A Chronicle of the Life and Times of an Assistant Managing Director

by Abby Lynn

An Honors Thesis

Thesis Advisor: Jennifer Blackmer

Ball State University

Muncie, IN

December 2005

Expected Graduation Date: December 18, 2005
When I first arrived at Ball State I had only a vague idea of what I wanted to do with my life. I knew that I loved the theatre and that I wanted to share that love with others, but I was not sure how this could be accomplished. My experience working for the Department of Theatre and Dance has shown me that I can make the theatre accessible to others through theatre management. I have worked with Managing Director Jennifer Blackmer to make many positive changes to our Department. We have created an updated brochure, started a student matinee program and worked on Shakespeare Under the Stars, the summer theatre program. I also spent a summer working in the management area at the Illinois Shakespeare Festival. This project will give me a chance to compile what I have learned in my majors and management work into a usable manual. It will also give me the opportunity to further my research in the area of theatre management and promotion. The outcome of the project will be a usable manual to guide the future Assistant Managing Director of Ball State Theatre and Dance. A CD will accompany this manual with useful documents such as excel spreadsheets and address labels. It is my hope that this manual will be used after I have graduated to continue the work that I have begun to improve the management and promotions area of Ball State Theatre and Dance.
A Chronicle of the Life and Times of an Assistant Managing Director

by Abby Lynn

Ball State University
Department of Theatre & Dance
Dear Future Assistant Managing Director,

The truth is I don't know how to start this. I'm not sure how to encapsulate three years of success and failure, trial and error, innovations and reinvention into one workable manual. My goal and my hope is that you will be able to use this information to continue some of the successful programs and positive changes that I have helped implement for the Ball State Department of Theatre & Dance. I encourage you to expand upon my ideas and bring your own creativity to the position. In many ways Ball State Theatre is still an untapped cultural resource for students and the Muncie community. This offers many exciting opportunities for creative marketing, PR and advertising efforts. In other ways, starting from scratch can be frustrating. It is important to remember that Rome wasn't built in a day. Rewards for your efforts may come slowly, but they will come. It might just be a few students who come with a coupon saying they want to see; "...that show they just saw in the library." It might be a sold-out student matinee. Either way, it will be worth your effort.

I have broken down this manual into workable sections labeled by content. I encourage you to browse through the entire book to get an idea of what has already been done, what you can expand upon, and what new ideas you want to bring to the position. Some of what I've done is specifically designed to bring uniformity to a disorganized system. The position of Assistant Managing Director is really one of a jack of all trades. I've done everything from hanging posters in area businesses to helping create the season brochure. I think you'll be surprised at where this job will take you. Just remember to have a sense of humor, and I think that you'll find that you will gain valuable experience that will help you in the real world. I don't know of any other students who have had the opportunity to get such in-depth, hands-on experience in the area of theatre management. This job has led me to an internship at the Illinois Shakespeare Festival and even the opportunity to be Managing Director for a semester. I cannot imagine where it will take you.

Congratulations and good luck on your new adventure.

Sincerely,

Abby Lynn
Assistant Managing Director
Associate Managing Director
Managing Director
Ball State University Theatre
A Chronicle of the Life and Times of an Assistant Managing Director

Table of Contents

General Information ........................................................... 2-3
Royalties and Licensing ..................................................... .4-7
Templates ...................................................................... 8-19
Advertising Ventures ......................................................... 20-29
Student Matinee ................................................................. 30-39
Final Thoughts ................................................................. 40
IMPORTANT INFORMATION

GENERAL:
Main Office: 285-8740
Fax: (765) 285-4030
Box Office: 285-8749
Jen's Office: 285-8747
Jen's Home Phone: 282-3187

SCHOOL PROGRAMS
LD Code: 5***07
Parking Services: 285-1208
Rhonda Clark (special event parking): 285-1216
Barb Miller (Cowan/ home): 286-7082
bmiller@cowan.k12.in.us

ATRIUM PERFORMANCES
Lori Chechi: 285-1967
lchechi@bsu.edu

PUBLICITY CONTACTS
Layne Cameron: 285-5953
lscameron@bsu.edu

CAMPUS TV
Newslink at 9
Krystal Shull (kkshull@bsu.edu)
The Scene
Thescenecrew@hotmail.com

WIPR
Brian Beaver: 285-9024
Brian Beaver bmbeaver@ bsu.edu
Senior News Reporter
Marcus Jackman: 285-4127
mjackman@bsu.edu
Senior Producer
Stan Sollars: 285-8513
stansollars@bsu.edu
TCom Instructor
Muncie Star Press

Michelle Kinsey: 213-5822
mkinsey@thestarpress.com

Joe Canan: 213-5845
jcanan@thestarpress.com

Colleen Steffen: 213-5852
csteffen@thestarpress.com

Area Reporters

Stacey Grosh: 800-750-5049
Anderson Herald Tribune

Tom Carey:
Kokomo Tribune

Barb Wilkerson: 260-726-8141
Portland Commercial Review

ATRIUM ADVERTISING
285-1031
$50.00 per week

RETIREMENT VILLAGES
Heritage Retirement Village
Pam Douglas
1400 S. Patriot Dr. Yorktown, IN 47396
759-6047

Elmcroft of Muncie
Katreena Stinson
1601 N. Morrison Rd. Muncie, IN 47304
289-4260

Lynd House
Yolanda Jackson
2410 E. McGalliard Muncie, IN 47303
284-7670

Westminster Village
Carolyn King
5801 W. Bethel Ave. Muncie, IN 47304
288-2155
Royalties and Licensing

One of the first steps after the show is chosen is to secure the license and order the scripts. This can be a very simple process, or it can be ridiculously difficult. Don’t be discouraged if things do not go as planned; just make sure to stay on top of things. It usually takes no more than two and a half weeks to receive scripts. I have listed the companies with which we do most of our business and added some hints to help with your first order.

Samuel French (samuelfrench.com)
The royalties form is available online, and though we have had problems in the past I’d say it is now safe to use. Ball State Theatre already has a login name and established account, simply ask the Managing Director for the name and password. This is extremely helpful as most of the work is done for you. Samuel French requires that you fill out licensing/royalty information when you purchase more than two scripts. It is most convenient to simply do both at the same time, but if you have already submitted the licensing information you must state this in the notes section. So far, I have not had a problem with either way.

Dramatists (dramatists.com)
Ordering from Dramatists is extremely similar to ordering from Samuel French. I believe that the password and login are even the same, although I would still ask. You must sign in before you purchase, but after that almost everything should be filled out for you.

Musical Theatre International (MTIshows.com)
When ordering from MTI you will first order a perusal script. Then when you decide to perform the musical you return the script with a request for royalties. They will send a contract which must be signed before they will send scripts. Also, a refundable deposit is required.

Broadway Play Publishers (broadwayplaypubl.com)
The best thing to do is just call. They are fairly small and very friendly and one phone call will lead you straight to the rights. You can pay/order at a later time from the Web site.

The Managing Director will have the credit card information so be sure to get that before you start. If a script seems particularly expensive (over $7 or $8) ask the Managing Director if there is an alternative before you place the order. Finally, when you do place an order, print out a copy of the page that describes the order and turn it in.

The last step comes when you have to return musical scripts. Make sure that all scripts that were borrowed are returned. There are shipping forms in the main office and Central Receiving needs to be called to let them know that there is a package to pick-up. Make sure that scripts are returned in a timely manner and that they actually get picked-up (CR tends to forget we called.)
Example of a royalties ordering form sent by fax

Samuel French, Inc.  Fax: 212-206-1429
45 W 25th St.
NY, NY 10010

To Whom It May Concern:

Ball State University Theatre respectfully requests the rights to the following show: "The Proposal" by Anton Chekhov adapted by Michael Frayn, as it appears in the collection The Sneeze. We are only performing "The Proposal" (18929.)

Date: February 22-26, 2006

Number of performances: 6

Seats: 40

Ticket price: $4.00

Name of group: Ball State University Theatre

Address of group: c/o Jennifer Blackmer
Department of Theatre & Dance
Ball State University
Muncie, IN 47303

Name of venue: The Cave Theatre Ball State University

Address of venue: c/o Jennifer Blackmer
Department of Theatre & Dance
Ball State University
Muncie, IN 47303

Thank you for your time and consideration. If you have any questions please feel free to contact me at the number or email address below.

Sincerely,

Abby Lynn
Associate Managing Director Ball State Theatre
aelynn@bsu.edu (765) 285-8747
Letter sent to MTI to apologize for a missing script

November 9, 2005

To Whom It May Concern:

I regret to inform you that one script will not be returned with this order. The person who has the script is out of town, but the script will be mailed to our organization shortly. We will then mail it to you. I apologize for the inconvenience, but I did not want to keep the scripts for a longer period of time than necessary. Thank you for understanding, as always, it has been a pleasure working with MTI.

Sincerely,

Abby Lynn
Associate Managing Director
Ball State University Theatre
Templates

Marketer, advertiser, program and poster manager, throughout my time at Ball State I have done it all. To help keep others and myself on the same track I created templates to maintain a sense of uniformity. Some of the items in this section I use frequently, others were used only once.

The most important templates are for the program and bios. These guidelines make it easy for the poster/program designer to access information, and cut down on the time needed to edit bios. Both guidelines should be sent to the stage manager coordinator. He or she will in turn send them to the season’s stage managers. The bio information must be distributed to the cast. The program information must be returned to you so that it can be passed on to the designer.

The other templates in the section are simply projects that have come my way over the last couple of years. The coupon is used during promotional performances, the press release is a good example of what should be sent to newspapers, and the invoice is sent to schools if it is needed to purchase tickets.

I’m sure you will find yourself needing to create standard templates as your job progresses. My best advice is: Do not throw anything away! You never know when you’ll need to use your work again. Trust me, I’ve learned from experience!
PROGRAM INFORMATION GUIDE

A Guide for Stage Managers

Ball State University stage managers are responsible for submitting all program information to the management office by the end of the first week of rehearsal. This information is checked and passed on to our program designer for formatting – our designers are typically graphic design students who do not work for our department and are unfamiliar with our culture. Accordingly, everything must be listed clearly and names spelled correctly in the initial information we receive from the stage manager.

Please provide all program information using the blank form provided! Consult this guide with any questions. Please email your program information form to aelynn@bsu.edu (Abby Lynn) and jsblackmer@bsu.edu (Jennifer Blackmer) by the end of the first week of rehearsals.

Programs are set up in the following manner:

Page One

Title
Playwright
Translator or adaptor
Composer
Lyricist

Director
Musical Director
Choreographer
Fight Choreographer
Scene Designer
Lighting Designer
Costume Designer
Sound Designer
Make-up/ Hair Designer
Technical Director
Vocal Coach
Dramaturg
Stage Manager
Faculty advisor (If show is student directed.)

Page Two - Cast

Check order of cast with the director. List in the order they are to be listed in the program. The most common form is by order of appearance in the play. List the character’s name, then the actor’s. Double check cast list to make sure that every actor
is listed, and double check spelling of names. Ask the actor how s/he would like his/her name listed in the program.

**Running Time** - *estimate as best you can, we can make changes during the proofing process*

**Time and Location** – *this information should come from the director*

**Page Three - Production Staff**

Assistant Director  
Assistant Stage Managers  
Assistant Scenic Designers  
Assistant Costume Designers  
Props Master  
Wardrobe Mistress  
Master Electrician  
Light Board Operator  
Sound Board Operator  
Stage Crew  
Costume Crew  
Make up Crew  
Props Crew  
Rehearsal Pianist  
Orchestra

**Special Thanks** - *ask director and all designers for these during your production meeting*

**Director's Note** - *ask your director is s/he would like to include one. If your director doesn't want a program note, inform management as soon as possible so we may make adjustments in the program layout. You will probably have to remind your director a few times for the note – DO NOT LET THIS NOTE HOLD UP YOUR FIRST SUBMISSION. We will go ahead and take all of the above information without the note.*

**Ads** – *please inform your production staff that they may not promise ads to donors who give us props, furniture, etc. without first checking with Jennifer in the management office. Do not promise ad space until you know we have it available!*

**Program information is due to the management office by the end of the first week of rehearsal. Please remember that accuracy now saves time during the proofing process, and reduces the risk of mistakes later on.***

**Contact Jennifer or Abby with any questions!**
PROGRAM INFORMATION GUIDE
A Guide for Stage Managers
Please fill in the blanks by typing the appropriate name or title
Please double check spelling
Adjust spacing as needed, especially for longer pieces of information (ex. cast list)

Page One

Title:

Playwright:

Translator or adaptor:

Composer:

Lyricist:

Director:

Musical Director:

Choreographer:

Fight Choreographer:

Scene Designer:

Lighting Designer:

Costume Designer:

Sound Designer:

Make-up/ Hair Designer:
Technical Director:

Vocal Coach:

Dramaturg:

Stage Manager:

Faculty advisor (If show is student directed.):

Page Two -
Cast:

Running Time (by acts):

Time and Location:

Page Three - Production Staff
Assistant Director:

Assistant Stage Managers:

Assistant Scenic Designers:

Assistant Costume Designers:

Props Master:

Wardrobe Mistress:

Master Electrician:
Light Board Operator:

Sound Board Operator:

Stage Crew:

Costume Crew:

Make up Crew:

Props Crew:

Rehearsal Pianist:

Orchestra:

Special Thanks:

Director's Note:

Ads: Please attach any ads and designs that have been pre-approved by Jennifer Blackmer

When the form is completed please email it to jsblackmer@bsu.edu (Jennifer Blackmer) and aelynn@bsu.edu (Abby Lynn) Thank you!
Writing your Bio

A helpful guide from your friendly management staff.

(This is only for bio uniformity at Ball State, other theatres may have different guidelines)

A List of Do's:

Do start the bio with your name in bold, as it appears in the program and include your character name (if applicable) in parentheses.

Do speak in the third person (ex. This is her third production at Ball State).

Do state your school year and major (but do not capitalize them ex. senior, acting major).

Do state where you are from, but use the abbreviation for the state if you are from Indiana (IN).

Do list past shows, but italicize them only! (show names do not need to be put in all caps or underlined).

If you include the character name preface with "favorite roles include." or something similar, and then list the role with show in parentheses: Puck (A Midsummer's Night Dream).

Do write succinctly, choose the information that you feel is most important and include only that. Bios should be no more than 1/4 a page, single-spaced, size 14 Times New Roman font. (unless you are the director, guest artist or a professor).

Do CHECK ALL SPELLING! This includes running a spell-check, and double-checking past shows for spelling accuracy. Remember that your bio reflects back on YOU!

Do let your bio reflect your personality, but avoid being “cutesy” or over-familiar. Your bio is as much of a professional document as your resume. Your bio can be a place to thank those who have significantly impacted your life, but avoid personal or tasteless jokes that the general public won’t understand.

If you are listing thank you’s and want to add a personal quote, do so at the end of the bio and use proper quotation: To his parents he would like to say, "I wouldn’t be where I am without you. Thanks!"

Do email your bio to the stage manager, that way he or she can email them directly to the management staff. Handwritten bios are not accepted.

Thank You!
$1 OFF ANY TICKET TO A PERFORMANCE of ANYTHING GOES
Where: University Theatre
When: March 31- April 2, April 6-9 7:30
April 3 at 2:30
For more info. call the box office 285-8749

For more info. call the box office 285-8749
An example of a student matinee invoice, but it can be used as a general invoice form.

University Theatre - Dept. of Theatre & Dance
Ball State University

Greenfield Central
Attn.: Ted Jacobs
810 N. Broadway
Greenfield Central Greenfield, IN 46140

Feb. 10, 2005

Philadelphia Story - Feb. 24, 2005
Student Priced Evening Performance
Sale #: 65069

Tickets: Price: Extended
40 $5.00 $200.00

Total
$200.00

Please remit payment as soon as possible; unless otherwise requested, tickets will be held at the University Theatre Box Office. Tickets will not be released until payment is made. If you have any questions, please call the University Theatre Box Office at 285-8749.

Thank you!

University Theatre Box Office
Department of Theatre and Dance
Ball State University
Muncie, Indiana 47306-0415
765-285-8747

FOR IMMEDIATE RELEASE!

FREE SHAKESPEARE PRODUCTION RETURNS
FOR SIXTH SEASON AT BALL STATE UNIVERSITY

6/25/04, MUNCIE – Ball State University is proud to announce the opening of William Shakespeare’s comedy THE MERRY WIVES OF WINDSOR in the Department of Theatre and Dance’s sixth annual “Shakespeare under the Stars” festival. Playing on the campus Quad in front of the Fine Arts Building, performances will run Wednesday, July 21 through Sunday, July 25 at 8:00 p.m. Admission to all performances is free.

Directed by acclaimed Chicago director Karen Kessler, THE MERRY WIVES OF WINDSOR takes the Bard’s traditional story of impossible love and mistaken identity and transplants it into 1950s American suburbia. When Sir John Falstaff arrives in suburban Windsor, he falls in love with Mistress Page and Mistress Ford, two merrily married women who vow to revenge Falstaff for his insulting advances. During the many misadventures, Falstaff encounters his ragtag band of former soldiers, a passionately maniacal French doctor, a Welsh parson of questionable integrity, and the overtly jealous husband of Mistress Ford.

Leading the cast as Sir John Falstaff is professional actor Richard Marlatt who joins the cast following a run in (insert show here) at Chicago’s Goodman Theatre. Department faculty also tread the boards with assistant professor Wendy Mortimer playing Mistress Ford, assistant professor Harold Mortimer featured as Bardolph, and department chairman Bill Jenkins as Ford.

For the first time since the inception of the annual “Shakespeare under the Stars” program, this year’s midsummer festival will be held entirely on the Ball State campus on the scenic quadrangle – home to the Symphony on the Green in late spring and Quad Bash in early fall. The Shakespeare Youth Company comprised of Muncie area middle and high school students will perform scenes during the festival at 7:00 p.m. nightly followed by performances from Ball State’s School of Music ensembles beginning at 7:20 p.m. As an added artistic connection to the festival, the Ball State Museum of Art will remain open to the public until 7:45 p.m. on performance evenings.

For more information, contact managing director Jennifer Blackmer at 765-285-8747.
Scholarship invoice form. These were printed on a small, white envelope and distributed at the scholarship event and performance.

Ball State University Theatre & Dance Scholarship Fund
Please provide us with the following information:

Name: ________________________________________________
Address: ______________________________________________
_____________________________________________________
Email Address: _________________________________________
Phone: ________________________________________________

Yes, please send me a receipt for my tax-deductible donation

Please make checks payable to Ball State University Foundation Account 8360

Thank you for supporting our students!
Advertising Ventures

Theatre has consumed most of my time at Ball State, but it is not my only passion or my only major for that matter. I am a double major in advertising and theatrical studies and my time as the Assistant Managing Director has provided the perfect outlet for both of my passions. I began my work much at the same time as our current Managing Director Jennifer Blackmer. Little was done for the Department in the way of advertising and PR and she was kind enough to give me artistic license and faithful support. She is also extremely helpful and will be for you as well, you just have to ask. With the support behind me, I began brainstorming ways to advertise the Ball State Department of Theatre and Dance. The challenge was daunting, but the prospect of having complete artistic control also made it creatively interesting. My projects started small and each step brought new challenges, but I have managed to fine tune some of my advertising ventures into workable, repeatable models.

If you browse through the pages of this section you'll see that a lot of what I do involves mailings - to high school, to retirement homes, to students. This corresponds to my ultimate goal, which is always: Get the Word Out. If people do not know that we are doing a show, they will not come see it. The traditional methods of communication, such as the newspaper, are taken care of by Cardinal Communications and are therefore out of your jurisdiction.

The best projects, and the ones that are the most fun, stem beyond the written word. Performances in Bracken Library and the Atrium are among these types of projects. Interviews with The Scene and Newslink at 9 represent similar projects. It is these types of projects that I suggest you create and expand. I know Muncie has a cultured soul deep down; we just need to bring it out!
I led this case study discussion in my advertising case studies class.

Ball State Theatre Case Study:
Although demographic information for the shows is still pending, the problem of Ball State Theatre can be broken into three groups.

1. Lack of attendance by students not required to attend shows.
2. Lack of community support and attendance.
3. Lack of exposure to do limited advertising budget and reluctant campus sponsorships (ex. Ball State Daily News)

There are three levels of theaters at Ball State; the largest theater is University, seating approx. 400 and housing the main stage shows. Strother, a smaller studio theater is used for more intimate, innovative productions. Finally, The Cave is the smallest theatre and the home to entirely student-produced productions. The small sizes of Strother and The Cave usually bring a full house to each production. The challenge lies in the main stage shows in University Theatre. This season there are two shows, Philadelphia Story and Anything Goes, as well as a dance concert, Festival of Dance.

Philadelphia Story is a 1940's comedy that was immortalized onscreen by Katherine Hepburn, Carey Grant and Jimmy Stewart. While the show has name appeal to older generations, it will probably be unfamiliar to many Ball State Students. How can we get both community members and students involved? Philadelphia Story runs from Feb. 17-19, 23-26 at 7:30 P.M. and Feb. 20th at 2:30 P.M.

Anything Goes is a popular, well-known musical filled with lively songs and tap dancing. The show has widespread appeal and represents one a theatre's easiest sells: a big name musical. How can we maximize the sales potential for this show? The show runs from March 31-April 2, April 6-9 at 7:30 and April 3rd at 2:30 P.M.

The final aspect I would like to discuss would be a campaign for Ball State Theatre as an entity, not as individual shows. The Department lacks a concrete image within the student and community populations. Creating a brand, slogan, or some recognizable event would be helpful in finding a solution to three problems listed above. Budget and staff are limited. What can be done?
Helpful results from the study.

Ball State Theatre Case Study:

General Facts:
Students get most of their information from the Daily News, Ball State Web site and mass emails.

Factors to overcome:
- Reputation: people do not know that we are nationally recognized (support from University even during campus tours would be nice!)
- Competition with the "professional" shows that come to Emens
- Material: titles are unfamiliar (this is okay, but we need to make them seem relevant and interesting.) try a cliff note version: ex. Lysistrata "sex, sex, and more sex!"

New ideas to implement:

Season ticket sales in the dorms during move in week
Have theatre students set-up a table promoting the shows of (brochures) the season and with available season subscriptions. This targets new students and gets them while they have their parent's money!
Also, advertise at first Greek chapter meetings.

Premade bulletin board kits:
RA's are required to make bulletin boards for their floors. If you send a kit to RA's with all of the theatre information already in it, they will be more likely to use it as a theme.

Have a date night:
Maybe two tickets for ten?
Let people know that you can get two student tickets with one ID

Community Targets:
Upscale restaurants and shops downtown Muncie
Local high schools
Chamber of Commerce
Retirement Villages/ Churches

Help from other departments:
Advertise to other classes that would find shows relevant. Ex. English Dept.
Have University Theatre put on the list of non-profits in Journalism classes that students must develop a marketing plan/logo for, simply to see what they come up with.

Programs we already implement:
- Table tents
- Show segments in public
- Demographic survey
Email sent to area high schools about a sneak preview performance of Anything Goes on the night of the final dress.

Dear Cowan High School Educators,

Ball State University Theatre is offering a special sneak preview performance of Cole Porter's lively musical *Anything Goes*. The performance will take place on **Wednesday March 30th at 7:30 P.M.** in University Theatre on Ball State's campus. This spectacular musical tells the tale of Hope and Billy's globetrotting romance as well as some serious gangster mischief on the high seas. Add a two-story ship for a set, flashy costumes, and show-stopping tap numbers, and you have an entertaining evening of theatre. Ball State University Theatre is offering **25 free** tickets to each of the area high schools for the event. This is the perfect chance to plan a drama club outing or to reward those faithful upperclassmen who have worked hard for four years. If you have any questions about the show, or would like to make a reservation, please reply to this email or call the University Theatre Box Office at 285-8749. We look forward to entertaining you and your students!

Sincerely,
Abby Lynn
Assistant Managing Director Ball State Theatre

P.S. If you can't join us for High School Preview Night, *Anything Goes* runs from March 31-April 2, April 6-9 at 7:30 P.M. and April 3 at 2:30 P.M. We would still love to have you!
Email sent to high school educators designated as "influential" by cast members. You must go to rehearsals and get the names of the educators from the actors. I try to stay within an hour driving distance.

Dear North Central Educators,

Can you imagine seeing a student that you taught and coached, not very long ago, singing and dancing in Ball State University's Mainstage Theatre? The opportunity has arrived starting March 31st in the production of Cole Porter's musical Anything Goes. We proudly invite you, an educator that Ali Miller specifically identified as influential in her high school career, to join us for this lively musical. The show runs from March 31 April 2, April 6-9 at 7:30 P.M. and on April 3 at 2:30 P.M. Tickets are $8 for students and $14 for the general public, but there is a special group discount for groups of 10 or more. For more information, you can reply to this email or call the Ball State University Theatre box office at (765) 285-8749. Ali and cast would greatly appreciate your support, and ask that you kindly pass this information on to your students as well. I have provided a simple flyer for this purpose. Thank you for your support and for the continuing support of your students. We look forward to entertaining you!

Sincerely,
Abby Lynn
Assistant Managing Director
Ball State Theatre
Ball State University Theatre
Proudly Presents
Cole Porter's Musical

Anything Goes
Featuring North Central High School Alum
Ali Miller

Dates: March 31-April 2, April 6-9 at 7:30 P.M. and April 3 at 2:30 P.M.

Place: University Theatre on Ball State's Campus.

Tickets: $8 for students, $14 for general public.
Group discounts are offered for groups of ten or more!!!

For more information please call the Ball State University Theatre Box Office at 285-8749
Letter sent to retirement villages about our shows. Make sure the show is appropriate for a general audience.

February 22, 2005

Ms. Carolyn King
Westminster Retirement Village
5801 W. Bethel Ave.
Muncie, IN 47304

Dear Ms. King,

Ball State University Theatre would like to invite you to join us for an exciting evening of theatre at our upcoming performance of *Anything Goes! Anything Goes*, one of Cole Porter's best-loved musical comedies, tells the tale of Hope and Billy and their globetrotting romance. Add a little gangster mischief, some mistaken identity and 1930's musical hits as "You're the Top," "Friendship," and the unforgettable title song, this "delightful, delicious and delovely" show is sure to please your residents! In addition, we've added a spectacular set, flashy costumes and show stopping tap numbers to create a truly magical piece of theatre!

The performance runs from March 31- April 2, April 6-9 at 7:30 P.M. and April 3 at 2:30 P.M. Tickets are $11 for seniors, but we are offering special group discount for groups of ten or more - please call us for more details! Our theatre is also handicap and wheelchair accessible. Questions or ticket orders can be placed by calling the University Theatre Box Office at 285-8749. We look forward to seeing you!

Sincerely,

Abby Lynn
Assistant Managing Director
Ball State Theatre
Tired of boring floor programs that no one attends?

Now is your chance to support a resident and plan a program that everyone will enjoy.

*Katie Clark* will be starring in

*Anything Goes* on

Ball State Theatre’s Award-Winning Stage

Add dinner at a local dining hall before the show, and you have the perfect night out for you and your residents. Show dates are September 29-October 1, October 5-8 at 7:30 P.M., and October 2 at 2:30 P.M. in University Theater in the Arts and Communication Building. Tickets can be ordered by calling 285-8749. Tickets are only $8, but space is limited so call early to reserve your seats!
Email sent to all students about our Valentine's Day promotion for Love's Fire.

Need a way to spend Valentine's Day?

Award-winning Ball State University Theatre presents *Love's Fire*

Celebrate the season of love with seven of America's best contemporary playwrights as they explore the triumphs and tragedies of the heart in seven one-act plays based on Shakespeare's sonnets.

Have a FREE flower and note waiting for your special someone at the exclusive Valentine's Day performance of Ball State Theatre's *Love's Fire*.

Other performances: Feb. 9-12, 14-15 at 7:30 and Feb. 12-13 at 2:30
Located in Strother Theatre.

For tickets or questions call 285-8749
or visit the University Theatre Box Office Mon. - Fri. 1-5 P.M. in AC
Student tickets are only $6!!!

"Love is a spirit of all compact of fire." Shakespeare
Emails detailing the relationship with The Scene and Newslink@9.

Studio D in the TCOM building. Come in the front door of the building, and walk straight back. The second hallway you come to, take a right, it's on the left.

Kelly

>From: The Scene [mailto:thescenecrew@hotmail.com]
>Sent: Tue 3/15/2005 2:05 PM
>To: Lynn, Abigail E
>Cc: Hoover, Alexander C; Zastrow, Ashley E
>Subject: RE: Anything Goes
>
>Next Tuesday would be super if you want to, because we are taping tonight, and it's probably too soon for you to get here. If next Tuesday is bad, let me know and we'll find another time to tape. Also, if you need to get through early, we can do that as well. Just let me know when and where. Thanks for your continued support of the show.

Hi Dr. Mortimer,

I am a reporter for Newslink@9 and would like to do a feature story on your play "Anything Goes." Is there a time that you are free for an interview anytime after 20'clock on Wednesday? Please let me know as soon as you can. I look forward talking with you.

Krystal Shull

-----Original Message-----
From: Shull, Krystal K
Sent: Wednesday, April 06, 2005 7:24 PM
To: Mortimer, Harold R.
Subject: RE: Interview for Newslink

I just wanted to thank you again! Interviews went great and I wish you the best of luck on the rest of your performances! Also, if you ever want us to advertise for any one of your plays for Newlink@9 just email me and we would be more than happy to. Have a great week.
Student Matinee
Student Matinee

The student matinee is my pride and joy, my very own baby. It started as an independent studies my junior year and now has become an annual event. The first matinee was *Our Town* and it was a sold out crowd. The second attempt was *The Comedy of Errors* and the response was not as astounding. So before you begin planning your own matinee I'd like to offer a few words of advice.

First, plan early. Make sure preliminary information is sent to area schools at least two months ahead of time. Then follow-up with emails, faxes, whatever you feel will get people thinking about the matinee. Be persistent.

Timing and shows will affect the type of crowd that will attend the matinee. It seems that the spring semester has the best response because there are fewer activities planned and it is without the many holiday breaks. Also, if it is a show that students have to read the response seems much better. *Our Town* was a required read for students and educators jumped at the opportunity to bring that particular piece of "literature to life."

Be very prepared. Have a schedule of the day of the event and stick with it. Know where busses will park, how many students need special accommodations, etc. This will make the day run smoothly. Oh, and be flexible. I tend to panic a little if things are not going according to plan, but it will all work out in the end.

As for the information in this section it is up-to-date as of last year, but I would check to make sure that everything has stayed the same, at least every other year. Also, utilize Barb Miller as a contact. She is very nice and helpful and she can tell you who is required to read certain plays.

I hope that you will enjoy this project as much as I did. It is certainly one of my favorites!
Ball State University Theatre Presents
Sophocles' Antigone

Student Matinee
February 17th at 10 A.M.
At Ball State University Theatre

As an educator you want to give your students the most valuable and vivid learning experience possible, but how do you bring to life an ancient Greek tragedy in an age of computers and iPods? It is Ball State Theatre's mission to partner with area educators to create a heightened learning experience enriched with the art of live theatre. The sacrifice of Antigone, the devastation of Creon will come to life in an afternoon of theatre your students will never forget.

Ball State Theatre's Student Matinee Program is more than just a show!

1. Educational packet containing information about past performances of Antigone, the story of Antigone, Sophocles, activities suggestions and more!
2. Optional talk back with cast and renowned Chicago director, Karen Kessler
3. Tickets are only $5 for a group of ten or more!
4. Free chaperone tickets with the purchase of a group of student tickets
5. Theatre is within walking distance to many campus eateries
6. Free bus parking

For more information please call (765) 285-8749 or email Matinee Coordinator Abby Lynn at aelynn@bsu.edu

Read It. See It. Understand It. Ball State Theatre Student Matinee.
Dear Educators,

Last year, Ball State University’s Department of Theatre and Dance partnered with area educators to design a program to compliment traditional teaching methods and bring the literature of the classroom to life on the stage. This collaboration resulted in the Ball State Theatre & Dance Student Matinee Program. Last spring, nearly 400 students gathered to watch BSU’s production of Thornton Wilder’s widely read classic *Our Town.* Participating teachers were pleased with the professional quality of the performance, and students responded favorably to their experiences both in University Theatre and on Ball State’s campus. Due to the success of the program, two matinees have been added this year, allowing educators to choose the show that will best fit their educational needs.

On **Friday, October 1st at 10 A.M.**, students are invited to enter the world of twelve-year-old Helen Keller in William Gibson’s *The Miracle Worker.* Indulged and left in ignorance, the blind, deaf, and mute young girl is lost until teacher Annie Sullivan enters her life. Annie breaks through Helen’s defenses, teaches her to communicate, and ultimately to become “America’s First Lady of Courage.”

On **Friday, November 12th at 10 A.M.**, Shakespeare’s *The Comedy of Errors* takes the stage. This tale of hilarious confusion follows the story of mismatched twins, separated at birth, and the arduous journey to reunite them. BSU’s production of this hilarious Shakespearean farce will take students on a fantastical journey to faraway lands, where things aren’t always as they seem.

**Tickets for each matinee performance are only $6 for students,** with additional discounts for groups of twenty or more. Ticket prices include reasonable chaperone accommodations and an educational Q&A session after the show. Tickets can be ordered by calling (765) 285-8749. Free bus parking is also available, and the theatre is within walking distance to several campus eateries. (Please request the Q&A session when ordering your tickets.)

Whether it is Shakespeare’s classic *Comedy of Errors* or Gibson’s inspiring *The Miracle Worker,* Ball State Theatre & Dance’s Student Matinee Program is sure to enrich your students’ educational experience. If you have any questions or would like to purchase tickets please call (765) 285-8749 or email aelynn@bsu.edu. I urge you to take advantage of this opportunity and bring literature to life.

Sincerely,

Abby Lynn
Assistant Managing Director
March 5, 2004

Dear Ms. Ridley,

On behalf of the cast and crew of Our Town I would like to thank you for joining us for the student matinee on February 20th. We hope that you found the performance to be a valuable educational experience. Ball State Department of Theatre and Dance is committed to serving its surrounding communities in a way that is both beneficial and convenient for community members. One important way in which this is accomplished is through the student matinee program. We applaud you for taking advantage of this invaluable opportunity.

We would like to invite you to join us for the upcoming season of student matinees in fall 2004 as we implement some new and exciting changes to the program. Ball State Theatre will be performing John Steinbeck’s Grapes of Wrath on October 1st and Shakespeare’s Comedy of Errors on November 12th. Further information about these professional-quality productions will be available at a later date. Please keep our program in consideration as you plan your academic year and thank you again for your support.

Sincerely,

Abby Lynn
Assistant Managing Director
November 15, 2004

Dear Ms. Genova,

On behalf of Ball State University’s Department of Theatre and Dance I would like to thank you for attending the student matinee of *The Comedy of Errors*. The cast and crew were very excited to share our production with your students. We hope that the students benefited from our unique interpretation of the play, and gained a greater appreciation for the works of Shakespeare. In order to maximize the educational benefits of the performance, I urge you to continue discussion of the concepts introduced in *Comedy*, such as Surrealism, the life and times of Shakespeare and the role of theatre in contemporary society. If you have any questions please feel free to contact me, I would be happy to help. And again, thank you and thank your students for being such a wonderful audience.

Sincerely,

Abby Lynn

Assistant Managing Director
October 7, 2005

Dear Educator,

With the cost of gas on the rise it is going to be increasingly difficult to find innovative and educational field trips that are also close to home. To accommodate local educators and continue their commitment to community involvement, Ball State Dance Theatre is performing a **one-day only** student matinee production of its first full-length ballet in 20 years, *Coppelia*. The ballet will take place at **10 A.M. on Friday, December 9th** in Ball State's University Theatre.

Far from the typical ballet, *Coppelia* is a comic blend of traditional and folk dances. Colorful costumes and lively, upbeat music compliment the captivating story of Dr. Coppelius and his life-size mechanical doll Coppelia. His actions intertwine with the mischievous love affair of Franz and Swanilda to create a story filled with plot twists and shocking revelations that culminate in a happy ending. *Coppelia* is sure to entertain audiences of all ages!

**Tickets for each matinee performance are only $5 for students**, with additional discounts for groups of twenty or more. Ticket prices include reasonable chaperone accommodations and an educational Q&A session after the show. Tickets can be ordered by calling **(765) 285-8749** or by emailing **aelynn@bsu.edu**. Free bus parking is also available, and the theatre is within walking distance to several campus eateries. (Please request the Q&A session when ordering your tickets.)

Whether you teach in a traditional classroom or in a dance studio, *Coppelia* will engage and entertain your pupils. Please take this opportunity to expose your students to this beautiful and rich art form.

Sincerely,

Abby Lynn
Ball State Theatre
Assistant Managing Director

P.S. Please post the attached flyer so others can also take advantage of this valuable opportunity!
You're invited
To Ball State Dance Theatre's
Premiere Full Length Ballet

When: December 9 at 10 A.M.
Where: University Theatre
Ball State University

Come visit the storybook village of Olympia!
This enchanting hamlet in Southern Poland is home to Franz and
his mischievous girlfriend, Swanilda, the mysterious Dr. Coppelius,
and his beautiful daughter, Coppelia. Join Swanilda and her
friends as they discover Coppelia's secret after some bizarre and
hilarious adventures. This lively and dramatic "comic ballet" will
delight and entertain audiences of all ages.

To purchase tickets, or for more information,
please call the University Theatre Box Office
765-285-8749
October 11, 2005

Dear Ms. King,

With the cost of gas on the rise it is going to be increasingly difficult to find innovative and educational day trips that are also close to home. To continue our commitment to community involvement, Ball State Dance Theatre is performing a one-day only matinee production of its first full-length ballet in 20 years, Coppelia. The ballet will take place at 10 A.M. on Friday, December 9th in Ball State's University Theatre.

Far from the typical ballet, Coppelia is a comic blend of traditional and folk dances. Colorful costumes and lively, upbeat music compliment the captivating story of Dr. Coppelius and his life-size mechanical doll Coppelia. His actions intertwine with the mischievous love affair of Franz and Swanilda to create a story filled with plot twists and shocking revelations that culminate in a happy ending.

Tickets for each matinee performance are only $5, with additional discounts for groups of twenty or more. Ticket prices include reasonable chaperone accommodations and an educational Q&A session after the show. Tickets can be ordered by calling (765) 285-8749 or by emailing aelynn@bsu.edu. Free bus parking is also available, and the theatre is completely handicap accessible. (Please request the Q&A session when ordering your tickets.)

Coppelia will engage and entertain audiences of all ages. Please take this opportunity to enjoy to this beautiful and rich art form.

Sincerely,

Abby Lynn
Ball State Theatre
Assistant Managing Director

P.S. Please post the attached flyer so others can also take advantage of this valuable opportunity!
Bring Literature to Life

Dear Educator,

The Department of Theatre and Dance at Ball State University would like to invite you to an exciting new program. With the help of area educators, we are creating an annual performance series in which the literature of the classroom is brought to life on our award-winning stage. Students are also invited to attend free performance-based workshops designed to help them better understand the elements needed to execute a play. Add the experience of spending a day on Ball State’s beautiful campus, and the result is an unforgettable educational event.

Our First: Our Town

The first production in the series is Thornton Wilder’s widely-read classic Our Town. This deceptively simple story set in a New Hampshire village uses the details of everyday life to reveal some of the most profound mysteries of the human heart. This is one of the great classics of American theatre—it is sure to captivate students and enrich their learning experience. The special student matinee will be performed on Friday, February 20th at 10 AM.

• Student tickets are only $6
• Group Discounts for 20 or more
• Order now by calling (765) 285-8749

I urge you to take advantage of this engaging and accessible educational opportunity. If you have any questions about the student matinee or other show dates please feel free to email me at aelynn@bsu.edu or reach me by phone at (765) 741-8867.

Sincerely,
Abby Lynn
Assistant Managing Director
Don’t Make a Mistake...  
Make an “Error”

Shakespeare’s *The Comedy of Errors* comes to Ball State University for a one time only student matinee on **Friday, November 12th at 10 AM!!**

Shakespeare’s *The Comedy of Errors* is a tale of hilarious confusion that follows the story of mismatched twins, separated at birth, and the arduous journey to reunite them. The interpretation of director Jennifer Blackmer captures the history of the play and the beauty of Shakespeare’s language, but does so in a contemporary way. Blackmer creates a world with an Orwellian feel inspired by the Surrealist painter Rene Magritte. The combination of so many educational genres makes this show perfect for a variety of educators and their students. Don’t miss out on this wonderful educational opportunity, order your tickets today!

Tickets are *only* $6 per student!  
Group Discounts for 20 or more  
Teachers receive free tickets!  
Order now by calling *(765) 285-8749*
Final Thoughts
Final Thoughts

I have been pursuing theatre management since I began my studies at Ball State four years ago. This has led me to explore the management styles of various theatre companies. I have spoken to management personnel in theatres all over the country, from Julliard to Theatre V, an educational company in Cincinnati. I have held management positions at Ball State Theatre and at the Illinois Shakespeare Festival. Through these experiences and interviews, I have garnered a list of thoughts and principles common to most theatre companies. I feel that these are the five most important facets when managing a theatre company.

1. **You must be creative when it comes to funding.** Most theatre companies are nonprofit and therefore have limited budget for daily operations and extensive advertising and marketing. There are still promotion opportunities available you just have to find or create them. Be resourceful!

2. **You must be prepared to work around egos.** Actors, directors, producers and designers can be adamant about their individual visions for a particular show or even a company. Most companies have favorites, and since they bring in the revenue it is important to keep them happy.

3. **You must work well under pressure.** There will be days when the ticket printer quits working right before a show, or rights that you thought you had do not come through. These instances are part of the job and must be dealt with with grace and a cool head. If you think you'll never have to act, think again. An impromptu monologue for a patron who has not received his or her tickets, a scene with the producer about ticket sales, are all part of the daily drama that is played out in the management area.

4. **Communication is key.** So many problems stem from miscommunication and it is often your job to coordinate several areas of the theatre company. You are the nucleus that keeps all of the outer rings in line. This can mean a large amount of your time is spent following up and double-checking information, but it is necessary to keep everything running smoothly.

5. **You must love what you do.** As one professional Managing Director told me, theatre management can be a thankless job. You do a lot of the work but never get to take a bow. The work can be challenging but well worth it if you love the theatre and the thought of sharing it with others.