



# SETC NEWS

January / February 2011

## Respondents Named for 2011 SETC Design Competition

### SCENE DESIGN

#### Judy Juracek

*Scenic Artist, Set Designer and Author of Reference Books on Surfaces*

If you've seen the recent movies *Doubt*, *Wall Street: Money Never Sleeps* or *It's Complicated*, you've glimpsed some of Judy Juracek's artistry.

*(Continued on Page 2)*



### LIGHTING DESIGN

#### Jim Hutchison

*Lighting Designer, Lighting Consultant, Educator and Editor of JimonLight.com*

Fascinated by light? If so, you may have stumbled upon Jim Hutchison's name somewhere already. Hutchison edits an international website on light; consults with companies and theatres on lighting; creates

*(Continued on Page 2)*



### COSTUME DESIGN

#### Peggy Stamper

*Costume Designer and Costumer for Film, Television and Theatre*

Are you a fan of *The Walking Dead*, the new zombie series that ran on television's AMC channel this past fall? You have Peggy Stamper to

*(Continued on Page 2)*



## Cast Your Vote for New Officers at SETC Convention in Atlanta

### 2011-12 Slate of Officers



President  
Alan Litsey



Programming VP  
Steve Bayless



Administrative VP  
Dawn Larsen



Secretary  
Mark Charney



Treasurer  
Tom Booth



Past President  
Beth Harvey

### 2011-12 Nominating Committee



Paul B. Crook



Ginger Willis



Donna White



Sam Sparks

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The slate of officers and Nominations Committee members pictured above will be presented for a vote by SETC's membership at the annual SETC Business Meeting at 3:30 p.m. Saturday, March 5, 2011, immediately following Distinguished Career Award winner Ben Cameron's keynote address in the Hilton Atlanta's Grand Ballroom. For more details on these individuals, visit [www.setc.org/conventionnews.html](http://www.setc.org/conventionnews.html).

### LIVE FROM ATLANTA! Gala Dinner, Awards Ceremony and Dance

When: 8 p.m., Saturday, March 5, 2011 Where: Grand Ballroom, Hilton Atlanta

Enjoy an evening with your friends at the end-of-convention banquet and awards ceremony!

## STAMPER

(Continued from Page 1)

thank for the creepy wardrobes of the characters on the popular show. “*The Walking Dead* is my favorite project to date,” says Stamper, the costume designer on the series.

Stamper, who has worked in the field of costuming since the early 1980s, has designed costumes for numerous television series and features and occasionally for theatre, including *The Ballad of Little Mikey*, a musical produced at Actors Theatre of Louisville.

A native of Indianapolis, IN, Stamper didn’t set out to be a designer. An actor and singer from an early age, she planned to become a musical theatre actress. After graduating from the American Musical and Dramatic Academy in New York, she immediately won a role in a revival of *Grease* and later toured nationally in *They’re Playing Our Song*. After some commercial work and a short soap opera stint, Stamper became interested in television and film. She began working as a costumer with her husband, Fred Lloyd, then a costume supervisor. She served as his key costumer on many films and miniseries, including *Ace Ventura 2*, *Teenage Mutant Ninja Turtles 2*, *The Oldest Living Confederate Widow* and *Barbarians at the Gate*.

The couple lives today in Gainesville, GA, where Lloyd is a professor of costume design and technology at Brenau University. During summer breaks, he often works with Stamper – most recently as the wardrobe supervisor for *The Walking Dead*, which was filmed in Atlanta. While Stamper works in Hollywood and other locales as well, she notes that “the Southeast is fortunate to have many projects produced here due to the state tax incentives for film production.”

Her advice to young people interested in costuming and costume design? “Don’t take rejection personally, cultivate patience, and be grateful every day.”



*Peggy Stamper (left) clowns around on the set of *The Walking Dead* with Greg Nicotera, the special effects makeup designer and consulting producer, who was playing a zombie in one of the show’s episodes.*

## JURACEK

(Continued from Page 1)

Juracek works frequently as a scenic artist on movies, Broadway productions, commercials and television. In addition, she has designed sets for theatres in New York City, as well as for regional theatres, operas and ballet.

Juracek started her career in the Southeast at the North Carolina School of the Arts (NCSA, now the University of North Carolina School of the Arts) after earning an undergraduate degree in studio art and an MFA in scenic and costume design from the University of Wisconsin-Madison. While serving as director of scenic design at NCSA, Juracek helped found the North Carolina Shakespeare Festival.

In recent years, Juracek has earned a following among artists, designers and architects for her series of four photo research books. The series won the 2004 Golden Pen Award from the United States Institute of Theatre Technology (USITT). The books are: *Surfaces: Visual Research for Architects, Artists, and Designers*; *Soft Surfaces: Visual Research for Artists, Architects, and Designers*; *Natural Surfaces: Visual Research for Artists, Architects, and Designers*; *Architectural Surfaces: Details for Artists, Architects and Designers*.

Most of the photos, showing surfaces ranging from brick to fabric to outdoor scenes, were shot by Juracek and are on CDs included with the books.



*Above is an example of an image from Juracek’s “Surfaces” series.*

In an interview with *Theatre Technology* magazine, Juracek discussed how images in the reference books can make visual decisions easier for directors and designers.

“A director may say he wants oak paneling, but the oak paneling he remembers from his high school library may not be what comes to the designer’s mind,” Juracek noted in the interview. “So pictures and samples ... become important. Sometimes as you look at pictures and go through the steps of defining what is needed, the group decides on something different. So it becomes chestnut, not oak. This process applies to most things we see on a stage or film – windows, doors, props, clothes.”

For more information on Juracek’s books, visit her website at [www.stocksurfaces.com](http://www.stocksurfaces.com).

## HUTCHISON

(Continued from Page 1)

works of light through a design firm, Alive Lighting; creates large-scale works of light art through another firm, LumenAria; and is head of entertainment lighting design at Oklahoma City University.

“I read about Adolphe Appia [Swiss set designer and stage lighting pioneer] in grade school, and I’ve been hooked on the suspension of disbelief since then,” says Hutchison. “I learned that light is so complicated, beautiful and sexy ... and I have dedicated my life to its study.”

His advice to young lighting designers? “First, never stop learning. It’s perfectly acceptable and desirable to be a lighting geek. Second, you will be surprised your whole life how far a big smile and an honest mind will get you.”

Hutchison’s website is [JimOnLight.com](http://JimOnLight.com).

## DESIGN-TECH EVENTS

Key programs include:

### WEDNESDAY: DESIGN-TECH MIXER

All techies and designers are invited to celebrate the start of the 62nd SETC Convention. Snacks, cash bar.

### THURSDAY: DISTINGUISHED DESIGNERS’ PRESENTATION

Design Competition respondents share their expertise in presentations open to all attending the convention.

### FRIDAY: DESIGN CRITIQUES AND AWARDS CEREMONY

Entries are critiqued during the day, and Design Competition winners are announced in an evening ceremony.

More info:

[setc.org/2011\\_designcomp.html](http://setc.org/2011_designcomp.html)

## 2011 CONVENTION INFO

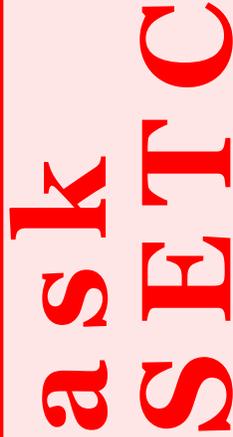
### Commercial Exhibitors Book Space in Atlanta

Look for the following vendors in the Commercial Exhibits area at the 2011 SETC Convention in Atlanta, GA. This list, current as of December 29, is expected to grow even more by the time of the convention.

Apollo Design Technology  
Argentum Photo Lab  
Barbizon Lighting Company  
Creative Acts Giftware  
Custom Stage Services, Inc.  
Dramatists Play Service  
Gotham Headshots  
Hall Associates Flying Effects  
Hal Leonard Corporation  
Manhattan Tour & Travel  
Norcostco, Inc.  
Playscripts, Inc.  
Select Travel Service  
Selling Ticket, LLC  
Timothy Mooney Repertory Theatre

### Interested in Exhibiting?

Deadline is January 14. For info, visit [www.setc.org/conventions/docs/2011\\_Commercial\\_Exhibit\\_Invite.pdf](http://www.setc.org/conventions/docs/2011_Commercial_Exhibit_Invite.pdf)



**Q** What's the online convention **registration** deadline?

**A** Online registration for the 2011 SETC Convention, to be held March 2-6 in Atlanta, GA, closes Jan. 28. Visit [www.setc.org/2011\\_registration.html](http://www.setc.org/2011_registration.html) to sign up.

**Q** Is **walk-in** registration available if I miss that deadline?

**A** Yes, you can complete walk-in registration on-site at the SETC Convention. However, you'll pay a higher charge.

**Q** How can I reserve a **hotel** room?

**A** Visit [www.setc.org/2011\\_hotel.html](http://www.setc.org/2011_hotel.html) to book a room at the Hilton Atlanta. SETC's special rate is the same amount charged in 2007, the last time SETC was in Atlanta!

**Q** Can I **volunteer** at SETC 2011? And will it save me money?

**A** Yes! And yes! SETC will waive your convention registration fee if you commit in advance to spend at least 8 hours volunteering during an assigned time slot at the 2010 convention. (You must pay your annual membership fee and any fees for special activities.) To apply for a volunteer slot, go to [www.setc.org/2011\\_volunteer.html](http://www.setc.org/2011_volunteer.html). Application deadline is Jan. 28, unless all positions are filled prior to that date.

**Q** Where can I get **food** fast at the convention?

**A** You'll find several restaurants in the Hilton Atlanta, as well as places where you can grab food quickly in the nearby Mall at Peachtree Center: [www.peachtreecenter.com](http://www.peachtreecenter.com).

## Apply NOW to Participate in Undergraduate/Graduate School Auditions

The application deadline is January 28 for those wishing to participate in Undergraduate Auditions & Interviews or Graduate Auditions & Interviews. More information: Visit [www.setc.org/2011\\_stu\\_aud.html](http://www.setc.org/2011_stu_aud.html)

### Preliminary School List

Listed below are schools that had registered to participate in the 2011 auditions as of December 29. Visit the website above for updates.

#### Undergraduate Auditions & Interviews:

- \* Anderson University
- \* Atlantic Acting School
- \* Averett University
- \* Belmont University
- \* Bradley University
- \* Cardinal Stritch University
- \* Catawba College
- \* Chattanooga State University
- \* Clemson University
- \* Coker College
- \* Converse College
- \* Creative Studios of Atlanta
- \* Davis and Elkins College
- \* Elon University
- \* Florida International University
- \* Florida School of the Arts
- \* Florida Southern College
- \* Gainesville Theatre Alliance
- \* George Mason University
- \* Georgia Southern University
- \* Greensboro College
- \* Illinois Wesleyan University
- \* Jacksonville University
- \* James Madison University
- \* Johnson C. Smith University
- \* LaGrange College

- \* Lee University
- \* Long Island University C.W. Post Campus
- \* Louisiana Tech University
- \* Marshall University
- \* Mesa State College
- \* Newberry College
- \* New York Conservatory for Dramatic Arts
- \* New York Film Academy
- \* Nova Southeastern University
- \* Palm Beach Atlantic University
- \* Point Park University
- \* Rollins College
- \* Rutgers University
- \* Savannah College of Art and Design
- \* Seton Hill University
- \* Shenandoah University
- \* Southern Union State Community College
- \* St. Edward's University
- \* Stella Adler Studio of Acting
- \* Transylvania University
- \* University of Florida
- \* University of Miami
- \* University of Mississippi
- \* University of Nevada Las Vegas
- \* University of North Carolina School of the Arts
- \* University of South Alabama
- \* University of South Carolina Aiken
- \* University of Tampa
- \* University of West Florida
- \* Valdosta State University
- \* Wake Forest University
- \* Wesleyan College
- \* Western Carolina University

- \* Winthrop University
- \* Young Harris College

#### Graduate Auditions & Interviews:

- \* Atlantic Acting School
- \* Creative Studios of Atlanta
- \* George Washington University
- \* Louisiana Tech University
- \* Mississippi University for Women/ Accademia 'dell Arte
- \* New York Conservatory for Dramatic Arts
- \* New York Film Academy
- \* Rutgers University
- \* Savannah College of Art and Design
- \* Stella Adler Studio of Acting
- \* University of Florida
- \* University of Louisville
- \* University of Memphis
- \* University of Nevada Las Vegas
- \* University of North Carolina at Chapel Hill
- \* University of North Carolina School of the Arts
- \* University of Southern Illinois Carbondale
- \* University of Southern Mississippi
- \* University of Tennessee Knoxville
- \* Wayne State University

#### Education Expo Only Schools:

- \* American Academy of Dramatic Arts
- \* Dickinson College
- \* Georgia Perimeter College
- \* Kennesaw State University
- \* Ohio University
- \* Virginia Commonwealth University

\* denotes schools participating in Education Expo as well as Auditions

# States Report on Annual Conventions;

## ALABAMA Conference of Theatre

**Number attending:** 250 (college/university festival); 250 (community theatre festival); 1,750 (high school theatre festival).

**Winners of Community Theatre Festival:** *Second Samuel*, Wetumpka Depot Players, Wetumpka, AL; *Driving Miss Daisy*, South City Players, Birmingham, AL.

**Winners of High School Theatre Festival:** *The Proposal*, Shades Valley High School, Birmingham, AL; *A Binding Commitment*, Spain Park High School, Birmingham, AL.

**Idea to Share: Use SETC guidelines to evaluate mission.**

ACT is revising its mission and goals following the SETC guidelines and model. We have had Board meetings to manage this process; it seems to work well.



Michael Howley

Michael Howley  
State Representative

## FLORIDA Theatre Association

**Number attending:** 1,400.

**Winner of Community Theatre Festival:** *Sunday in the Park with George*, Manatee Community Theatre, Bradenton, FL. Runner-up: *I Am My Own Wife*, Venice Theatre, Venice, FL.

**Winners of High School Theatre Festival:** *13*, Gulf Breeze High School, Gulf Breeze, FL; *Independence pop.301*, West Orange High School, Winter Garden, FL.

**Idea to Share: Hold Raffle to Raise Money for Scholarships.** Florida

Theatre Conference has made it a priority to annually provide scholarships that help two worthy students attend an in-state college or university. To raise money for this, we hold a raffle. Board members, students and teachers donate



Donna White

theatrical items such as signed show posters, playbills, CDs and memorabilia from

theatre, TV and movies. Participants purchase chances at a cost of \$1 each or 6 for \$5. Prizes are awarded as part of the final awards ceremony.

Donna White  
State Representative

## GEORGIA Theatre Association

**Number attending:** Approximately 1,200.

**Winner of Community Theatre Festival:** *Early Frost*, Arts Center Theatre, Moultrie, GA.

**Winners of High School Theatre Festival:** Winners advancing to SETC festival: *The 39 Steps*, Harlem High School, Harlem, GA; *Eurodyce*, Milton High School, Milton, GA. Winner of Georgia High School Association festival: *Reckless*, Warner Robins High School, Warner Robins, GA.

**Idea to Share: Offer High School Playwriting Competition.** We expanded

our professional playwriting competition to include a division for high school playwrights. This past year's winner, a fresh one-act adaptation of Dickens's *A Christmas Carol* from Cook County, GA, was recently produced at the student's high school.

The winners of both the professional competition and the high school competition receive cash prizes. The professional winner also receives a staged reading of his or her play at the annual convention.



Dean Slusser

Dean Slusser  
State Representative

## KENTUCKY Theatre Association

**Number attending:** 470.

**Winner of Community Theatre Festival:** *Daddy's Dyin'*, *Who's Got the Will?*, Hardin County Playhouse, Elizabethtown, KY.

**Winner of High School Theatre Festival:** *Jenny St. Jean*, Owensboro High School, Owensboro, KY.



Kathi E.B. Ellis

**Idea to Share: Hold Reception after First Event.** This year KTA hosted a reception after the first event of the conference, the second annual Roots of the Bluegrass New Play Festival. The reception was designed to showcase the winning playwrights and the actors who read the scripts. It also provided an opportunity to introduce the SETC representative to KTA attendees. The event was held at the community theatre that hosted the new play readings.

Kathi E.B. Ellis  
State Representative

## NORTH CAROLINA Theatre Conference

**Number attending:** 1,500 (attending three events: NCTC high school play festival, College Discovery Day and SETC screening auditions).

**Winner of Community Theatre Festival:** No festival this year.

**Winners of High School Theatre Festival:** *Nora's Lost*, Lake Norman High School, Mooresville, NC; *Into The Woods, Jr.*, Charlotte Christian School, Charlotte, NC.

**Idea to Share: Create a College Discovery Day.** NCTC launched a new event this year, College Discovery Day. A

reinvention of the previous event for high school seniors and colleges, this event connected high school students of all ages and their parents with 22 colleges. They experienced workshops that included Discover Colleges, Discover Majors and Minors, Discover Careers, A Day in the



Angie Hays

Life of a Theatre Major, How to Give a Stellar Interview, and Navigating the Admissions Process. Underclassmen attended audition and portfolio preparation sessions, and seniors were able to audition and present portfolios. Colleges found success by bringing their own students to serve as recruitment assistants, and they were able to register their entire group for one low price. The new name and new focus gave the event a much-needed refresher. We plan to continue to improve upon it in 2011. Visit [www.nctc.org](http://www.nctc.org) for more information.

Angie Hays  
Executive Director

# Share Festival Winners, Innovative Ideas

## SOUTH CAROLINA Theatre Association

**Number attending:** 727 registered.  
**Winner of Community Theatre Festival:** *The Harry and Sam Dialogues*, Sumter Little Theatre, Sumter, SC.

**Winner of High School Theatre Festival:** *Children of a Lesser God*, Rock Hill School District Three, Rock Hill, SC.

**Idea to share #1: Combine Events.** *Leslie Dellinger*

This year we combined the Secondary School Festival with the convention. We also included the convention registration in SETC audition applications. We believe this helped increase our numbers and the overall excitement at the convention.

**Idea to share #2: Offer Master Classes.** Instead of offering workshops this year, we had only master classes. There was some positive feedback from this. The schedule was designed so that students could participate in the master classes and be very involved in the festival.

**Idea to share #3: Get Feedback.** For the first time ever, we sent out a survey through Survey Monkey to the membership to get feedback on the convention. We are very interested in seeing the results.

*Leslie Dellinger*  
State Representative



## TENNESSEE Theatre Association

**Number attending:** Approximately 400.  
**Winner of Community Theatre Festival:** *Dead Man's Cell Phone*, Cookeville Performing Arts Center, Cookeville, TN.

**Winner of High School Theatre Festival:** *The Complete Works of William Shakespeare (abridged)*, Chattanooga Center for Creative Arts, Chattanooga, TN.

**Idea to Share #1: Focus Workshops on Limited Topics.** In order to provide more



*Anna Filippo*

specialized sessions, TTA made a decision to focus all workshops on two areas: marketing the actor and lighting design. Next year we will feature two different focus areas.

**Idea to Share #2: Offer New Events Requested by Members.** In response to a targeted membership survey, we incorporated two new events in this year's conference: a 10-minute play festival and a design competition. In a 24-hour time frame, playwrights wrote a short play inspired by the actors, props and costumes available to the team. After a rehearsal period, each team gave a public performance. Open to undergraduate students, the design competition and portfolio review offered students the opportunity to receive feedback from professional designers on scene, lighting and costume designs.

*Anna Filippo*  
Executive Director

## VIRGINIA Theatre Association

**Number Attending:** 1,500 (annual conference); 400 (Young People's Theatre Festival).

**Winner of Community Theatre Festival:** TBA. Festival scheduled for Jan. 15, 2011.

**Winner of High School Theatre Festival:** *Man of La Mancha*, Albemarle High School, Charlottesville, VA.

**Idea to Share: Use a Live Accompanist for High School Auditions.** I do not know if other states provide a live accompanist at their high school auditions, but VTA started using a professional accompanist last year at the high school senior auditions for the musical theatre students. The adjustment to this new environment was a bit rough the first year, but it has proven to be very effective for the students and the college recruiting representatives. Over 220 students auditioned this year!

*Mary K. Molineu*  
Executive Director



Richard Finkelstein

Look for a report from Mississippi in the March/April SETC News.

## WEST VIRGINIA Theatre Conference

**Number attending:** 500.  
**Winner of Community Theatre Festival:** *The Passing of Pearl*, Summit Players, Bluefield, WV.

**Winner of High School Theatre Festival:** Outstanding production: *tick... tick...BOOM!*, Greenbrier East High School, Lewisburg, WV. Distinguished production: *Canadian Gothic*, Wyoming East High School, Mullens, WV.

**Idea to share: Hold Theatre Festivals Separately to Make Better Use of Space.**

We separate the high school and community theatre competitions, rather than running them at the same time. That enables us to use one theatre for both events. We have partnered with the state Division of Culture and History to host our events in the state capital, a central location, every other year. One of the universities hosts the alternate year.

*Gregory Mach*  
State Representative



## PEOPLE on the move

**Dean Slusser**, fine arts director at Camden County (GA) High School and SETC's state representative from Georgia, has authored a book, *Adjudicating Theatre Performance: Responding to Competitions and Festivals*. Published by Dramatic Publishing Company, the 131-page book addresses the difference between competitions and festivals and offers advice on the adjudicator's role in each format. More info: [www.dramaticpublishing.com/p2298/Adjudicating-Theatre-Performance:-Responding-to-Competitions-and-Festivals/product\\_info.html](http://www.dramaticpublishing.com/p2298/Adjudicating-Theatre-Performance:-Responding-to-Competitions-and-Festivals/product_info.html)

### Endowment Contributions

Thanks to **Daryl Frank** for a donation to the KEAP Fund and to **Donald Loeffler** for a donation to the SETC Endowment Fund.

**Advocate for the Arts! It Might Just Save Your JOB!**

**T**he Southeastern Theatre Conference Board of Directors and executive director signed an agreement at the December Board meeting to partner with the Americans for the Arts Action Fund.

**What does the Americans for the Arts Action Fund do for the arts in the United States?**

Over 65,000 letters from Arts Action Fund members to various congressmen kept the arts in the federal budget last year. Americans for the Arts Action Fund has a goal to recruit 1,000,000 members. Membership is free. Increasing the number of members increases the chance to be heard. Americans for the Arts Action Fund needs help from organizations like ours to reach the million mark in memberships. (If you would like to know more about Americans for the Arts and how it functions as our national arts advocacy organization, visit the website at [www.artsusa.org](http://www.artsusa.org).

From the Executive Director  
**Betsey Baun**



**Why does the Southeastern Theatre Conference want to partner?**

Our mission is “connecting you to opportunities in theatre.” Through our partnership with Americans for the Arts Action Fund, SETC can help build the case for the arts without having to advocate on our own as an organization. Our 501(c)3 status and bylaws prohibit our organization from engaging in the nitty-gritty parts of advocacy. However, we can serve as a great conduit for advocacy by building a strong relationship with the Americans for the Arts for our members.

**What differences will you notice?**

Here are a few things you will see and have access to with our new partnership:

- SETC’s logo will be featured on their website. Also, look for their logo on ours.
- Americans for the Arts will have a presence at the annual convention, ranging from workshops to displays of informative materials.
- You will have access to templates and Internet portals that make it easy for you to contact your governmental representatives concerning arts issues and to use your voice in other ways to support the arts.

**How does the partnership affect me?**

Look for your invitation from SETC to join the Americans for the Arts Action Fund, or click here to sign up now: [www.artsusa.org/get\\_involved/advocate.asp](http://www.artsusa.org/get_involved/advocate.asp). It is free.

Joining does not cost you anything (unless you choose to make a donation to the organization). When you join, you will be added to the Action E-List of Americans for the Arts Action Fund.

If you do join, your voice will count! Concerns, opinions and advocacy expressed by a single individual just do not have the same power as concerns, opinions and advocacy expressed by 1,000,000-plus people! Bottom line: You can have an impact on both the survival of the arts and on your own future work in theatre by getting involved.

During our deliberations on this partnership, Mike Hudson, Virginia’s SETC state representative, noted that the Virginia Theatre Conference and the Virginia Arts Council are already members. Are you involved with an organization that you think SETC might want to partner with? I



encourage you to let us know if you have suggestions.

**What can SETC members accomplish?**

I am quite excited about the impact we can have through this partnership. Just imagine: If half of our 4,000-plus members join Americans for the Arts Action Fund and each of them gets 5 friends and colleagues to join, SETC’s community can add 10,000 voices toward the goal of 1,000,000 voices in support of the arts! Please join me and accept the invitation to become a national voice in support of theatre arts.

**Strategic Planning Task Force Continues Work**

**H**ow can SETC support its members in doing what they love most? This question guided our process as SETC Board members, Executive Director Betsey Baun, Strategic Planning Task Force members and other stakeholders met in December.

We devoted a full day to SETC’s ongoing strategic planning. Our discussion was guided by David Horth, senior designer at the Center for Creative Leadership, a leadership development organization based in Greensboro, NC. We examined governance models, leadership development and other issues connected to our future as an organization.

Our new SETC mission, “connecting you to opportunities in theatre,” is the touchstone for our strategic planning process. Strong principles connected to “board best practice” serve as a foundation for our work. Our goal is to ensure that our Board provides strong leadership in organizational and financial oversight, as well as accountability to the past, present and future of SETC.

From the President  
**Alan Litsey**



Our strategic planning work will continue via conference calls and e-mail until the Board convenes again in March. We will keep you updated. In the meantime, please feel free to contact me at [alan@setc.org](mailto:alan@setc.org) if you have questions or feedback.

**EXCOM NEWS**

by President Alan Litsey

**A**ccording to SETC rules, “The President shall include a report on the proceedings of the Executive Committee [ExCom] meetings to the general membership in the SETC Newsletter.” ExCom is composed of elected officers, a division representative and a state representative. The Board of Directors, composed of elected officers plus all division chairs and all state representatives, reviews ExCom actions and has authority to establish or revise rules.

The Board of Directors and the Executive Committee met in Atlanta on December 18. The following actions were taken by the Board (full minutes on the SETC website):

- A motion was approved for SETC to enter into an agreement with the Americans for the Arts Action Fund as stated in the Memorandum of Understanding. (See executive director’s column above.)
- A motion was approved to change the name of the Secondary School Auditions Committee to the Undergraduate/Transfer Auditions Committee.

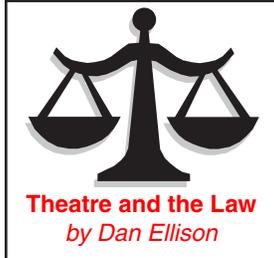
**SETC 2011**

Atlanta, GA March 2-6

## What Is a Board Member's Most Important Duty? Financial Oversight

In these tough economic times, many theatres across the country have closed their doors; nearly every theatre has cut its budget. This underscores the most important legal responsibility of a nonprofit theatre's board of directors – financial oversight!

Not a board member yourself? Whether you work at a theatre that has a board or actually sit on a board yourself, you need to understand the pivotal role that board members play.



Board members are the financial stewards of the organization. Their job is to ask questions. However, all too often at board meetings, directors will rubber-stamp a budget and rubber-stamp the approval of the financial statements. A board member who

votes to approve a financial report without fully understanding it has shirked his/her responsibility.

If you sit on a board, keep in mind that you are there because the organization wants **your** individual insight, experience and common sense judgment. Again, asking questions is key.

At least two nonprofit theatres in my region are celebrating 75<sup>th</sup> anniversaries. None of the original board members for these theatres are alive. That organizational longevity, surpassing our individual mortality, should remind us that when we sit on a board we truly are just temporary stewards. The duty of a board member is to ensure

the organization's well-being, so it can be passed along to the next group of stewards, thus keeping the theatre alive to serve its mission for actors, playwrights, audiences and communities for years to come.

*Dan Ellison is a Durham, NC-based attorney who has concentrated on arts-related law and nonprofit law for 15 years. He is a past president and the current executive director of the North Carolina Volunteer Lawyers for the Arts. Have a question? E-mail him at: [artandmuseumlaw@aol.com](mailto:artandmuseumlaw@aol.com).*

**Note:** The contents of this column are intended for general information purposes only and should not be construed as legal advice or legal opinion on any specific facts or circumstances.

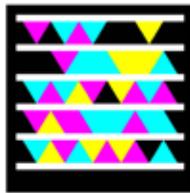
### AROUND the region

**Pioneer Drama Service** has awarded Touching Lives Through Theatre™ grants to help 10 schools with little or no budget stage productions for their schools and communities. Four of the 10 schools are located in the SETC region: Lewisburg School, Lewisburg, KY; Okolona High School, Okolona, MS; Prentiss Christian School, Prentiss, MS; Reid Ross Classical School, Fayetteville, NC. More info: [www.pioneerdrama.com](http://www.pioneerdrama.com).

### ARTS opportunities

**Indiana University** has reinstated and revamped its MFA program in playwriting. The intensive three-year program includes coursework, productions and professional engagement. More info: [www.indiana.edu/~thtr/academics/MFA\\_playwriting.shtml](http://www.indiana.edu/~thtr/academics/MFA_playwriting.shtml)

**VSA**, the International Organization on Arts and Disability, is accepting applications from graduate and undergraduate students with disabilities for an internship at the **Williamstown (MA) Theatre Festival**. Deadline is Feb. 25, 2011. More info: [www.vsarts.org/williamstown](http://www.vsarts.org/williamstown)



### Get Smart with Your Marketing

## Tags Offer New Way to Reach Theatre Patrons via Cell Phones

*"Print and scan this Tag with a smart phone to watch the video."*

The instructions above describe Microsoft Tags, a new marketing and social utility tool that taps into the growing segment of smart phone users. Tags utilize a new kind of bar code (shown above) which your smart phone scans to automatically contact a Web page to receive information, display a message, post new address book data or dial a number. Go to <http://tag.microsoft.com/overview.aspx> for more information. Tags technology expands upon both Web marketing techniques and social media.

One of the first major theatres to use Tags was Asolo Repertory Theatre in Sarasota, FL, which issued a press release last August ([www.asolorep.org/press/691\\_10\\_0810\\_AsoloRepTAGS.pdf](http://www.asolorep.org/press/691_10_0810_AsoloRepTAGS.pdf)) to announce its participation in TagSRQ, a Sarasota economic development program designed to drive new business via Tags and smart phones. In addition to the theatre, other participants include Sarasota area businesses and nonprofit organizations.

#### How does it work?

Asolo Repertory includes its Tags logo on all of its print materials. Patrons use a phone application, downloaded from [www.GetTag.mobi](http://www.GetTag.mobi), to scan the logo. Immediately, the Asolo Repertory's news/

services appear on the phone's screen. Patrons can use Tags to receive discounts, watch videos, access season information or even buy tickets.

#### How effective is it?

Asolo began its tags campaign just as its season started, so it's too early to assess its effectiveness. However, Julie Guzman, Asolo's public relations manager, is pleased so far.

"At this point, Tag technology looks to be a valuable addition to our marketing efforts," she says. "Every day we find more useful ways to implement Tags."

Asolo is benefiting from the fact that a community-wide effort is underway to introduce the public to using Tags.

Interested in trying a Tags program in your city? Anyone can get a free customized Tag. Go to <http://tag.microsoft.com/overview.aspx> to create, design and edit a tag. Isn't it great that everyone in a geographic area can join together to produce an initiative such as TagSRQ?



*Don Wolfe can be reached at [wolfe@wfu.edu](mailto:wolfe@wfu.edu).*

## PROFESSIONAL PULSE

News Digest for Theatre Professionals

### Tax Tips for Nonprofit Theatres: Tap Older Donors for IRA Rollovers

The Tax Relief Act signed into law by President Obama on Dec. 17, 2010, extended the Charitable IRA Rollover provision through the end of 2011. That means that individuals age 70½ and older may request direct transfers of funds from IRAs to qualified nonprofit organizations (e.g., theatres) without having to pay income tax on the gifts. There's still time for donors to make gifts for the 2010 tax year because 2010 IRA rollover gifts can be made through Jan 31, 2011. Please note: Both theatres and their donors should consult a tax advisor for specific requirements and more details.

### Tax Tips for Professional Actors: Get Money for Your Mileage

Don't forget that you may be able to claim the miles you drive to auditions, callbacks, workshops and/or classes as a tax deduction if you are a working actor. Consult your tax advisor to see if you are eligible to claim these miles. Current rate is 50 cents per mile. The new rate in 2011 is 51 cents per mile.

### What's Your Type?

Check out [www.typecastme.com](http://www.typecastme.com) to find out what your headshot may be saying to directors and casting agents. Cost is \$5 to have others deliver their opinions. Does your headshot typecast you as a geek? Or as a grandma? You also can help other actors determine their types by reviewing their headshots.

### Who Are Broadway's Most Powerful People?

Follow this link to find out: [www.broadwayspace.com/page/2010-broadways-50-most](http://www.broadwayspace.com/page/2010-broadways-50-most)

### Looking for a Theatre-Loving Soulmate?

Drama aficionados who live in the United Kingdom can take advantage of a new dating website designed to match UK theatre lovers. The site, [www.theatredate.co.uk](http://www.theatredate.co.uk), is a partnership between dating network Easydate and [Whatsonstage.com](http://Whatsonstage.com), the UK's leading theatre website. More info: [www.allmediascotland.com/media\\_releases/28325/fancy-a-date-for-the-theatre-darling-new-website-launched-to-match-up-theatre-lovers](http://www.allmediascotland.com/media_releases/28325/fancy-a-date-for-the-theatre-darling-new-website-launched-to-match-up-theatre-lovers)

## In Memoriam

**Don Kordecki**, 78, the founding president of the Georgia Theatre Conference (GTC), died Oct. 26, 2010. He was involved in theatre in the Cartersville, GA, area as an actor, director and technical director. **James Sligh**, 87, also a past president of GTC, died Dec. 2, 2010. He was the former director of theatre at Georgia State University.

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**Oscar G. Brockett**, 87, widely recognized as the world's leading authority on theatre history, died Nov. 7, 2010, after suffering a massive stroke. A professor emeritus at the University of Texas at Austin, Brockett was best known for writing *History of the Theatre*, the standard text in the field since its publication in 1968. He authored or co-authored 10 books in multiple editions, including *Making the Scene*, an award-winning history of stage design released in 2010. Brockett's dedication to his students was legendary. Coupling the high standards evident in his scholarship with warmth, wit and passion, he trained generations of scholars. He inspired artists and students of all interests, transforming basic curiosity into a vital tool. *(See teaching philosophy below.)* Born in Tennessee, he traveled worldwide, enjoying performances and professional meetings, including SETC events. In 1992, he served on the first editorial board of SETC's *Theatre Symposium* and continued for 15 years. He also was a keynote speaker at the 2002 SETC Convention. Rarely has one individual meant so much to both those who create theatre and those who study it.



- David S. Thompson, SETC Past President

### Oscar G. Brockett's Statement of Teaching Philosophy

I believe that there are three major requirements for learning: a reasonable level of intelligence or talent; motivation; and discipline. As a teacher, one can probably do little to alter intelligence/talent, but one can assist students to develop both motivation and discipline and thereby to make maximum use of whatever intelligence and talent are present. When these three elements work in conjunction, students make maximum use of guidance and will come to be able to work independently, which I take to be the ultimate goal of education and training. My most basic concern in teaching is to arouse and increase curiosity (the desire to know and understand) about whatever topic or project is being pursued. I believe that little learning takes place unless there is a desire on the part of both teacher and student to know/understand/discover/master. Without this desire, the goal becomes merely to pass the course or to complete the project rather than to develop understanding and skills that are ongoing and cumulative. I also believe that students should be allowed as much freedom as possible to explore their interests but that this must be balanced with discipline that insures the exploration will be rigorous and will develop through investigation and practice needed for the field of interest. The ultimate goal of learning should be to make the teacher superfluous because the student has mastered the skills needed to become his/her own teacher.

### Blog Names Southern Theatre as Top Custom Magazine

*Southern Theatre* was named recently on the Pace Communications blog as the most admired custom magazine of Sheri Masters, an editor for the company, which develops magazines for some of the world's leading brands. Masters noted that SETC's quarterly magazine "really gives such a great picture of the broader Southern theatre community. You get to read interviews with great Southern artists ... and hear from people who are working to put Southern theatre on the national map. It's a great association publication..." [www.pacecommunications.com/blog/post/appreciating-publishing-southern-theatre-forbes-cooking-light-magazines](http://www.pacecommunications.com/blog/post/appreciating-publishing-southern-theatre-forbes-cooking-light-magazines).

### Where to Send News

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