

NEWS LETTER

U. S. INSTITUTE FOR THEATRE TECHNOLOGY, INC. 245 WEST 52nd STREET NEW YORK, N. Y. 10019 (212) 757-7138

VOLUME IX NUMBER 3

MARCH - APRIL 1970

TENTH ANNIVERSARY BILL IS BOFFO!

PUBLIC THEATER GETS AWARD

C. Ray Smith has announced that the Awards Committee has designated the New York Shakespeare Festival Public Theatre as the recipient of the USITT Annual Award for the outstanding contribution to the American theatre in 1970. Joseph Papp, founder and indefatigable producer of the Public Theatre, will receive the award in the name of the theatre in a festive Awards Dinner ceremony at the St. Regis Roof on Friday night, April 17. Whether one identifies Mr. Papp's Public Theatre with the restoration of its Lafayette Street theatres and shops (site of the outstanding session of USITT's last New York conference), with the unique productions of Shakespeare in Central Park, or with the mobile, free, and poly-lingual theatre taht tours New York's boroughs, "cooling" the city while it animates it, the magnitude of the vision that informs this undertaking is shattering! One may expect that Mr. Papp's words of acceptance on the 17th may in themselves constitute a new challenge to the Institute and to the institution of theatre for he is never without a cause or without the fortitude to give form to his vision.

The USITT Awards Committee has other citations up its collective sleeve. These surprises will be among the items to be uncorked at the Awards Dinner. Dress is optional; make your reservations now!

A REMINDER

1 Mail Conference Recise—

tration today!
2 Road Dance Report

on Rage 2.
3, Check New membership

(rst on page 5.

CONFERENCE SCHEDULE

Wednesday, April 15.

3:00	Registration,	Barbizon.	-Plaza.	(B-P)
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4:00 Presentation Committee Meeting.

6:30 Reception for new and old members in the Barbizon-Plaza Library.

7:30 BOARD MEETING I (Dinner served)
Free evening for members. Fun City
information available at registration:

Thursday, April 16.

8:30 Continental Breakfast; Late Registration; Committee Meetings over coffee.

9:30 SOUND IN THE THEATRE. (B-P Theatre)

12:00 Open Luncheon.

1:30 DANCE PRODUCTION. Henry Street Theatre (buses from the hotel supplied).

4:00 BOARD MEETING II. (B-F) Free evening for members!

Friday, April 17.

8:30 Late-late Registration; Committee Meetings over black coffee! (B-P)

9:30 LIGHTING FOR COLOR TELEVISION (B-P)

12:00 Open Luncheon.

1:30 THE PHYSICAL PLANT FOR RIGOROUS TRAIN-ING IN THEATRE. Julliard Theatres.

3:00 ANNUAL MEMBERSHIP MEETING. Julliard.

7:30 Cocktails and Reception at the St. Regis Roof.

8:30 TENTH ANNIVERSARY AWARDS BANQUET.

Saturday, April 18.

8:30 No meetings scheduled!

9:30 New Techniques and Concepts

9:30 NEW TECHNIQUES AND CONCEPTS. (B-P)

10:30 ARCHITECTURE AND THE PSYCHOLOGY OF AESTHETIC DISTANCE. *** (B-P) (Site availabliity may alter schedule)

12:00 Open Luncheon.

1:30 THE NATIONAL ELECTRIC CODE AS IT
AFFECTS THEATRE PRODUCTION AND
BUILDING PROGRAMS. (B-P)

4:00 TOUR OF CBS PRODUCTION FACILITIES.
Final Event. (58th Street)

5:30 Free weekend for a 11:



U. S. INSTITUTE FOR THEATRE TECHNOLOGY, INC. • 245 WEST 52nd STREET • NEW YORK, N. Y. 10019

DANCE REPORT:

ACCOMMODATING THE MANY FACES OF THE DANCE

A digest of the recorded proceedings of a colloquy sponsored by the Presentation Committee of the U. S. Institute for Theatre Technology at the Co-op Theatre, New York City, on October 29, 1969.

MODERATOR

Thomas DeGaetani

Theatre Consultant, Bolt, Beranek, and Newman Founder and Past-President of the Institute

PANELISTS

Joyce Trisler Isabel Fisher Barbara Fusan June Arey Hy Faine

Artistic Director, Joyce Trisler Dance Company American Association of Dance Companies Director, Tidewater Dance Guild National Endowment for the Arts American Guild of Musical Artists; Arts Administration Program, UCLA.

Peter Cott Thomas Watson

National Academy of T-V Arts and Sciences Theatre Arts Department, University of Delaware

THE STRATEGY.

If dance is to emerge as a continuingly significant American art form we must direct our attention to means for the precise and comprehensive development of today's dance artists, producers, teachers, and students.

MR. DeGAETANI opened the meeting with the introduction of USITT president, C. RAY SMITH, who challenged the large audience to seek and to state the appropriate means to meet the challenge of the colloquy. MRS. FUSAN spoke from her experience with a variety of student dance companies outlining the diverse demands placed on the choreographer/teacher/producer at the "grass-roots" level. Marking the absence of criteria for evaluating the competence of the dance educator at any level, she stressed the importance of developing an individualized sense of "taste" in both the novice performer and the untutored member of the audience. Observing the inadequacy of existing dance programs in education, those of the teacher colleges, summer workshops, and in-service sessions. she sugested that we must devise meaningful dance education programs and, above all, disabuse ourselves of the notion that performance skills can be equated with teaching competence.

JOYCE TRISLER, observing that "art is where the money is," spoke to the problems of administering the matching grant. That audience which would be truly supportive of an expanded regional dance repertory simply does not exist! The dance producer must cope with a situation in which the term (i.e. three-year) funded program tends to increase production costs without a corresponding increase in the size of the audience Mrs. Trisler stated that "... we have expanded the regional dance concept out of pro-

portion to its ability to sustain itself," especially in view of the fact that the regional company fails to compete qualitatively with the touring metropolitan or Continental company. Foundation and public agency support, she concluded, has in fact expanded the horizons for the dance and for the dancer; T-V and cinema have integrated dance into the fabric of our popular culture; but the real challenge remains that of developing an audience demand for the regional dance company:

PETER Cott prefaced his remarks by recording an altered point of view; once ready to condemn T-V for its treatment of dance, he now described himself as "ambivalent," anxious to explore the record of T-V's in-volvement with dance. Initially the television industry can point to some assets which are largely attributable to "the massiveness of the medium" and do not reflect a qualitative index. In the past 20 years the record shows that more dance events have been made available to the public than in the entire prior history of the art; all major dance sompanies have been featured in T- V presentations. In addition the industry has commissioned a number of major dance works, some of which were designed for children; "The Flood" and "Sunday Ghetto" were cited. The names of some prominent dance figures are now "household words" and the public awareness of dance modes and forms has been enhanced. Mr. Cott concluded that: "... dance has found a champion in T-V."

But there are "debit" factors as well, some of which stem from production limitations. Dance production on T-V has in fact recently decreased in proportion to the whole fabric of presentation. Citing the high cost of dance production in the television studio and the "outrageous" union and craft scales, Mr. Cott suggested that the dance artist must in fact underwrite the cost of his appearance by lowering his scale. He further pointed to the dearth of able directors with experience in both dance and television technology, a shortage which is compounded by the disinclination of most choreographers (John Butler is an exception) to compose for the camera.

Mr. Cott then specified three obligations which must inform any T-V/dance liason:

- 1) to record and to preserve existing ballet and dance repertory (this despite the scale limitations of the T-V tube)
- 2) to inspire and to commission new dance works adapted to and even inspired by the quality of the electronic medium
- 3) to create a whole new dance form derived from a sympathetic understanding of the medium and its audience (see Nikolais's "Limbo" in which the camera is included in the choreographer's schema).

Public television, Mr. Cott concluded, must be the instrument for the realization of these objectives. Commercial T-V fails and will doubtless continue to fail to recognize both the obligation and the opportunity to incorporate contemporary dance forms in its programming. Public T-V, while certainly aware of dance as a major creative source, remains too dependent on the vagaries of governmental control to achieve fully the outlined program. A governmental funding agency fully independent of political pressures seems to be indicated.

MRS. JUNE AREY began her presentation by noting that while dance has minimal representation within the National Foundation for the Arts more support has in fact gone to dance than to any other form. She attributed this phenomenon to recognition of dance as the "emminent creative art" despite the fact that we do not have a national dance company. Mrs. Arey stated that the goal of the Endowmwnt was not "simply to hand out subsidies" but to determine the most appropriate avenues for working with existing companies and agencies consistant with the responsibilities which the Endowment has accepted with respect to both the artist and the public. She then supported the objectives outlined by Mr. Cott and added that the Endowment is aware that no instrument is now available for training the choreographer to either use 2-D media for recording a 3-D dance performance or to use a 2-D medium creatively. Mrs. Arey then expressed reservations about the quality of dance education programs in this country finding that the dance artist is largely ignored in the demand for matriculation of a quantity of students. The educationalist, she added, is typically not ready to search for a qualified dance teacher in his community, to release a student from physical education requirements for training in dance, or to award academic credit for dance instruction. She summarized: "God knows what the teacher can do to dance education!"

Mrs Arey then specified three commandments for the arts funding administrator:

- Don't mess around with artistic enterprises; if it is good, leave it alone! Simply try to enrichen it with appropriate assistance.
- 2) Preserve the funding programs of the private foundations.
- 3) Strive above all to "make the world possible for an artist to live in:

MR. THOMAS DeGAETANI then spoke in the absence of Brooklyn's Louis Lloyd. Asserting that there is ample evidence of a cultural explosion ("The shot heard 'round the room!") and that there is a concomitant "arts administration crisis," he asked for a "plan for investment in the arts," one that will unqualifiedly a) specify the objectives within a specific term, b) establish a corps of trained arts administrators, and c) lead to the development of comprehensive academic programs in arts management.

DR. THOMAS WATSON drew upon his 12-year experience as technical director of the American Dance Festival in New London, Conn., to offer some specific recommendations for technological support of the resident and touring dance company. Consideration of the performing area must include unrestricted space as well as facilities for light and sound control and provision for the live musical ensemble. Accommodations must be flexible, must provide clear wing access, and might include removable battleship linoleum panels carefully fitted to the stage floor.

MR. HY FAINE then rose to take issue with Mrs. Trisler's statement insofar as it implied that dance had expanded beyond the "capability of public support." Observing that we have witnessed only the beginnings of public support for the arts in America, he proposed that "... this is the time to insist on more, more, more," and to intensify the campaign to influence those who control the public purse strings. American artists in the last two decades have managed to convince the public that the arts are an essential element of this society. "It would be a fatal error to withdraw or to contract now.... We must keep dance on the agenda of the American society!"

Extracted reports of two dance symposia, THE CHOREOGRAPHER AND THE TECHNICIAN: A DIALOGUE? held in the Co-op Theatre, 106 East 14th Street, New York, on January 28, 1970, and a parallel meeting held at DePaul University, 25 East Jackson Street, Chicago, on March 6, 1970, will be featured in the next issue of the NEWSLETTER.

Likening today's support for the arts to the fragmented support offered medical research programs in the early decades of this century, Mr. Faine suggested that a lapse in foundation support might be viewed as less than fatal, rather as only the logical con-sequence of the social system in which we live and create. But, he added: "If we are to be a part of this society, we must get out there where the social decisions are made." The artist must be recognized as essential to the society and we must convince the leaders of this society, our legislators, that the total social context does include dance, theatre and the related arts. The chair then announced that Mr. Faine had recently accepted an appointment as Regents Professor in Arts Administration at UCLA. (See article elsewhere in this issue. ed.) He further reinforced Mr. Faine's remarks by proposing that we "assist in the identification and enhancement of the role of the artist in today's society." Arts associations, he noted, are "many-splintered things, devisive, fractionalized. We must bond these splinters to form a formidable force for the arts. The word is 'pluralism,' to bond together all art agencies in a common effort." Our present operation, he noted, is inadequate. But for New York State and Missouri. the states arts councils are vastly underfunded. One must conclude that the liason between the National Endowment and the states arts councils has failed to achieve its goals. be conducted by all known professional dance DeGaetani then singled out the Atlanta experience as a "\$13 million microcosm of the problems facing cultural development in the U. S. today." Basic motivations were "out of place" with the society of Atlanta and the administration of its center "insensitive to the requirements and goals of the artist." The shortage of competent and articulate arts administrators is the critical problem as well as a long/short range one. The university, he noted, may be able to meet future needs for trained managerial personnel but the ineptitude and insensitivity of our present art administrators calls for immediate action! It is to this problem that the energies of the USITT and related organizations must be directed. MRS. FUSAN sugested that it may be necessary to re-educate the educator as well as the administrator. She saw much of the resistance to dance development stemming from the entrenched body of secondary school administrators and supervisors. Citing the failure of an eastern state to continue a Title III, ESEA, program in the arts, she

THE USITT NEWSLETTER

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proposed closer liason between states arts councils and state offices of education as a possible stimulus to expanded curricular offerings in the arts. MR. FAINE linked Mrs. Fusan's remarks to his earlier plea for legistative action to achieve specific rather than generalized goals.

MRS. FISHER was then recognized to introduce members of the national and New York press. She further announced plans for a study funded by the National Endowment and administered by the American Association of Dance Companies to determine the availability of theatres, concert halls, and auditoriums for dance events. National in scope, comprehensive in character, the study will personnel in the country and will enlist the aid of USITT members to assure that future theatres will not be planned so as to exclude the dance company.

In his summation, MR. DeGAETANI proposed that just as the legislator is the appropriate instrument for change, so the performing arts facilities of the local school district may offer a forum for the realization of the objectives of the change. Singling out the stage facilities of the Flint, Michigan, School District as among the few that are fully available to students and community adults alike, he announced agreement with a private foundation for mounting a symposium to measure the adequacy of the facilities of our public schools to accommodate the visual and performing arts. The evening terminated in a series of vigorous discussions which remain unrecorded.

(Funding for the preparation of a transcript of this colloquy is now being solicited. Editor.)

A graduate program in Arts Administration has been implemented at the University of California, Los Angeles. In cooperation withe the College of Fine Arts, the graduate school of Business Administration will offer a M.S. in Business Administration in the field of Arts Administration. Hy Faine, Acting Chairman, has characterized the program as encompassing, academic and experimental, and directed to problem-solving. Your cooperation in identifying appropriate candidates is solicited.

This NEWSLETTER is made possible only through the contributions of the following SUSTAINING MEMBERS OF USITT.

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USITT GREETS OVER 200 NEW MEMBERS IN '69-'70

LEMONS REPORTS

TWO MONTH RECORD GROWTH

Institute membership in all classes will show a growth of over two-hundred since the Los Angeles Conference in March, '69, meeting the prediction of Membership Chairman, Tom Lemons. Citing the 89 members who joined in the first two months of '70. Lemons noted that this figure sets a new record for the Institute especially as 18 states, Canada, and England are represented. Tom reminds the new members that a reception in their honor will be the first item on the Conference agenda; 6:30 in the Library of the Barbizon-Plaza, Thursday, April 16th.

This listing represents an addendum to the bi-annual Membership Directory, copies of which will be available at the Annual Conference. The code numbers and letters in the right margin indicate class of membership and committee participation or interest as noted below.

- Board of Directors. I. Individual.
- Executive Committee. S. Student.
- Presentation Comm.
 Architecture Comm.
 Sustaining.
- 5. X. Exchange. Engineering Comm.
- 6. Administration Comm. V. Special.
- 7. Publication Comm. H. Honorary.
- Public Relations. N. Non-Voting.

Actors Equity Association Attn: Mr. Angus Duncan, Exec. 165 West 46th Street New York, N. Y.	3456780 Secretary
•	
Mr. Ralph Alswang 295 North Avenue	41
Westport, Connecticut	06880
Mr. J. Thomas Bacchetti Stanford University Room 111, Old Union Stanford, California	60 9 43 05
· ·	
Mr. David Nicholas Balfour Becker and Becker Associates 375 Park Avenue	3451
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Logan, Utah	84321
Mr. Robert Barrett 511 White Hall	3SN
Murray, Kentucky	42071
Miss Ursula Belden Box 1934	3SN
Ann Arbor, Michigan	48106
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New York, N. Y.	10019
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New York, N. Y.	10016
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Milwaukee, Wisconsin	53211
Mr. Wallace Dace	341
910 Garden Way Manhattan, Kansas	66502

Mr. Thomas J. Dalton 4500-A Chouteau Street St. Louis, Missouri	35SN 63110
Miss Jacquelyn Dlesk 6101 North Sheridan Road East	3SN
Chicago, Illinois	60626
Mr. Alden B. Dow 315 Post Road	3456I
Midland, Michigan	48640
Mr. Silas W. G. Edman John F. Kennedy Educational, Ci and Cultural Center Firehouse Hane	
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Chicago, Illinois	60657
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Atlanta, Georgia	30310
Miss Natalie Evelyn Gaines 410 East 79th Street	41
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Kalamazoo, Michigan	49001
Mr. Max L. Gile 8328 Locust Street	351
Kansas City, Missouri	64131
Mr. Anthony Giovannetti 18 Freemont Street	3SN
Harrison, New York	10528
Mr. Mordecai Gorelik 1208 Chautauqua Street	34561
Carbondale, Illinois	62901
•	(continued)

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Mr. Christopher M. Hays	3SN	Dallas, Texas 75240
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Miss Nancy Houck	3SN	New York, N. Y. 10019
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Mr. Stanley Benjamin Katz 1104 Wade Street	3SN	North Carolina School of Fine Arts 3456780 Attention: Director of Design and Production
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Mr. James D. Kemmerling 2008 First Avenue	41	Miss A. Nowak 36SN
Canyon, Texas	79015	1925 North Hudson Avenue Chicago, Illinois 60614
Mr. William H. Kingsley Department of Speech and Drama	31	Mr. Michael T. O'Kane 3SN
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Toronto, Ontario Canada	·	Palo Alto, California 94301

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Box 784 Buffalo, New York	14226	New York, N. Y.	1002
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Mr. Donald Rickner	361		
158 South Clark Street Orange, California	92668	Mr. Robert T. Trabucco 150-B Kittoe Drive Mt. View, California	5 9404
Mr. Jimmie Robinson	51		
Box 5104 Dyess AFB, Texas	79607	Transylvania University Library Periodicals	345678L
Mr. James Gamble Rogers, II	n.s.	Lexington, Kentucky	4050
P.O. Drawer 730 Winter Park, Florida	32789	Mr. Jon P. Trzaska 1101-1/2 Kern Street Normal, Illinois	45S 6176
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•		Medinah, Illinois	6015'
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Mr. John Lawrence Schmidt	96814 38N	One Jackson Place San Franciscò, California	9411
1722-1/2 Seventh Avenue		Mr. Richard R. Weismann	381
Greeley, Colorado	80631	P.O. Box 7 Los Altos, California	9402
Mr. Dennis E. Shenk ll East North Avenue	3456I	Mr. Frank L. Whaley, Jr.	3
Baltimore, Maryland	21202	Department of Drama and Speech University of North Carolina	-
Mr. C. Robert Shook Box 321 University Station	3SN	Greensboro, North Carolina	2741
Murray, Kentucky Mr. B. K. Siewerth	42071	Wilmette Children's Theatre Attention: Mrs. Shirley A. Sluiz	460 se:
Evanston Township High School 1600 Dodge Avenue	31	825 Green Bay Road Wilmette, Illinois	6009
Evanston, Illinois	60204	Mr. Aubrey Wilson	3
Mr. L. Small Rank Leisure Services	3451	737 West 10th Street Claremont, California	9171
439 Godstone Road Whythleafe CR3 OYG		Mr. Richard A. Wood	4:
Surrey, England		P.O. Box 156 Normal, Illinois	6176
Miss Beverly A. Sobieski Goodman Theatre	4 NS	Mr. Peter B. Young	34
200 South Columbus Drive Chicago, Illinois	60639	2049 North Broad Street Galesburg, Illinois	6140
Mr. Randolph F. Swartz	34560	Mr. Frank John Zwolinski, Jr.	5S1
Walnut Street Theatre 129 South 9th Street	04000	710-#A Moraga Street San Francisco, California	9411
Philadelphia, Pennsylvania	19107	Following are recent changes of	address
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1313 Harbor Boulevard Anaheim, California	92803	Newtown, Pennsylvania	1894
Mr. L. Newell Tarrant	3456I.	Mr. Thomas W. Lemons 14 Orne Street	5
Makapuu at Alohea Honolulu, Hawaii	96816	Marblehead, Massachusetts	0194
Mr. Peter Terroux	41	Lycoming College Drama Department Attention: D. Davis	nt345678
18 Upland Road (Apt. #3) Cambridge, Massachusetts	02140	Box 79 Williamsport, Pennsylvania	1770

calendar

April 10	MID-WEST OPEN MEETING; with Central States Speech Association. "Stage Properties and Special Effects," Louis Erlich, University of Chicago; Barry Stone, Finders, Inc. and James Bakkom, Guthrie Theatre. Sherman House Hotel, Chicago, 10:00 A.M.
15-18	USITT ANNUAL CONFERENCE. Barbizon Plaza Hotel, NYC. See schedule on page 1.
17-19	Annual Conference, Theatre Association of Pennsylvania, featuring Terry Wells, Dave Hale, and Herbert O'Dell (all fresh from New York!) in a New Scenic Materials and Techniques Panel on 19 April, 10:00 A.M. The Penn State Conference Center, University Park, Penna.
30	EXECUTIVE MEETING, BB&N, NYC, 6:45.
May 1	LIGHTING PROJECTION TECHNIQUES, MID-WEST; DePaul University, 25 East Jackson Street, Chicago, 7:30.
2 4-26	Sixth Annual Theatre, Television, and Film Lighting Symposium. Sponsored by the Illum- inating Engineering Society. Hollywood- Roosevelt Hotel, Hollywood, California.
28	EXECUTIVE MEETING, BB&N, NYC, 6:45.
June 5	RECENT TECHNICAL DEVELOPMENTS, MID-WEST; New Staging Concepts and Equipment with Robert Brennan, Theatre Engineer, and others. DePaul University, 25 East Jackson Street, Chicago, 7:30.
Aug. 23-26	American Educational Theatre Conference, Washington, D.C. Joint USITT/AETA Panel, "Planning a Theatre Building Program."



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> Dr. Thomas S. Watson Dept. of Dramatic Arts University of Delaware Newark, Dela. 19711

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