



February 2013, Volume 6, Issue 1



# The Institute of Outdoor Drama

## Newsletter

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### New Members

The Institute welcomes the following new members:

Aletheia University  
Llyn Scott  
New Taipei City  
Taiwan ROC  
[Email](#)  
[Web](#)

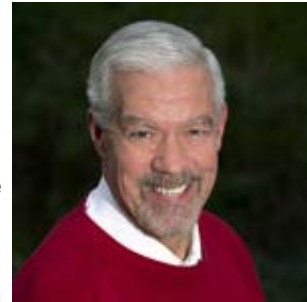
American Shakespeare Center  
Amy Wratchford  
Staunton, VA  
[Email](#)  
[Web](#)

Hudson Valley Shakespeare Festival

## Letter from the Director

Dear Colleague,

Having now completed the first year of my assignment as the Institute's Director, I feel very energized by the potential we are discovering to transform the Institute into an active year-round service organization through our programs, research and the complete overhaul of our [Web Site](#). With our international expansion just beginning, the internet will be vital in helping us grow towards the goal of creating a worldwide network of expertise, best practices and—perhaps—exchanges. Susan and I in the office are anxious to accomplish all these things, and we hope you will support the Institute with your participation in our live events and frequent visits to our new web site.



I remind our members that March 31 is the deadline for renewing your IOD Membership for the coming year, which you can do online at [IOD Renewal](#). New members, or course, are welcome at any time, and full information is available at [Member Applications](#).

We are particularly pleased to welcome our newest members with this publication and to note that several of them hail from countries outside of the United States. While many of our theatres are primarily local institutions, the field of theatre and the phenomenon of performing it in the open air is universal, and we all have a great deal to learn from one another. The

Maggie Whittlum  
Cold Spring, NY  
[Email](#)  
[Web](#)

Kingsmen Shakespeare Company  
Timothy Hengst  
Thousand Oaks, CA  
[Email](#)  
[Web](#)

Kitsap Forest Theater -  
Mountaineers  
Gala Lindvall  
Shoreline, WA  
[Email](#)  
[Web](#)

Matewan Drama Group  
Donna Paterino  
Williamson, WV  
[Email](#)

Seattle Shakespeare Festival  
George Mount  
Seattle, WA  
[Email](#)  
[Web](#)

Shakespeare by the Sea Festival  
Jenn Deon  
St. John's Newfoundland, Canada  
[Email](#)  
[Web](#)

Shakespeare WA  
Paige Newmark  
Greenwood, Western Australia  
[Email](#)  
[Web](#)

### Next Newsletter

Do you have something you want to share with the IOD membership in the next newsletter? Just send it to [outdoor@ecu.edu](mailto:outdoor@ecu.edu) and we will try to include it in the next newsletter.

Institute's mission has expanded in recognition of that universality, and we look forward to a rich dialogue with all of you as we pursue that mission.

Many thanks,  
Michael Hardy

## 2013 Auditions

Last month, over 160 performers and technicians from twenty states and Canada attended the annual IOD auditions which were held in Asheville, N.C. hosted by member John Russell.



Sixty colleges and universities were represented over the weekend which began with an evening meeting and receptions with the companies, followed by a full day of auditions and callbacks. The weekend concluded with a Sunday morning career development session led by professional actress and director Lisa Ludwig, the executive director of Shakespeare in Delaware Park in Buffalo, NY.

Theatre companies from Kentucky, North Carolina, Georgia, Pennsylvania and New York participated in the auditions and 81% of the actors participating had at least one callback, with 75% receiving multiple callbacks. This unusually high ratio undoubtedly contributed to the strongly favorable response to our post-auditions survey of participants!: [Survey](#) Next year's auditions will be held from January 17-19, 2014 in a location to be announced soon.



## TEXAS Musical Drama Bucks Attendance Trends in 2012

By Lindsey Day

*(Editor's Note: The use of fireworks in outdoor dramas increasingly poses a problem as regulations and insurance premiums are on the rise. Here is one ingenious solution that transformed a problem into a new attraction.)*



Texas Panhandle Heritage Foundation, producers of *TEXAS Musical Drama* in Palo Duro Canyon State Park managed to buck the trend of decreasing attendance numbers for outdoor theatre. "It would be easy to say it was the fantastic job of promotion and marketing we were doing. In reality it was a combination of things," says Kris Miller, Executive Director of Texan Panhandle Heritage Foundation (TPHF).

"We started out last summer flat. We had real concerns that even with a slight drop in average daily temps; we were going to struggle to hit 50,000," Miller added. By June 29th the show had created a new interest from the local market and attendance steadily

increased over 2011 numbers and led to numerous full houses the last few weeks of the summer.

Like most outdoor theatres and many other attractions where weather can easily affect ticket buying decisions, TEXAS was also struggling. TEXAS has a love-hate relationship with Mother Nature; the story line includes the battle early pioneers had with the weather. As attendance was continuing to decline a little each year, the area was hit with the summer from He\*\*. Summer 2011, 40 show days out of 67 hit 100 degrees or more. To top it off, there were horrific wild fires in and around Palo Duro Canyon during the spring. A fire ban was in place and the fireworks show that highlighted the finale was being forced to remain in storage.

A very creative production staff along with a few strong, long-time supporters were determined to find a replacement for the fireworks. Ideas often spring out of necessity and as a result of TEXAS longtime relationship with the folks at Disney and LDI, they developed a new water show with LED illuminated water fountains. It was a unique and exciting alternative to fireworks but, the heat that summer was devastating to ticket sales.

“As the show prepared for the 2012 season, one of our long time patrons donated the funds to take our water show to the next level. “The Dancing Waters of TEXAS” is now a spectacle that could almost stand alone as an attraction, “ Miller said. That upgrade in special effects combined with a smaller version of the shows traditional fireworks display, a magical cast and air conditioning of the theatre created a buzz. Folks from TEXAS own backyard, people that had not seen the show in years, were buying tickets.”

Miller continued, “Our marketing is fluid as we try and promote to those most likely to purchase a ticket. “ The theme in their advertising locally was “after 47 years, you may have seen TEXAS, but you’ve never seen TEXAS like this!



As TEXAS gears-up for its 48th season, the staff know how important it is to take advantage of the momentum generated last season and produce a show that includes special effects to attract a new demographic while maintaining the integrity of the story that has entertained audiences from around the world for almost half a century.

## **Bill Coleman named as new CEO for *The Lost Colony***



The Board of Directors of the Roanoke Island Historical Association is pleased to announce that Bill Coleman has been named the new Chief Executive Officer of the organization effective September 17, 2012. Mr. Coleman has served as a senior management leader with nonprofit arts organizations in Kentucky,

Tennessee and Ohio. He previously worked as the Executive Producer of *The Stephen Foster Story* and was director of audience development at the Tennessee Repertory Theatre in Nashville. His theatrical background also includes Executive Director of City Ballet in Knoxville, TN. and serving on the

Board of Directors for the Nashville Shakespeare Festival.

No stranger to outdoor drama and nonprofit arts organizations, Coleman has been a consultant to numerous theatrical facilities including the Mountain Arts Center in Prestonsburg, KY, the Johnny Appleseed Heritage Center near Mansfield, Ohio and the Ruben Dario National Theatre in Managua, Nicaragua. Prior to moving to Manteo, Bill has served as CEO of Dismas, Inc., a national social service agency headquartered in Nashville, TN.

The announcement is made by Stephen B. King, Sr. who served as Chairman of the Search Committee, and has just been named the new Chairman of the Board of the Roanoke Island Historical Association. Coleman's appointment was approved by a unanimous vote of the Board of Directors. According to King, "Bill Coleman brings a strong background in outdoor drama combined with administrative and financial experience that will serve *The Lost Colony* as it faces the challenges that lie ahead for both the organization and the industry."

Mr. Coleman considers it an honor to lead such an historic organization and looks forward to moving to Roanoke Island and becoming a part of the community that is responsible for the creation and continuation of our nation's oldest outdoor drama. As he watched the show this past summer, Coleman was impressed with the spectacular location of the Waterside Theatre and the almost museum like feeling of being on the spot where the actual events took place. "I was impressed with how fast the show actually moves considering how much history is packed into one evening," Coleman explained.

Coleman who received a BA from the University of Tennessee and a MBA from Bellarmine University in Louisville, Kentucky is ready for the challenges that lie ahead. When he starts work on September 17th, he will be ready to join the administrative staff that has guided the organization through the 75th anniversary season. He looks forward to their input and welcomes the collaboration that will take place as plans are made for the 76th season of Paul Green's Symphonic Outdoor Drama. Next year's season will open on May 31 and run through August 23, 2013, and looks

forward to building on the success of the last 75 years. Please visit [www.thelostcolony.org](http://www.thelostcolony.org) for more information about *The Lost Colony*.

## Utah Shakespeare Festival Announces 52nd Season

CEDAR CITY, UT – Four Shakespearean classics, two hit musicals, an American stage icon about justice, and a regional premier of a new play are all scheduled as part of the 2013 season at the Utah Shakespeare Festival.



The season was earlier approved by the Festival board of governors and the Southern Utah University board of trustees and was announced today.

The Festival's 2013 season, its 52nd, will run from June 24 to October 19. Even though the 2012 season of the Festival is just getting underway, tickets for next year are already on sale at the Ticket Office windows at the Festival, by calling 800-PLAYTIX, or by visiting us online at [www.bard.org](http://www.bard.org).

"Shakespeare is our cornerstone playwright, and we are excited for the next phase in our Complete the Canon campaign," said Artistic Director David Ivers. Starting in 2012, the Festival is committed to produce Shakespeare's entire canon of work over a period of twelve years, including completing his entire cycle of history plays in sequential order.

With that in mind, the Festival will present in the world-famous outdoor Adams Shakespearean Theatre the first in that history cycle, *King John*. Also in the Adams Theatre will be Shakespeare's epic masterpiece *The Tempest* and the frothy romance *Love's Labour's Lost*. These three plays will run from

June 24 to August 31.

“In addition to featuring works by the Bard, we will return to producing two musicals in the season,” Ivers commented. Featured in the Randall L. Jones Theatre from June 24 to August 31 will be Cole Porter’s high energy musical *Anything Goes*. During the late season, September 18 to October 19, guests can enjoy favorite songs from the 50s and 60s in Roger Bean’s *The Marvelous Wonderettes*.

Also in the Randall L. Jones Theatre will be the American theatre classic *Twelve Angry Men* from June 24 to August 31 and the second in Shakespeare’s history cycle, *Richard II*, from September 18 to October 19.

The final, and perhaps most exciting, 2013 production will be a regional premiere of the winner of five 2012 Tony Awards, *Peter and the Starcatcher* by Rick Elice based on the novel by Dave Barry and Ridley Pearson. *Peter and the Starcatcher* promises to be a thrilling, imaginative, theatrical experience about Peter Pan, the boy who never grew, and all the memorable characters he encounters on his journey to Neverland. Fun and inviting for the whole family; this show is not to be missed. *Peter and the Starcatcher* will run all season from June 24 to October 19, in the Randall L. Jones Theatre.



“Each play represents our continued commitment to explore master works of the theatre while entertaining and engaging our audiences in new and thrilling ways,” concluded Artistic Director Brian Vaughn. “It is a season of limitless possibilities.”

For tickets or information about the Festival, call 800-PLAYTIX, or visit us online at [www.bard.org](http://www.bard.org).



## www.Outdoordrama.org

The Institute's new Web Site is now fully functional and offers a variety of features for our members and guests, including built in "[How To](#)" pages to help you take full advantage of the different services now available online. Here is a partial list of the places you can go and things you can do:

1. Our Member Resources menu is very important and will lead you to the [How To](#) instructions as well as a form you can fill out to complete your [Member Profile](#) information including photographs and videos of your company. This is where potential visitors learn about you for the first time before clicking on your web link to visit your own site.
2. [Publications and Research](#): the latest downloadable IOD attendance and audience surveys, plus new "White Papers" on best practices. Check them out and let us know if you would like to author one yourself.
3. The Callboard: On the [Job Postings](#) page you can list positions you are looking for or even post your own audition notices. On the [Buy-Sell-Trade](#) page you can list items you would like to acquire or sell to others.
4. Our [Members Forums](#) page presents the opportunity to ask, answer and generally opine on subjects of interest to our members and guests.
5. And there's much more, from the searchable Member Directory to information about the IOD Auditions, 2013 Conference, press releases and hi res photos in our press room. All of the services of the Institute are also explained and, of course, member applications and renewal forms are available as well.
6. In the future, we plan to invite alumnae of the outdoor dramas to participate in the site as well as the students and young professionals who audition and perform on our stages.

We strongly encourage members and guests to use this site and make it your own by taking advantage of the various features which are available. We have designed the site with the intention of putting the

Institute's services and information at your service throughout the year. Members or guests needing assistance with logging in can call us in the office (252-328-5363) or send us a message on the "Contacts" from the web site. Our goal is to provide the means for the professionals in our field to share with and learn from one another. As our international expansion continues, this has the potential to become a treasure trove of information, best practices and access to new opportunities and ideas.

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 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.outdoordrama.org>.

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