



Newsletter

April 2012- Vol 5, Issue 1

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New Members

The Institute welcomes the following new members:

Larry Clark
 Of Eagles and Wolves
 2880 Irish Creek Rd.
 Morganton 28655
 828-433-1726
clarklarry@bellsouth.net

Tom Detitta
 World Communities Theater Center
 210 Bell St.
 Americus 31709
 229-928-9122
tdetitta@earthlink.net
www.tomdetitta.com

Peter Scribner
 Rochester Community Players
 1110 Park Ave.
 Rochester 14610
 585-234-7840
rochestercommunityplayers@gmail.com
www.rochestercommunityplayers.org

Feasibility Study

The feasibility study for a historical drama in Spearfish, SD (Kay Jorgensen) was completed in January, and the community partners are hard at work on planning their new venture.

Letter from the Director

Dear Members,

Future Conferences and Auditions: Thanks to all of our members who responded to the questionnaire last month regarding the audition and conference activities of the Institute. Armed with that information, the Board of Directors met on March 16 to discuss how we might better manage those activities. With the generally positive membership reactions to the idea of combining those events in the future, we decided to phase in following changes:

- This fall the Annual IOD Conference will go on as planned from October 14-17 in Lake George, NY hosted by The Last of the Mohicans. (see separate article in this issue)
- The 2013 National Auditions will be held from January 18-20, with the usual Friday evening discussion and reception followed by the Saturday auditions and callbacks. A new feature will be a party on Saturday night and a half-day program on Sunday with career workshops and coaching sessions for the auditioners. In future years, the auditions will always be held in this time slot, and we will market them as the first auditions of the season coming before UPTA and SETC. The other change is that the site of the auditions will move to a new location each year, generally in regions where IOD has a strong group of members so that more members have an opportunity to attend.
- The next Annual IOD Conference will take place in January 2014 immediately following that year's auditions. The conference will run from Sunday afternoon through Tuesday, and the dates for the auditions plus conference will be January 17-21, 2014. (Members may choose to attend one or both activities.)
- This pattern will then continue, with the next year audition/conference dates being January 16-20, 2015.

STA Conference

IOD presented the attendance data for the 2011 season at the Shakespeare Theatre Association meeting in Orlando for our Shakespeare Festival members in attendance.

Price of Gas and Tourism

At a recent North Carolina Tourism conference data was presented comparing the price of gasoline to tourism revenues for the past five years. Surprisingly, higher gas prices appeared to have a negligible effect on hotel and restaurant revenues.

Share your Secrets

Does your organization have special ways of making your audiences feel welcome? The theme of this fall's conference in Lake George is customer service, and if you have a good story to tell let us know if you'd like to participate in a panel to share your secrets.

Information for the Newsletter

Do you have something you want to share with the IOD membership in the next newsletter? Just send us an email at hardym@ecu.edu and we will try to include it in the next newsletter.

IOD Contact Information

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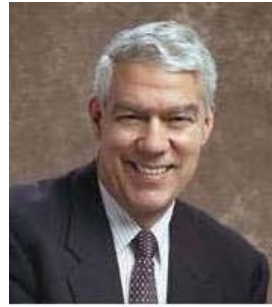
Obviously we will continually monitor and tweak this plan, and we hope it will encourage members to participate and lower their costs by reducing two events requiring travel to one.

International Members: At the recent Shakespeare Theatre Association conference, Scott Parker and I were approached by several outdoor Shakespeare Festivals from Europe and Australia who were interested in joining the IOD. This could be a great opportunity for us to expand our network and share information about best practices from around the world. After discussing this with the Board, we are starting to develop a comprehensive list of theatres and productions to contact. Any recommendations from our current members will be very welcome.

Audience Surveys: Our new audience survey program is ready to go and a number of members have already requested to be included. Because it is now internet based, no staff time or paper handling is required from the participating theatres, and they simply need to let their audiences know about the survey and the prizes for filling them out. All interested theatres need to let our office know that they want to participate, and we will send them the internet link to the survey for their organization. Remember that you will get the data of the responses for your specific theatre, the responses of all the theatre of the same kind (history, Shakespeare, religious, musical) plus the entire dataset for all theatres. There is no cost to IOD members for this program.

Archives: The Institute has developed a large collection of literary, video, photographic and audio materials from the field of outdoor drama since we were founded in 1963. Historic letters, interviews, feasibility studies, scripts and other records of our members are included in this archive. We recently met with the chief archivist from East Carolina University's library, and he was extremely impressed with the quantity and quality of these materials. As a result, the Institute and the library have begun to work together with the goal of raising sufficient grant funds to professionally organize and preserve these materials within the library's state of the art facility. Our long-term goal is to digitize the collection and make it available online for future researchers.

Finally, thank you to all the members who have taken a moment to write or call since I began working with the Institute this February. I appreciate your support, welcome your ideas and believe that we have some very exciting and productive days ahead!



Michael C. Hardy

2012 IOD Conference

This Fall's annual conference will take place from October 14-17 in scenic Lake George, NY and is hosted by The Last of the Mohicans outdoor drama, (*Luisa Craig-Sherman* and *Michael Dufault*, members). The title for the conference is "The Other Side of the Footlights: Customer Service" and a variety of speakers and session leaders from the entertainment and guest services industries will share their insights and techniques from theme parks, luxury hotels and festivals. In addition to our traditional season reviews and other best practices sessions, the data from our 2012 Audience Survey program will be presented. We are working closely with Luisa to plan a number of special events and meals including a lake cruise, visit to Fort Ticonderoga, walking tours of the theatre and downtown area with historic interpreters and a closing Murder Mystery Dinner. Our conference hotel is the lovely Surfside on the Lake property pictured below. Save the dates now, and we'll send more information and registration information early this summer.



Surfside on the Lake Hotel

2011 IOD Conference Recap



The 2011 National Conference on Outdoor Drama was held in Louisville, KY at the historic Brown Hotel, October 12-15, 2011 and hosted by the Kentucky Shakespeare Festival. The conference brought together theatres and planning groups from 14 states to network and discuss the business of outdoor theatre.

Louisville was a wonderful location for the conference and *Brantley Dunaway*, Producing Artistic Director of Kentucky Shakespeare Festival and his staff were perfect hosts. The gift bag contained a box of bourbon balls, which was a great treat since we were in Bourbon Country and put a smile on everyone's face

The Paul Green Seminar, sponsored by the Paul Green Foundation Fund of Triangle Community Foundation focused on "Making the Most of Your Tourism Opportunities" by working with your local CVB and explored how important partnerships can be to your organization. Panelists included; Casey Kruer Allen, Louisville Convention & Visitor Bureau; Dr. Glenn Gittings, University of Louisville; Dr. Patrick Long, East Carolina University and Stephanie Spalding, Actors Theatre of Louisville.

Other conference sessions included; "A Successful New Theatre in Today's Economy", a profile of a new outdoor theatre outside of Atlanta, Ga; "Alternative Thinking in the Arts" by J.A. Benedict of Blue Man Group and long time outdoor drama veteran; and "Outdoor Lighting and Safety" with Shawn Paul Evans, Scenic and Lighting Designer from Washington and Lee University.

On Saturday morning the group toured Central Park where the Kentucky Shakespeare Festival performs, followed by visiting the Louisville Slugger Factory and Museum, The Kentucky Show at the performing arts center and finally a tour of Actors Theatre of Louisville.

The conference concluded on Saturday evening with the banquet in the Gallery Ballroom of the Brown Hotel. Mark R. Sumner, Director Emeritus of the IOD offered words of encouragement to the group followed by the presentation of the award that bears his name. The 2011 Mark R. Sumner Award was presented to Scott J. Parker, Director Emeritus of the Institute of Outdoor Drama.

The 2012 conference will be hosted by The Last of the Mohicans Outdoor Drama in Lake George, NY October 14 - 17, 2012. Please mark your calendars, this is shaping up to be an exciting conference.

2011 Mark R. Sumner Award



Scott J. Parker, Director Emeritus of the Institute of Outdoor Drama was the 21st recipient of the Mark R. Sumner Award at the Conference on Outdoor Drama banquet held in Louisville, KY. This award is a national tribute and exemplifies the highest standards of American outdoor drama. The award was established in 1990 to honor director emeritus, Mark R. Sumner for his lifetime contribution to the U.S. outdoor drama movement. Recipients have played a major role in the production of a specific outdoor drama or they have made a noteworthy impact on the movement as a whole.

Mark R. Sumner and his wife Glenn were special guests at the banquet, and previous Mark R. Sumner award winners, David W. Weiss (1996), Fred C. Adams (1998), Larry D. Gustke, (2003) and Barbara Polly (2005) were also on hand.

Scott was three years old when his association with outdoor drama began at The Lost Colony, Manteo, NC. He has spent his entire career in the field of theatre. He taught theatre at both Duke University and East Carolina University and managed live entertainment at Walt Disney World in Florida. Scott retired from the IOD in 2007 after 18 years, but has remained a faithful servant, giving of his time and expertise to continue the outdoor drama movement. The IOD was never just a job to Scott, it was his life's mission, his passion.

Member News

New Digs for the Bard...



Utah Shakespeare Festival (*Scott Phillips, Fred Adams*) has announced plans to build a \$26.5 million Shakespeare theater on the campus of Southern Utah University in Cedar City, Utah. Construction of the new 900-seat theater is expected to begin in the fall of 2013 and would be completed by early 2015. Founding director Fred Adams said, "The current theater has been a joy to perform in and has served the actors, directors and patrons well for more than 35 years. But as the Festival has grown, we are now feeling a dire need for a larger, more modern facility that includes such creature comforts as public restrooms and a proper backstage area. When completed, this new Shakespeare theater will re-create the charm and intimate environment under the stars that has so thrilled and excited our patrons from across the nation and throughout the world." A recent economic impact study revealed the Festival generates more than \$35 million annually in patron spending and tax revenues.

Heigh Ho Silver...



Living Word Outdoor Drama (*Kitrina Mazaher*) held their most successful fundraiser in memory in Cambridge, Ohio bringing in \$51,000 in a dinner and silent auction.

Paying the piper...



Theatre West Virginia (*Gayle Bowling*) has survived a real scare after being forced to close briefly in January this year. Thanks to strong public support, an eleventh hour line item appropriation from the State of West Virginia and a community partnership grant have allowed the season to go forward. Former Artistic Director *Marina Hunley-Graham* has moved to

Cherokee, NC where she will take up that role at Unto Theatre Hills (*John Tissue*), and outdoor drama veteran *Marion Waggoner* has agreed to cast and direct the summer season for West Virginia for 2012. Marion also serves on the Advisory Board of the IOD. Local news coverage of the dramas offstage has been extremely supportive:

<http://www.register-herald.com/todaysfrontpage/x223904465/Browning-TWV-won-t-see-original-funding-level> and <http://www.register-herald.com/todaysfrontpage/x1511618746/Funding-for-theater-keeps-curtain-open> and [TWVArtisticDirectorDeparturePressRelease.doc](#).

And in case you doubted that we're in the tourism business...



The Last of the Mohicans (*Luisa Craig-Sherman* and *Michael Dufault*) has been honored by the New York State Travel and Vacation Association. The Lake George, NY organization received the tourism trade group's 2012 Excellence in Tourism Award for Cultural Heritage. IOD members will have a chance to visit Lake George which is the site of our Annual IOD Conference in October 2012 (see separate article in this issue).

Happy Birthday Dear Lizzie...



The Lost Colony (*Brandon Smith, Lance Culpepper, Charles Massey*) will celebrate its 75th anniversary this summer under director *Robert Richmond* and Production Designer *William Ivey Long*.

**Now is the winter of our discontent made
Glorious Summer...**

(aka: Season Announcements)

- **Rochester Community Players** (*Peter Scribner*): Free Shakespeare at the Highland Park Bowl July 6 to 21, 2012! Richard III is the 16th annual free Shakespeare at the Bowl production of the Shakespeare Players.
- **Nebraska Shakespeare Festival** (*Mary Ann Bamer*) its 26th Season will feature Julius Caesar, directed by Alan Klem, Artistic Director, and The Comedy of Errors, directed by Vincent Carlson-Brown, Associate Artistic Director/Company, at Shakespeare On The Green on June 21 through July 8, 2012.



- **Lincoln Amphitheatre** (*Brandi Weyer*) begins its 2012 season on April 27 with the new drama Between Friends and continuing with A. Lincoln: A Pioneer Tale, Joseph and the Amazing Technicolor Dreamcoat, and The Musical Comedy Murders of 1940.
- **The Crossnore School** (*Melynda Pepple*) presents Miracle on the Mountain a play by Bill Wilson based on Mary Martin Sloop's memoir and directed by Cathy Stallings at the Sloop Amphitheater on school campus in Crossnore, NC.



- **Pacific Rep** (*Stephen Moorer*) this season is producing Disney's Beauty and the Beast and Shakespeare's Much Ado About Nothing, live on stage at the Outdoor Forest Theater in Carmel, CA. For more information visit www.pacrep.org.



- **Pioneer Playhouse** (*Holly Henson*) begins its 62nd season on June 8th with Dracula Bites, followed by Picasso at the Lapin Agile (June 26 - July 7), Bottoms Up! (July 10 - 21), High Strangeness (July 24 - August 4), Tuna Does Vegas (August 7 - 18). The season ends with The Standup Comedy Show! starring Etta May on August 24 & 25.



The Institute of Outdoor Drama (IOD) is a program of the College of Fine Arts and Communication at East Carolina University in Greenville, NC. Since its inception in 1963, the Institute's scope has grown to provide services to a wide variety of theatrical organizations around the world who perform in outdoor settings including historical dramas, Shakespeare festivals, religious dramas, renaissance festivals, and musical theatre. These organizations are united by their common challenges in producing theatre in outdoor settings and their unique roles in providing exceptional tourism value for their region. For membership information please visit our website at <http://outdoordrama.unc.edu/> or email us at outdoor@ecu.edu.

[Forward email](#)



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