OUR PHILOSOPHY: SPIRIT SERIES seeks to celebrate the human spirit, cultivate a reverence for traditions beyond our own, and build bridges to our common humanity. Why? Just as there is a place for identifying that which makes us special and different from one another, there is also a need, perhaps even more compelling, to discover that which connects us all and makes us human. This is our mission.

The SERIES has served nearly 60,000 students over two decades, calling upon each of them to step beyond their individual perspective and develop empathy—the capacity to understand and appreciate the life experience of another. This mission and method has been heralded by countless educators and parents coast to coast, as well as the National Endowment for the Humanities, Harvard’s Graduate School of Education and the Maine Department of Education. We believe that developing this capacity in children and young adults is truly the key to our collective future.

Each of the six titles in the SERIES—Ballad of Sitting Bull among them—not only celebrates an historic hero, with authentic storytelling and language, each also seeks to elevate universal themes across this diverse pantheon of stories. To that end, we enlist the help of culture-bearers from each of these traditions. In this case...

OUR LAKOTA PARTNERS: The On Screen Launch performance of Ballad of Sitting Bull features Darrell Red Cloud, direct descendent of famed Oglala Lakota Chief, Red Cloud, whose leadership spanned 40 crucial years as the tribes resisted and then transitioned to life on the reservation. A renowned National Park Service presenter in South Dakota, Darrell has tutored us with his command of the Lakota language and traditions as well as his modern-day historical perspective, while his portrayal of Sitting Bull embodies the great Chief’s dignity and strength.

The image of Sitting Bull—“The Way of the Spirit”—seen on our website, is used at the culmination of our On Screen Launch performance, and is one of two masterful works by Lakota fine artist, Lyle Miller, Sr., that we have fully integrated into the Ballad of Sitting Bull curriculum. We have also incorporated filmed interviews with Lyle as he shares his personal vision and deep cultural wisdom, informed by the Lakota understanding Mitákuye Oyás’íŋ: “We are all related.” We feel a deep appreciation to both Darrell and Lyle for their invaluable collaborations with SPIRIT SERIES. A special thanks also goes to The Crazy Horse Memorial, whose introductions made these partnerships possible.