



Once Upon a Time Productions, Inc

a 501(c)3 company

From the desk of the President

To: **Everyone interested in Once Upon a Time Productions,**

I very much appreciate your interest in our company and “Once Upon a Time. Discovering the Magic of Reading”, our signature program to provide literacy enrichment at the elementary school level. This Media Information Packet includes:

Media Contact:

Bruce Michael Hecht, MD

President

Once Upon a Time Productions, Inc

Email: hecht@email.arizona.edu

Cell: (602)510-8053

Company Fact Sheet: (see below)

Promotional Video Link: <http://www.youtube.com/watch?v=OidJ25Sol2A>

Company Background information: (see below)

Governing Executive Board: (see below)

Performer CV: (see below)

Quote Sheet: (see below)

Generic Poster: (see separate download)

Please don't hesitate to contact me for further information.

Yours Sincerely,

Bruce Michael Hecht, MD

President

Once Upon a Time Productions, Inc

Email: hecht@email.arizona.edu

Company Fact Sheet

Origins:

Once Upon a Time Productions evolved from a literacy enrichment program developed from a Masters Thesis project which emerged from an argument about the importance of reading. And which pizza to order... First we settled on no anchovies and then fought over the question, "Why is Reading Important?"

Once Upon a Time Productions, Inc is a Not for Profit • 501(c)3 corporation. Letter of certification dated August 16, 2011.

Mission Statement:

We affect.

We inspire.

We reveal the path to developing a fuller life.

Addicted to feeling. Addicted to reading...

What We Offer:

ONCE UPON A TIME Productions produces high energy and inspiring literacy enrichment programs in which students learn how and why reading is important. The programs are colorful and musical, interactive and inspiring, emotionally compelling, and thoroughly engaging for audiences of all ages.

Governing Board:

Bruce Michael Hecht, MD
Pediatrician and Pediatric Cardiologist
President

Christine R Gale

Lee Ann Baldwin
Secretary



Performer CV

Loren Hecht, MA

TEACHER, WRITER, PERFORMER

PO Box 28

DeKalb, Illinois 60115

Phone: (815)766-0016

Email: lbhecht@lorenhecht.com

EDUCATION:

Master of Arts in English, 1993

San Diego State University, San Diego, CA

Bachelor of General Studies, 1981

University of Michigan, Ann Arbor, MI

EXPERIENCE:

Instructor: English Composition

Northern Illinois University, DeKalb, IL

August 1999-Present

* Teach computer-assisted standard First-Year Composition.

* Participate each semester in essay calibration sessions

* Department Council First Year Composition Representative

Instructor: English Composition

Rock Valley Community College, Rockford, IL

Fall 1998-Spring 1999

* Taught computer-assisted standard First-Year Composition and developmental First-Year Composition.

Instructor: English Composition

Sauk Valley Community College, Dixon, IL

Spring 1994- Spring 2006

* Taught computer-assisted standard First-Year Composition and developmental First-Year Composition.

RELATED EXPERIENCE:

Solo Performance Artist

www.lorenhecht.com

Publication by performance of original short stories, monologues, monodramas, essays and aphorisms

Publication-by-Performance:

Jellyfilled

(A one hour monodrama about isolation, Oscar Wilde, and fish tanks)

Canterbury Loft: Ann Arbor, Michigan (1980)

Harry's Lunch Counter and other stories (Monologues on the subject of eating)

The Family Café: Newport, Rhode Island (1982)

The Duplex: New York City, New York (1985)

The Standup Thinker

(About a female comedian sweating backstage, waiting to be called to perform)

San Diego Repertory Theater: San Diego, California (from 1989 to 1990)

The Pianobar Mistress

(A one hour solo performance piece about appeasing drunken patrons, stealing bar napkins, competing against the juke box and fearing the parents might show up)

The Mendelssohn Theater: Rockford, Illinois (1995)

Rockvalley College: Rockford, Illinois (1996)

The Keith School Musical!

(An original musical written for children, about children)

Keith School: Rockford, Illinois (1999)

Intimate Cruelties

(A 50-minute theatrical performance of words and music that explores the emotional dynamics of verbal and emotional abuse in intimate relationships)

The Women's Center: DeKalb Illinois (2000)

The New American Theater: Rockford Illinois (2000)

Mamie's Grocery

(A hair raising, uplifting and timeless story of rediscovery and a look back at childhood)

The New American Theater: Rockford Illinois (1995)

The Women's Center: DeKalb, Illinois (2000)

Zero Tolerance (A collection of monologues)

The Women's Center: DeKalb, Illinois (1999)

The Journey

(A dramatic forty-five minute monologue about watching a loved one die)

The Women's Center: DeKalb, Illinois (2002)

Once Upon A Time... Discovering the Magic in Reading

(A 45-minute, high energy and inspiring, one-woman show in which students learn through music and storytelling how and why reading is important)

Bloom School. Rockford, Illinois. 2005

Keith School. Rockford, Illinois. 2005

Riverdahl School. Rockford, Illinois. 2005

Indian Creek Middle School. Waterman, Illinois. 2005

Sauk Valley Community College literacy volunteers and adult learners' banquet.

Dixon, Illinois. 2006

IACEA Conference. Lisle, Illinois. 2006

Parkland College literacy volunteers and adult learners' celebration banquet.

Champagne, Illinois. 2006

Wilson Middle School. Rockford, Illinois. 2006

Prairie State College literacy volunteer's celebration.

Chicago Heights, Illinois. 2006
Central Illinois Adult Education Service Center Conference.
Peoria, Illinois. 2006
Southern Illinois Professional Development Center
Conference.
Edwardsville, Illinois. 2006
Edwardsville, Illinois. 2006
Illinois Author's Book Fair. Springfield, Illinois. 2006
Immanuel Lutheran School. East Dundee, Illinois. 2007
St. Peter Cathedral School. Rockford, Illinois. 2007
Sandwich Middle School. Sandwich, Illinois. 2007
Literacy Volunteers of Illinois. Chicago, Illinois. 2007
Common Place. Peoria, Illinois. 2007
Iowa Department of Education. Middletown, Iowa. 2007
Cherry Valley Elementary School. Rockford, Illinois. 2007
Lathrop Elementary School. Rockford, Illinois. 2007
many others...

BOOKS

Books by Anonymous
(Interconnecting Media, 1994-1995)
Jellyfilled, a book of aphorisms
(World Company Press, 1995)

WORKS IN PROGRESS

The Standup Thinker: a book of aphorisms and essays

PROFESSIONAL AFFILIATIONS:

Illinois Association of Teachers of English
Rockford Area Arts Council

AWARDS

Jenefer M. Giannasi Award for Excellence in Teaching First-Year
Composition

REFERENCES FOR TEACHING:

Michael Day, PhD
Associate Professor of English
Department of English
Northern Illinois University
Reavis Hall, Room 215
DeKalb, Illinois 60115
Phone: (815)753-6603
Email: mday@niu.edu
CCCC Executive Committee (Committee on Computers in Composition
and Communication)

Laura Bird, PhD
Teacher Certification Program

Department of English
Northern Illinois University
Reavis Hall, Room 215
DeKalb, Illinois 60115
Phone: (815)748-3432
Email: lbird@niu.edu

Debi Hill, MA
Professor of Speech Communication and English Composition
Sauk Valley Community College
173 IL. Rt. 2
Dixon, Illinois, 61021
Phone: (815)499-1258
Email: hilldebi@gmail.com

REFERENCES FOR *Once Upon A Time... Discovering the Magic in Reading*:

Helene Grossman
Equity/ ESL/ Family Literacy Consultant
Iowa Department of Education
Department of Education
Grimes State Office Building
400 East 14th Street
Des Moines, IA 50319-0146
Phone: (515)281-3640
Email: Helene.Grossman@iowa.gov

Kathryn Lambert
Director of Adult Programs
Common Place
514 S Shelley St
Peoria, IL 61605
Phone: (309)674-3315
Email: kathryn_lambert@sbcglobal.net

Tim Benedict
Project VITAL Coordinator
Volunteers in Teaching Adult Literacy
Sauk Valley Community College
Phone: (815)288-5511, Ext. 1-241
EMAIL: Vital@svcc.edu

Nonie Broski
President of PTO
St. Peter Cathedral School
1231 N Court St
Rockford, IL 61103
Phone: (815)963-3620
Email: noniebro@aol.com

Quotes

Karla Daye, teacher at Chicago Academy Elementary School, wrote,

“Thank you SO MUCH for the AMAZING performance! My first graders were completely mesmerized and captured by your characters, movements, and radiance. You have a gift for storytelling!”

Connie Wittbold, teacher at Hilltop Elementary School wrote,

“I loved the high energy and character interpretation/acting . . . The activation of audience imagination and emotions . . . The students were able to respond throughout. Great audience interaction!”

Tim Benedict, Project VITAL, at Sauk Valley College in Dixon described,

“A riveting, emotional, solo performance on literacy.”

Jared Goodrich, parent at Waterman Middle School said,

“Loren, you have a great gift.”

Sheila Garth, parent at the Illinois Author’s Book Fair exclaimed,

“Your show was wonderful! Both entertaining and full of substance. I was so moved by the ending-- the music, the words, oh my...”

Elizabeth Tomach, teacher at Chicago Academy Elementary School wrote,

“The kids absolutely adored the program! They were engaged the whole time. You think so quickly on your feet and you so easily include the students in your stories! You are a terrific storyteller!”