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The Institute of Outdoor Theatre Newsletter

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New Members

Mountain Play Association

Sara Pearson
Mill Valley, CA
415-383-1100
sara@mountainplay.org
www.mountainplay.org

The Theatre in the Park

Tim Bair
Merriam, KS
913-236-1264
tim.bair@jocogov.org
www.theatreinthepark.org

Syracuse Shakespeare Festival

Ronnie Bell

We're Changing our Name!

In 1963 when the Institute was founded, the organization focused exclusively on serving the American historical drama movement. In the ensuing years our membership expanded to include Shakespeare festivals, musicals, religious and contemporary plays, and today we aim at serving all types of outdoor theatre around the world. To reflect both this reality and mission, our Board has approved changing our name to the **Institute of Outdoor Theatre (or IOT)**.

Our website has been updated to reflect this change, though our archival reports will continue to be displayed as they were originally published. The old links to our website will continue to function, although our new URL is www.outdoor-theatre.org for those who would like to update it. We encourage you to display the new IOT logo on your website. You can login and [click here](#) to download the new logo (there are several sizes to choose from) or copy/paste this image:



Implicit in this change is our wish to send a message that all organizations producing theatre in outdoor settings are welcome to join us: to participate in our work, share the benefits or our research and contribute their own expertise to the network which the IOT represents.

Syracuse, NY
315-476-1835
bell444@gmail.com
www.syrssf.org

Traveling Players Ensemble
Jeanne Harrison
Great Falls, VA
703-987-1712
jeharrison@travelingplayers.org
http://travelingplayers.org

Piknik Theatre Festival
The Great American
Laughing Stock Company
Stuart Handloff
Steamboat Springs, CO
970-355-9403
stuarthandloff@mac.com
www.galsco.org

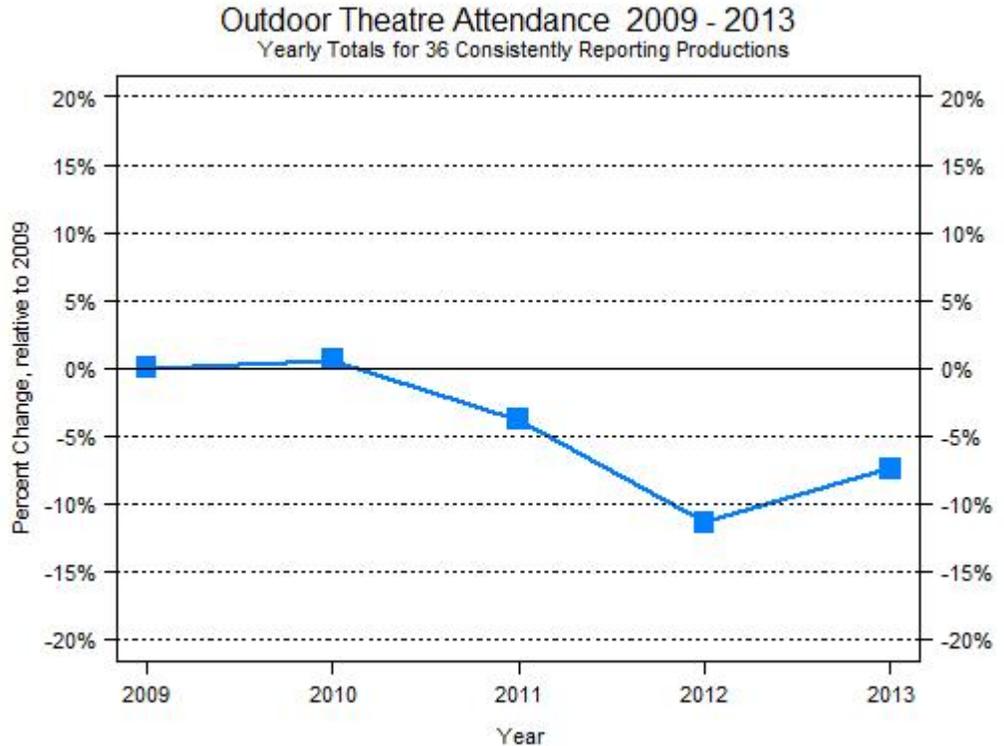
Institute Staff

Director
Michael C. Hardy

Business Manager
Susan Phillips

If you are reading this newsletter and are not a member, we encourage you to visit the [website](#) and see what we have to offer. Our dues are quite reasonable by association standards, and new members are entitled to a free introductory year.

2013 Attendance Data



The encouraging note about this past season's attendance reports is that, for the first time in five years, we are finally seeing an overall increase in outdoor theatre attendance after several declining seasons. In addition, we have a record number of theatres reporting including theatres from Canada, Italy and Australia in addition to the United States.

The summary [attendance report](#) is available to everyone on our publications web page, and more detailed reports and graphs are available to our members by genre (Shakespeare, History, Religious, Variety).

This year we invited non-members as well as members to submit their data, using a simple self-calculating worksheet, and we plan to expand the field even further next year. Thanks to all the theatres who participated, and please let us know if there is other information which you think would be helpful for us to collect next season.

Auditions 2014

For the first time in many years, we had to close our audition registrations because of the numbers who wished to attend. 216 Actors, dancers and technicians from 22 states and 71 schools came to East Carolina University in North Carolina to audition and interview for summer theatre positions.

A strong indication of the quality of the process was that 95% of the auditioners received at least one callback, up from 80% the previous year.

Eight companies participated from four different states, and this year we experimented with inviting several indoor theatre companies in addition to our usual outdoor members. This was very favorably received, and next year we plan to open company registration to all summer theatres who wish to participate.

The [IOT Auditions](#) are among the first of the pre-summer season; they are scheduled for January 17, 2015 next year. For many of this year's performers, this was the only unified audition that they planned to attend. In an effort to humanize what can be a daunting experience for the auditioners (not to mention the companies), we conduct an orientation session with a Q&A section on the evening before the auditions followed by an informal reception where the companies and auditioners can mix. Our goal is to create a supportive and relaxed atmosphere where the auditioners can do their best.

Companies who wish to participate next year can contact the [IOT Office](#) at any time until November 30, 2014. Our registration fee for both indoor and outdoor theatre companies is \$25 and the hotel rates are \$79.99 per night. Registration opens for performers and technicians on November 17, 2014 at the registration rate of \$55.00.



Membership Renewal

A reminder that IOT Members can [renew their membership](#) until March 31 when it will expire. If there are any questions about the process, please contact Susan at phillipss@ecu.edu. This is also a good opportunity to update member information with season dates for 2015, new photos, etc.



Miss a Conference?

We've added a new tab on the website's [Publications](#) page called "Conference Highlights." Videos and PowerPoints of past sessions will be posted here as a resource for members wanting to review past conference presentations or those who were unable to attend. At this time, we have a very informative video with marketing guru Lisa

Middleton (Stratford Shakespeare, now Chicago Lyric Opera) discussing **Customer Service** from our 2012 conference and presentations from our 2013 conference by Johnny Warren (Stephen Foster Story) on **Social Media** and attorney Sherry Porter on the **Affordable Care Act**. Additional material will be posted soon, so keep an eye on this new feature.

The Institute of Outdoor Theatre (IOT) 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 and religious and contemporary theatrical presentations. These organizations are united by their common adventures in producing theatre in outdoor settings and their unique roles in providing exceptional values in tourism , education and entertainment. For more information please visit our website at <http://www.outdoor-theatre.org>.

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