to approach donors on the following projects that I'd do with the Harvard Graduate School of Education. They are keen to continue partnering.

Poetry of Earth, Sea and Sky (poetry, environment and science)

Poetry of Art, Sport and Play (athletes, actors, musicians, artists on poetry)

Poetry of the US and its Communities (obvi)

with a 250K-350K price tag for each (the higher amount comes when those I hire are full time employees at Harvard--the lower number when they are half harvard and half employees of my production company. Ideal arrangement is that I split gift between Harvard and my

production company)

I'm also taking some steps (with the help of some HBS students as well as advisors like you) toward creating a for-profit arm of Poetry in America that can sustain and help me grow the work.

projects include

Poetry for LifeLong Learners (with WGBH--they are applying for a big grant to do this with me. If they get it, I'd charge them to produce the content )

Poetry for CEOs and management teams (I've been approached on this and am working out a model for how to help CEO's get more creative--I need a business model that makes sense here--what to charge? ideas?)

Jewish diaspora literature/ Jewish American Literature (I'd like to do this at a very good cost for YIVO, helping them find the donor, produce the course and then market it to online learners, I'd teach the content for free but would charge them for my production team They'd sell the course to Jewish groups (elders especially). At a meeting with two major Jewish organizations on my poetry content, Osher and Hebrew Senior Life, they said they'd buy my content "in a heartbeat" .

Sorry so long,

Thanks for any advice/help with Templeton and with everything. Your help has made a huge difference for me this year, getting me space in which to work from Harvard, leverage with Harvard and the team I needed to do the work this year. .

We are working on a donor letter and will get it to you soon. So busy it's hard to get that done. I'm also getting to the point that I need a full time development/communications person

Lisa

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Elisa New  
Powell M. Cabot Professor of American Literature  
Harvard University



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