

ADMINISTRATION SUPPLEMENT TO THE USITT NEWSLETTER

---

DECEMBER 1965

---

CONTENTS

|  |                              |
|--|------------------------------|
| Peace Corps - A Latin<br>American Performing<br>Arts Program | Bibliography<br><br>ETCETERA |
| Theatre and Recreation                                       | Meeting Notices              |

---

COMMITTEE NOTES

The Committee for Theatre Administration has received a number of compliments, comments, and criticisms bearing on the first edition of the SUPPLEMENT. Many of these are reflected in the present issue.

Please remember that the Committee needs articles. In particular, members outside New York are encouraged to contribute. Valuable, short-length articles of limited or immediate interest will be considered for this publication; topics of lasting or general importance are reserved for the USITT JOURNAL.

Papers may come from any original source. For example, colleges or universities with administration courses are asked to submit projects pertaining to theatre.

The usual deadline for articles or news is the second Thursday of the month preceding an issue. However, holidays, vacations, and the like, may force a change of the actual date.

J. L. Nuckolls, Chairman

---

THE NEXT REGULARLY SCHEDULED MEETING OF THE USITT COMMITTEE FOR THEATRE ADMINISTRATION WILL BE HELD ON JANUARY 20, IN NEW YORK.

---

MEETING NOTICES

Past Meetings

The TULANE DRAMA REVIEW scheduled a conference at the Carnegie International Center in New York City on Sunday, November 21. Panel Topics included, "Management, Artists, and Audience."

## Meeting Notices (continued)

## FUTURE MEETINGS

The AMERICAN NATIONAL THEATRE AND ACADEMY in association with ACTORS' EQUITY has been presenting a series of four seminars on career opportunities in the professional theatre. The last seminar, to be held on December 7, is called, "Producing the Play." The meeting begins at 5:30 PM in the Broadhurst Theatre, 235 West 44th Street, New York City. Admission is free.

The DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE has invited the USITT Administration Chairman to attend a working meeting to be held in New York City on December 8 and 9. The conference will be chaired by Professor Thomas Cicchino Raymond of the Graduate School of Business Administration at Harvard University. It will explore the problems of arts management and the more promising routes to management training.

## ETCETERA

## MONEY FOR THE NATIONAL FOUNDATION ON THE ARTS AND HUMANITIES

The House and Senate passed a supplementary appropriations bill including \$10,700,000 for the Foundation. Of this amount, \$10,000,000 is for initial grants. The rest is reserved for administration of the program.

The money is designed to support the Foundation until a regular budget appropriation can be passed. The amount is \$7,210,000 short of President Johnson's request.

## DANCE MAGAZINE

ARTS MANAGEMENT informs us that the December issue of DANCE MAGAZINE will contain an article on sources of financial support for the arts. Although the paper is directed to dance groups, the material concerns all arts organizations.

## CULTURAL BOND ISSUE

San Franciscans defeated a \$29 million bond issue by 126,823 to 60,794. The proposed bonds were to pay for a new theatre complex and a rehabilitation program for the existing Veterans Building and War Memorial Opera House. Opponents of Proposition B claimed that public funds should not

## Cultural Bond Issue (continued)

be used to subsidize traditional forms of entertainment which appeal to a limited public. Proponents felt that the funds were necessary to keep San Francisco at the front of the cultural scene.

---

 THE PEACE CORPS - A LATIN AMERICAN PERFORMING ARTS PROGRAM

Venezuela, Costa Rica, Panama, and Chile have requested Peace Corps volunteers with a background in drama, dance, music, and the technical aspects of theatrical production..

Existing drama and fine arts schools, theatre groups, university clubs, and youth groups will form a base for each country's program. The resulting instructional activities and performances are designed to stimulate an interest in the development of local performing groups. According to the Corps, theatre volunteers working with the community groups should eventually be able to "capitalize on the interest in and the structure of these little theatres to enlist the participation of villagers in other community projects...such as building a school or conducting a public health campaign."

Project training will begin in March 1966 and will emphasize "community development techniques, Latin American studies, Spanish," and theatre as it pertains to the particular country's community development. The thirteen-week course will also include physical conditioning, American studies, and world affairs.

Further information may be obtained by writing to the Peace Corps, Arts Desk, Office of Public Affairs, Washington, D. C. The required "Peace Corps Questionnaire," or application, will be supplied by the above office, you local Post Office, or any college Liason Officer. The application deadline is January 15, 1965.

---

 THEATRE AND RECREATION

The National Recreation and Park Association has recently published a spiral-bound booklet called GUIDELINES FOR THE ORGANIZATION AND ADMINISTRATION OF A CULTURAL PROGRAM IN COMMUNITY RECREATION. The 106 pages of tightly-spaced material were gathered with the aid of a questionnaire sent to selected recreation and park agencies. The booklet was also based on the knowledge and experience of the National Advisory Committee of Recreation Programs and Activities.

(continued on page 4)

## Theatre and Recreation (continued)

GUIDELINES is developed for many activities besides serious theatre. Metal work, weaving, and seed craft are all included in the roster of activities for the Cultural Recreation Program. And the emphasis is clearly on recreation as an end; theatre is one participating element. As an example, a responding agency makes this point about quality: "...leadership must maintain a balance between absolute artistic integrity and the recreational value of the interest to the individual, present and potential."

The booklet is divided into roughly three parts: a rationale (containing: history, philosophy, and "role") that covers twenty pages, an equal number devoted to organization recommendations (studies, leadership, finance, public relations, facilities, and programing), and a sixty-page Appendix. This last section concerns itself mostly with an alphabetical description of the program's activities. The organization recommendations are very general; they mostly echo the opinion of the responding agencies.

GUIDELINES may be purchased for \$3.00 at the Recreation Book Center, National Recreation and Park Association, 8 West Eighth Street, New York City, 10011.

BIBLIOGRAPHY

## BOOK

Musselman, Virginia, and Frieswyk, Siebolt, Guidelines for the Organization and Administration of a Cultural Program in Community Recreation, National Recreation and Park Association, New York 1965.

## NEWSPAPER

"Arts Money Dispenser; Wilson McNeil Lowry," The New York Times (October 22, 1965), Volume CXV, Number 39,353:50

A Brief biography of the

Ford Foundation's vice president in charge of the policy and planning office and supervisor of its arts and humanities program. (10)

Bart, Peter, "Bond Issue for Culture Center Stirs Protest in San Francisco," New York Times (October 24, 1965) (13)

Calta, Louis, "Lawyer Dedicates His Proposal for \$25 Theatre Tickets to Lefkowitz," The New York Times (October 27, 1965), Volume CXV, Number 39,358:40

Clata summarizes the 11-page elaboration of Mr. Wharton's earlier report  
(continued on page 5)

to the Legitimate Theatre Industry Exploration Commission. (12)

Clines, Francis X, "Church is the Stage for Theatre Workshop," The New York Times (October 31, 1965), Volume 8, page R-1 & 10.

A report on the use of New York's St. Clement's Protestant Episcopal Church as a church and home for the American Place Theatre. (14)

Davies, Lawrence E., "Cultural Bonds Beaten on Coast," The New York Times (November 4, 1965), Volume CXV, Number 39,366:56

Esterow, Milton, "Broadway Wakens to a Big Headache," The New York Times (November 11, 1965), P. 40

The Broadway reaction to November 11th's loss of electric power. Special performances, union problems, alternative entertainment methods, and ticket refunds are mentioned (21)

Morrison, Hobe, "Repertory Needs N. Y. Fest," Variety (October 27, 1965), Volume 240, Number 10, pp. 1 & 29

Morrison presents a plan for a Repertory Festival in New York City. Repertory groups in other parts of the country would play short engagements on- and off-Broadway.

"Mrs. Norman Chandler's New Fund," Variety (November 3, 1965), Volume 240, Number 11, pp. 61-62

Mrs. Chandler begins a new "perpetual opportunity fund" to staff and operate the Los Angeles Music Center. (18)

Taubman, Howard, "A New Approach to Tickets," The New York Times (November 7, 1965), Volume CXV Number 39,369, Section 2, p. 1

A summary of Wharton's "A Fresh Look at Theatre Tickets." (15 a-b)

"Theatre Admish. Taxes Soared to \$11,403,000 in Year's Second Quarter," Variety (November 3, 1965), Volume 240, Number 11:2

Zolotow, Sam, "Previews Offer Two-Way Bargain," The New York Times (November 12, 1965), P. 58

Lenore Tobin, Francis Drill, Richard Barr, Dore Schary, and others discuss the organizations handling previews and the financial or artistic value of this type of tryout. (22)

#### REPORT

Wharton, John F., A Fresh Look at Theatre Tickets, Report to the Legitimate Theatre Industry Exploratory Commission by its Consultant-Director. 575 Madison Ave., New York, N. Y. 1965

Mr. Wharton presents the argument to back his proposed "blueprint" for ticket distribution in New York

---

NOTE: Number in parenthesis (00) means that the article is available on loan. If you wish to borrow an article, please refer to this number. Requests should be addressed to the Chairman.