

USITT NEWSLETTER

ADMINISTRATION SUPPLEMENT

MAY 1966

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COMMITTEE NOTES:

The MAY issue is the last SUPPLEMENT for the 1965-66 period. Publication will resume in September, 1966. April's issue was not printed because the lead article was lost in the mails.

At this time, I should like to welcome T. Bruce Birkenhead, the newly appointed vice-chairman of the Committee for Theatre Administration. Dr. Birkenhead has been active in several committee projects. The USITT Journal just published his paper, "Tickets, Attendance, and Capacity of the Theatre Industry," and he has been a frequent contributor to the SUPPLEMENT. He has several other publications to his credit, including Economics of the Broadway Theatre (for the New School of Social Research) and a pamphlet on musical stock employees. He was a participant in the USITT Toronto Conference where he presented the paper, Money, Management and Make-believe. Dr. Birkenhead is an Assistant Professor of Economics at Brooklyn College.

James L. Nuckolls
Chairman, Committee for
Theatre Administration

QUESTIONNAIRE

In the January 28 edition, we printed a questionnaire asking for an evaluation of the SUPPLEMENT. At the bottom of the question form, there was an area reserved for comments. Only fifteen of the 61 respondents filled this space. A few of their comments are printed below. Because the writers did not expect publication, no names have been used.

SIR: I suggest that the Institute contract a national clipping service to provide clips on theatre management, etc. These then could be mounted and kept for reference in the Institute files, or library, if possible! Outstanding articles could be reproduced and mailed along.

SIR: As a technician, I have little concern with Administration matters. However, I still find the SUPPLEMENT of interest and plan to read it carefully each month.

SIR: If the SUPPLEMENT information is important enough to publish, it is important enough to include in the JOURNAL. I feel it hardly necessary for the Institute to carry the burden of issuing two separate and distinct publications - one barely adequate and one inadequate. It is time we stopped playing silly games with nickles and dimes and started issuing a journal at least on the level of other technical publications - including everything appropriate and necessary to the interests of the membership (foreign and domestic). SUPPLEMENTS must be filed separately, get lost among other mimeographed material, and finally get thrown out. What a waste of time.

SIR: Not my line, but commend your committee effort.....

SIR: Too New York and surrounding area centered. Journal is terrific. The SUPPLEMENT seems to be too often only a notice of meetings (NYC, etc.) or notes (which are too brief to be considered of any benefit). Biographical or review materials (ANTA Pamphlets) are really "old hat."

SIR: If possible, the bibliography of published material should range farther afield and include articles from sources other than the obvious ones. Also, isolated brief items which relate to large subjects are not valid unless a brief description of the large subject is included..... This is not a major criticism. On the whole, you're doing an excellent job. Keep up the good work.

SIR:.....The Book Reviews are good because so much of this professional literature is never reviewed elsewhere. Likewise the Bibliography.

SIR: All news letters could be "better edited" I suppose.....

SIR:I would like to see (the SUPPLEMENT) stay the way it is, and, if possible, expanded.

The last tally of questionnaire responses indicated that articles on general administration news are the most interesting to our readers. Administration methods are of equal importance. Papers on administration theory and general descriptive articles take second place, the Bibliography comes in third. Book reviews generate little interest, and even less enthusiasm is shown for meeting notices. This is essentially the same response indicated in an earlier report.

According to the survey, all but one respondent finds the SUPPLEMENT useful. Only one would like to see it discontinued. Almost everyone indicated that they would contribute basic information. Seven indicated that they could or would not contribute a full article for the Journal or SUPPLEMENT (19 were not brave enough to answer this section). One respondent indicated that he would like to see the publication shortened; two would like to see it longer. Eleven wrote to say that they felt the SUPPLEMENT should be as long as necessary to cover the month's news.

BIBLIOGRAPHY

NOTE: Omar K. Lerman, Special Consultant, New York State Council on the Arts, sends this note:

"The following articles are ones that I refer to constantly for facts, information and inspiration, and I thought you might like to know of them.

COMMENTARY, "Can Culture Explode?" Stanley Kauffmann, August, 1965.

THE NEW REPUBLIC, "The Curse of Official Culture," Robert Brustein, 50th Anniversary Issue.

THE AMERICAN ECONOMIC REVIEW, "On the Performing Arts: The Anatomy of Their Economic Problems," W. J. Baumol and W. G. Bowen, May, 1965"

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BULLETIN

Institute of Outdoor Drama, Outdoor Historical Dramas, Bulletin 26, University of North Carolina at Chapel Hill, February 15, 1966

A listing of the major outdoor drama companies who have supplied information on the 1966 season. New and continuing shows are listed.

NEWSLETTER

"Increased Growth of Resident Theatre Seen," Arts Management (February 1966), No. 46:1-2

Long range growth estimates of regional professional theatre offered by Milton Lyon, Actors' Equity Foundation's Department to Extend Professional Theatre.

"New Theatre Involves Public and Scores Box Office Success," Arts Management (February 1966), No. 46:1-2.

Harlan Kleiman puts Conn. Long Warf Theatre in the black at the end of its first full season. Bold program of management demonstrates careful planning. Industrial marketing processes and studies used.

"Arts Endowment Plans Management Institute," Arts Management (April 1966), No. 48:1-2.

The "organization is now planning the establishment of an institute of arts administration which will study management needs, maintain an information file on successful administrative techniques and help to develop short-term training programs for the manager 'in the field.'" Nicholas Bedessen heads the program.

"Arts Group Tries 'Hard Sell' And Boosts Financial Support," Arts Management (April 1966) No. 48:1-2

The history of the Royal Winnipeg Ballet's successful fund raising program. A "business-like" approach to business giving.

PAMPHLETS

American Educational Theatre Association, The 1966 Summer Theatre Directory (Dale E. Miller, Editor), Washington D. C., 1966

A publication of the AETA Summer Theatre Project.

Mark, Charles C., Hiring an Executive in the Arts, National Endowment For the Arts, Washington D. C., April 1966.

Information concerning the type of individual suitable to serve as an arts administrator.

"Theatre History In The Making In Ann Arbor," a reprint from Michigan Yearbook, 1965-1966, University of Michigan, 1966.

A brief history, with pictures, of the Professional Theatre Program at the University of Michigan.

REPORT

Institute of Outdoor Drama, Feasibility Study Report for Walla Walla, Washington, University of North Carolina, at Chapel Hill, February 1966.

An Appraisal Report of Feasibility Study Material submitted for the proposed Marcus Whitman-Oregon Trail Outdoor Historical Drama at Walla Walla. The Report seeks to (1) indicate the dramatic potential of the historical material, (2) establish the audience make-up, (3) outline methods, and (4) estimate costs.

NEWSPAPERS

Landry, Robert J., "Eat High on Residuals," Variety (December 8, 1965).

A review of the Symposium on Residuals presented by the Committee on the Law of the Theatre of the Federal Bar Association (NY, NJ, & Conn.) See January 1966 SUPPLEMENT(67)1

Nadel, Norman, "Miss Cisney's Many Stages," The New York World-Telegram and Sun(Jan 4, 1966).

A Brief biography of Marcella Cisney, who is the co-founder of the Professional Theatre Program at the University of Michigan, (80)

Glacken, William C., "UC At Davis Will Organize Professional Theatre Company," The Sacramento Bee (February 13, 1966).

This University of California campus announces plans to establish a professional-academic theatre company on campus to serve the school and community. Not all funds had been raised by 2-13. (81)

"Martha Graham Gets Federal Aid," Variety (February 15, 1966), Vol. CXV, No. 39,469:36

National Council on the Arts makes new awards to Miss Graham and fifteen other arts organizations, including AETA (for a study of high school drama), ANTA (to establish regional offices in San Francisco and St. Louis), and seven other modern dance groups. (81)

Guild, Hazel, "West German Legit in a Tailspin; Costs Rise, But Boxoffice Doesn't" Variety (February 23, 1966), Vol. 242, No. 1:64

Costs of German productions are increasing, but the box-office can not keep up. Improved theatres, new complex technical equipment, cinema, and television are cited as the causes. (70)

Shepard, Richard F., "State Arts Group Reviews Big Year," The New York Times (February 23, 1966), Vol. CXV, No. 39,477:43

During its fifth year, the NY State Council on the Arts spent \$178,000 to help 140 local sponsors in 106 communities to present performances by touring groups. Mr. High-tower warns of dangers to general spread of the arts. "History and future" presented. (72)

Smith, Cecil, "APA Repertory Troupe to Move to Los Angeles," The Los Angeles Times (circ. March 1966)

The APA will begin a 9-week session in Los Angeles, starting July 11, 1966. The company will continue its New York and University of Michigan seasons.

Zolotow, Sam, "Theatre Ticket Sales Through Stores Increase," The New York Times, Vol. CXV, No. 394:22

Macy's, Bloomingdale's and Abraham & Straus (all NY branches) report that theatre ticket sales through department stores are booming. Theatres frequently pay for department store space, but do not charge customers a premium. (74)

Esterow, Milton, "Ticket Club Aims at Reviving Road," The New York Times (March 9, 1966), Vol. CXV, No. 39,491:48

The American Musical Theatre Club (subscription plan) formed to present road show companies of current Broadway musicals and revivals. \$10.00 membership offers a record, monthly magazine,

book, souvenir programs, and slightly reduced theatre tickets (76)

"Federal Bar Association in Oct. Probe of 'Subsidy of Arts.'" Variety (March 9, 1966), Vol. 242, No. 3:1, 64.

Bernard A. Grossman announces that "subsidy of the arts and its legal implications and angles" will be the theme of the October symposium (NY) of the Federal Bar Assn. of NY, NJ, and Conn. (77)

Morse, Tom, "Hinterland Legits Top B'way," Variety (March 9, 1966), Vol. 242, No. 3:1, 64

More professional actors are working in regional theatres groups than on Broadway or in touring productions, according to a mid-January survey. (78)

"House Managers' Technical Guide," Variety (March 30, 1966)

Variety announces a guide to performance checking called the Theatre Management Digest. It is published by the National Association of Theatre Owners.

Morse, Tom, "'Dying Swan' Copyright Win," Variety (May 11, 1966), Vol. 242, No. 12:71, 77.

Fokine family has compelled payment for past copyright infringement and compensation for future performances. History of the ballet and the general choreographic protection problem. (82)

NOTE: (00) indicates that the article is available on loan from the Insitutæ. Please refer to this number. Address requests to the Chairman, Committee for Theatre Administration.

CONTRIBUTORS TO THE MAY ISSUE

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REGIONAL NEWS REPORT FORM

Enclosed are the following materials:

() Newspaper Article

Newspaper _____

City _____ State _____

Date ____-____- 66. Volume _____ Number _____

Page number(s) _____

() Other Publications (magazines, pamphlets, etc.)

Publication name _____

City _____ State _____

Date ____-____- 66. Volume _____ Number ____ Page ____

() Check here if the article is to be returned.

ADDITIONAL NOTES OR COMMENTS:

BY:

NAME _____

ADDRESS _____

DATE: ____-____- 66.

Please mail to:

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