



# SETC NEWS

November / December 2009

## Groundbreaking Theatre Director to Receive Distinguished Career Award

**J**udith Malina, cofounder of The Living Theatre, is Saturday's keynote speaker and will be the recipient of the Distinguished Career Award at the 2010 SETC Convention. Malina and her late husband, Julian Beck, helped to create Off-Off Broadway and Off-Broadway as important venues for alternative theatre. In particular, Malina is known for marrying avant-garde theatre and politics, for working to bring about social change through theatre and for moving theatre from commercial settings to the street, steel mills, prisons and other places where the audience often was invited to become part of the production.

Founded in 1947, The Living Theatre has had an impact on theatre worldwide. It has had several venues in New York, has traveled through Europe, has presented drama in Brazil (where Malina was imprisoned on

### 2010 SETC CONVENTION

#### JUDITH MALINA

Keynote Speaker, Saturday  
Recipient, Distinguished Career Award

political charges) and just two years ago, began producing again at a New York venue, The Living Theatre on Clinton Street.

At 83, Malina is busy writing, directing and working to bring about social change. She has been honored with numerous awards, including last year's Artistic Achievement Award from the New York Innovative Theatre Awards, celebrating Off-Off Broadway.

Malina answered a few questions about her work in an e-mail interview:

**Q:** You cofounded The Living Theatre more

than 60 years ago. Are you as passionate today about your work as then?

**A:** The Living Theatre inspires ever more passion.

**Q:** What is the most important impact that The Living Theatre has had?

**A:** It's not for us to judge that, but we are proud of having been part of the awakening of 1968 and the General Strike for Peace, 1963-66.

**Q:** What are you working on now?

*(Continued on Page 4)*



Judith Malina

## Internationally Known Dancer/Educator Shares Vision, Techniques in Lexington

**F**or more than 30 years, Liz Lerman has been shaking up the world of dance – not to mention the world outside of dance.

She will bring her innovative ideas on using the arts to effect change to the 2010 SETC Convention, where she will serve as a keynote speaker both at Wednesday's K-12 Institute and at Thursday's All-Convention Session.

Working as a dancer, choreographer, teacher and activist, she has challenged ideas about



Liz Lerman

who should be on stage – bringing the elderly and others into the mix, along with trained performers.

### 2010 SETC CONVENTION

#### LIZ LERMAN

Keynote Speaker, Thursday  
Keynote Speaker, K-12 Institute

She has challenged ideas on where dancers should perform – taking her performers into community centers as well as onto elite stages.

"Both a nursing home and the Kennedy Center can be equally rewarding and challenging for a dancer," she says. "One should not feel diminished because they are performing on one or the other."

She also has worked with communities, using dance as a vehicle to address issues and bring people together.

Her newest work is a dance project with scientists in Switzerland who are investigating how particles collide to create matter. In one scene, a screen flashes a formula as dancers say it aloud while expressing the

formula in dance movements.

Dance has been Lerman's passion since she was a preschooler, and she went on to earn a BA in dance from the University of Maryland and an MA in dance from George

*(Continued on Page 4)*

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**It All Starts in the States . . . Don't Miss Your Convention!**

Workshops...Festivals...SETC Screening Auditions...and More

Details: [www.setc.org/membership/states.php](http://www.setc.org/membership/states.php)

## STUDENT SCHOLARSHIPS AND AWARDS

### SETC Gives over \$20,000 Annually in Awards, Scholarships for Undergraduate, Grad School

**Y**ou – or a student you know – could be the next winner of one of SETC's major scholarships! SETC offers thousands of dollars of help to students entering undergraduate and graduate school to study theatre. The application deadlines are rapidly approaching for all of these awards and scholarships. If you're planning to begin graduate or undergraduate school in 2010, don't miss this opportunity to have SETC help pay for your education!

#### Awards for Students Applying to Graduate School

**Marian A. Smith Award: \$2,300**  
*For Graduate Study in Costume Design or Technology*

More information/application: [www.setc.org/scholarship/smith.php](http://www.setc.org/scholarship/smith.php)  
Application deadline: Jan. 25, 2010

**Robert Porterfield Award: \$3,400**  
*For Graduate Study in Theatre*

More information/application: [www.setc.org/scholarship/porterfield.php](http://www.setc.org/scholarship/porterfield.php)  
Application deadline: Jan. 15, 2010

**Leighton Ballew Award: \$3,300**  
*For Graduate Study in Directing at MFA or PhD Program*

More information/application: [www.setc.org/scholarship/ballew.php](http://www.setc.org/scholarship/ballew.php)  
Application deadline: Jan. 15, 2010

**William E. Wilson Scholarship: \$6,500**  
*For Graduate Study in Theatre/Speech  
by a Secondary School Teacher*

More information/application: [www.setc.org/scholarship/wilson.php](http://www.setc.org/scholarship/wilson.php)  
Application deadline: Jan. 15, 2010

#### Awards for High School Students

**SETC Secondary School Scholarship: \$2,100**  
*For High School Senior Planning to Major in Theatre*

More information/application: [www.setc.org/scholarship/secondary.php](http://www.setc.org/scholarship/secondary.php)  
Application deadline: Jan. 15, 2010

**Polly Holliday Award: \$1,000**  
*For High School Senior Planning to Major in Theatre*

More information/application: [www.setc.org/scholarship/holliday.php](http://www.setc.org/scholarship/holliday.php)  
Application deadline: Jan. 5, 2010

### OPPORTUNITIES FOR HIGH SCHOOL STUDENTS

#### KEAP Grants Available for Deserving Students to Attend SETC Convention

Four high school students will win Keynote Emerging Artists of Promise (KEAP) awards from SETC to attend the 2010 convention. These awards, given in appreciation of the work of Samm-Art Williams, are for students who show promise in theatre and would benefit from a grant to attend the convention. Nomination deadline is Jan. 15, 2009.

**Details and application online:**  
[www.setc.org/awards/keap.php](http://www.setc.org/awards/keap.php)

#### Play Submissions Sought for SETC's High School Playwriting Contest

Submissions are being accepted through December 1 for SETC's High School Play Contest. Plays should be one-acts written by a high school student residing in an SETC region state, and must not have not been published. The winning high school playwright receives \$250 and a staged reading of his/her play at the March convention.

**Details and application online:**  
[www.setc.org/scholarship/hsnewplay.php](http://www.setc.org/scholarship/hsnewplay.php)

#### College, Grad Students: Apply Now for SETC's Young Scholar's Award

**Who can enter:** Graduate and undergraduate students enrolled as of Nov 30, 2009 in programs relating to history, theory, criticism, and literature.

**Winners receive:** \$225 cash awards and an opportunity to present their papers at the 2010 SETC Convention.

**Deadline:** 5 p.m., Nov. 30, 2009

**More information:** [www.setc.org/interest/history.php#scholarAward](http://www.setc.org/interest/history.php#scholarAward)

#### Why Should You Enter SETC's Young Scholar's Award Contest?

**S**arah Powers, a Cornell University student who won the graduate award in the first annual Young Scholar's Award contest last year, encourages other students interested in theatre history and scholarly pursuits to apply for this award and attend the SETC Convention.

"The Young Scholar's Award renewed my interest in SETC by showing me that there is a place here for scholars of theatre history, criticism, and theory," she says. "It's easy to look at the convention schedule and see only the acting auditions and sessions for practitioners, but the Young Scholar's Award adds an important visibility and note of welcome to students pursuing other kinds of theatre study."

She notes that the award provides an opportunity to gain experience in presenting papers and to receive feedback in a supportive environment. "Presenting a paper at a conference can feel very daunting for a student," she notes. "I would encourage students to apply for the Young Scholar's Award particularly because it relieves some of that pressure and anxiety: if you win, you have the opportunity to present your work with the added comfort of knowing that at least some members of your audience have already read the paper and found it exciting and valuable."



Sarah Powers

# ASK SETC

**Q** How can I save money on the 2010 SETC Convention in Lexington, KY?

**A** Register early! You will receive the early bird discount if you register before December 21. You'll pay a slightly higher advanced rate between December 22 and January 28, and you'll pay full registration price after that date. Go to [www.setc.org/conventions/registration.php](http://www.setc.org/conventions/registration.php) for more details and to register.

**Q** When should I make hotel reservations for Lexington?

**A** Soon, if you want to ensure you have reservations at one of the two on-site convention hotels and are happy to commit to, and pay in advance for, a four-night stay. Only those who commit to the four-night minimum can make reservations at the Hyatt Regency Lexington or the Hilton Lexington Downtown through December 21. After that, reservations will be opened up to all attendees, with no minimum stay required. Please note: Rooms are available now at special SETC rates at other area hotels. Visit [www.setc.org/conventions/hotels.php](http://www.setc.org/conventions/hotels.php) for details.

### Enter the SETC Digital Cinema and Television Festival

Entries are being sought for a digital cinema and television festival at the 2010 SETC Convention in Lexington, KY.

**Categories:** Works produced by: secondary school students; college or university students; faculty

**Length:** All, shorts to feature-length

**Format:** DVD or Mini-DV

**Deadline:** Send by January 18 to Jeffrey Green, Chair, SETC Film and Television Committee, Dramatic Arts, GSW, 800 GSW State Univ. Dr., Americus, GA 31709

### Annual SETC Design Competition Offers Prizes, Recognition

Open to undergraduate and graduate students at SETC member institutions

Entry postmark deadline: Jan. 28, 2010

For more information: [www.setc.org/conventions/design\\_comp.php](http://www.setc.org/conventions/design_comp.php)

Sponsored by: Sculptural Arts Coating, Inc., Electronic Theatre Controls (ETC), In Honor of Irene Smart Rains, and PatternMaker Software

**Prizes**  
1<sup>st</sup> place: \$125  
2<sup>nd</sup> place: \$75  
3<sup>rd</sup> place: \$50

**Costume Design Scene Design Lighting Design Technology/Crafts**

### College/Grad Students: Apply for Ten-Minute Play Festival!

Thirty undergraduate and graduate SETC members will be selected to write, rehearse and perform in the annual Ten-Minute Play Festival at the SETC Convention on Wednesday and Thursday, March 3 and 4. The first 15 actors, 5 playwrights, 5 directors and 5 stage managers to be accepted will participate in the festival. So apply early!

More information: [www.setc.org/festivals/10minuteplay.php](http://www.setc.org/festivals/10minuteplay.php)

### It's Happening in Lexington!

#### Horse Around at the Racetrack

Yes, we're in horse country at this year's SETC Convention. Imagine yourself at the races as you go behind the scenes to watch jockeys in an early-morning workout at Keeneland Race Track. SETC is offering this racetrack tour and breakfast for \$15 on Thursday, Friday or Saturday during the convention in Lexington, KY. Advance reservations are required. Deadline is Jan. 28, 2010.

More info: [www.setc.org/conventions/race.php](http://www.setc.org/conventions/race.php)

#### Hear Tituss Burgess in Concert

"Tituss Burgess' soaring, soulful tenor is a standout." - USA TODAY

SETC's Friday keynoter is not only a Broadway star, but also an acclaimed singer. Hear him in concert with a jazz trio at midnight, March 4, 2010, at the close of the Ten-Minute Play Festival. Seating is limited; make reservations soon.



Tituss Burgess

More info: [www.setc.org/conventions/tituss.php](http://www.setc.org/conventions/tituss.php)

#### View Design Competition Winners Saturday Morning

Due to popular demand, the SETC Design Competition entries will be on display Saturday morning until noon so individuals can view them and professors can discuss the winning entries with students. Previously, the competition closed after the Design Awards Ceremony on Friday night.

#### Bid on Renderings and Signed Photographs in Silent Auction

Get ready to bid on a series of beautiful, exciting and unique renderings and signed photographs at this year's Silent Auction at the SETC Convention in Lexington, KY. Each state has been asked to contribute an auction item, and individual artists will be contributing items as well. The auction will begin Thursday morning and end at noon on Saturday. The annual auction, conducted by SETC's Endowment Committee, generates funds to support the endowment, which provides financial security for SETC and funds the organization's awards and scholarships. Look for more details in the next newsletter!

**PEOPLE**  
on the move

Congratulations to SETC members who were 2009 Teaching Artist Award recipients for Region IV of the Kennedy Center American College Theatre Festival (KCACTF). Performance Studies: **Robin Carr**, University of Southern Mississippi; Performance: **Herb Parker**, East Tennessee State University; Design: **Johnny Pettegrew**, Florida Community College, Jacksonville; Directing: **Frankie Day**, North Carolina Agricultural & Technical State University.

□ □ □

**Mark D. Guinn**, professor of movement and design at Louisiana Tech University, has been promoted to Fight Master by the Society of American Fight Directors.

□ □ □

**Leon Newton** is a winner in the National "Best Books 2009" Awards, sponsored by [USABookNews.com](http://USABookNews.com). His two-act play, *Titus: The Tragic Death Of An Emperor*, published by Outskirts Press (ISBN: 978-1-4327-2012-4), was the winner in the "Theater Arts: Drama/Plays" category.

**Malina**

(Continued from Page 1)

**A:** Anne Waldman's visionary poetical work, *Red/Noir*, in which an anarchist ensemble overcomes the criminal impulses that the film noir metaphor exposes in our modern lives [opening Dec. 10 at The Living Theatre on Clinton Street in New York].

**Q:** Anything else you would like to add?

**A:** Don't give up hope that the highest and best is still possible: in peace and art.

**More info:** [www.livingtheatre.org](http://www.livingtheatre.org)

**Lerman**

(Continued from Page 1)

Washington University. She founded The Dance Exchange in Washington, DC, in 1976 and has worked to expand the horizons of dance ever since.

"The whole point is taking it outside and into people's lives," she says. "The power is extraordinary. [By doing dance differently] you're interrupting the normal flow of things. It changes how people see things."

Lerman is excited about sharing her ideas on artistic practice at the SETC Convention. She notes that theatre and dance share much common ground. "We are **so** in the same place," she says. "The line between theatre and dance is worth making the distinction – and worth blurring."

**More info:** [www.danceexchange.org](http://www.danceexchange.org)

**Webinars Provide Opportunity to Offer Workshops Online**

**T**eleconferencing is a tool that business and industry have used for a number of years to bring groups of people together to hear telephone announcements or participate in discussions. But teleconferencing's voice-only nature was a drawback.

Now, the Internet has invented webinars to make teleconferencing both aural and visual – and the uses aren't just limited to business, as SETC has discovered. Maybe a webinar could be helpful at your school or theatre, too?

**SETC: Why Host a Webinar?**

SETC Executive Director Betsy Baun enlisted Hardy Koenig, SETC's director of educational theatre services, to learn as much as he could about webinars so he could develop a webinar version of his popular workshop, "Nail that Audition."

There were two purposes: to help students prepare successful SETC auditions, and to see if webinars could be useful in SETC's programs and organizational efforts.

**Setting Up the Webinar**

Hardy searched the WWW extensively and logged on with several companies offering webinar services. He learned a webinar is "a Web-based seminar mostly used in business workshops or seminars." Continuing the thought, SETC's announcement for its webinar adds, "Webinars are just like workshops or an in-person seminar except that participants view the presentation through their Web browser and listen to the audio through their telephone. You have the ability to give, receive and discuss information."

If you are going to produce a webinar, Hardy suggests finding a company to help you do it. Hardy found a variety of relevant Internet sites. Many were established business communication services that had expanded to offer training webinars or webinar support services.

Hardy signed up with ConferTel, and he recommends the company highly. Workers at ConferTel walked him through every possible step. They also registered participants and collected fees. ConferTel's fee is based on the number of paying participants. The webinar sponsor decides the registration fee, and ConferTel registers the participants, collects fees and sends the sponsor a check for the amount collected in excess of its fees.

**Lessons from SETC's Experience**

If you're planning a webinar, think ahead to how Murphy's Law might apply ("Anything that can go wrong, will go wrong") – and have an alternate plan. When Hardy was sick on the day of SETC's webinar, we enlisted April J'Callahan Marshall, SETC's manager of professional theatre services, to take his place. With guidance from ConferTel, she read the script as a voice-over to Hardy's PowerPoint presentation.

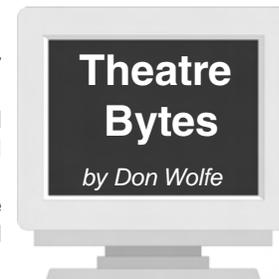
Hardy and April both encourage novice webinar sponsors to think carefully about their target audience, and then to develop material targeted to that specific audience. They also encourage novices to prepare the presentation itself thoughtfully. Consider the following: How attractive are your graphics? Is the presentation too static? Is the aural presentation easily understood, nuanced and interesting?

Many webinar sites offer further information: Go to Meeting offers webinar services to subscribers for a monthly fee. Another site, Cisco Webex, claims, "Secure, interactive and easy to use online meetings are waiting for you – and they're free for 14 days! Communicate as if you are 'face-to-face' with people across town, or across the world. Share documents, make presentations, demonstrate products and services, and collaborate like never before. Start a secure web meeting from the comfort of your desktop instantly, with just a click of the mouse."

**Websites for More Information**

Want to learn more? Many companies offer help with webinars, including differing levels of tech support and presentation. On most of their websites, you will find sample webinars to further inform you. Visit <http://confertel.net>, [www.gotomeeting.com](http://www.gotomeeting.com), and [www.webex.com](http://www.webex.com) to get an idea of the services available to you.

Comments or questions? Don Wolfe can be reached at [wolfe@wfu.edu](mailto:wolfe@wfu.edu)



# IOD and Its Special Networking Event Face a Serious Challenge

**T**he power of networks can't be underestimated. I'm not referring to Internet networks, though we rely on them increasingly in our work and social lives. What I am referring to is the people-to-people networks, the face-to-face dialogues, conversations and discussions that can never be replaced by words or partial words on a screen. After all, isn't live interaction what theatre is all about?

I've just returned from the Institute for Outdoor Drama (IOD) annual conference. This small gathering of between 40 and 65 individuals is held annually in the autumn at one of its outdoor drama locations or near its home office in Chapel Hill, NC.

This is an amazing conference, offering intimate networking opportunities within a specific field of interest. Some might say it's irreplaceable for those in outdoor theatre, but its future is in jeopardy as I write. More on that later.

First, let me give you a picture of this remarkable event. Each year producers, directors, board members, artists, technicians, playwrights, consultants and even an occasional city manager gather around topics that will expand their professional knowledge and operations. Attendees range from those who have managed their companies for over 20 years to individuals in concept development. Their theatres' budgets range from \$2,500 to millions. All are committed, passionate and dedicated, whether they receive full salary and benefits or volunteer their time.

The opening gathering has parallel sessions – the only time during the conference when two programs run simultaneously. One is for individuals planning a theatre; the other is roll call. I wouldn't miss roll call for the world. It is here that each company shares the year's successes and challenges. From new ideas for making money and raising attendance, to information on how to deal with lightning strikes, the pulse of the business is exposed during this face-to-face exchange.

The magic of dialogue continues during the rest of the conference thanks to a single-topic program format. Everyone attends the same workshop. Topics are carefully chosen to benefit all budgets. Each session allows enough time for Q and A, as well as a

chance for an exchange of experiences, best practices and challenges. It is during these dialogues you find people taking notes and offering to talk with each other later. And talk later, they do. Cards and contact information pass quickly from one to another. This is networking at its best – an exchange, where everyone benefits.

After the workshops, meals are shared and casual gatherings continue the exchange. Old colleagues and friends welcome the new. The 3½ days fly past, and everyone marks their calendar for next year.

But there might not be a next year! The 102 outdoor theatres from across the country that are members of IOD are in jeopardy of losing their patron, and with it, their traditional network and their annual

To find out how you can help save this service organization, contact IOD at 919-962-1328 or [outdoor@unc.edu](mailto:outdoor@unc.edu).

conference. As a public service agency of the University of North Carolina at Chapel Hill, IOD has received its primary funding from the state. However, the economic downturn has recently forced the university to reevaluate its priorities, resulting in major cuts. The IOD has lost \$92,000 in funding, more than 68% of its budget.

These are extremely challenging times for all of us in the nonprofit sector, but the theatres and staff of IOD are confident that the 47-year-old organization will survive. They refuse to accept defeat.

From the  
Executive Director  
**Betsey Baun**



## SETC Central Office Adds New Executive Assistant

**Q**uiana Clark-Roland knows the power of the arts well.

"As a child, I was terribly shy," she says. "The arts were my outlet."

Clark-Roland realized as she grew older that she didn't want to be a performer, but that she wanted to be involved in the transforming power of the arts.

"What I am passionate about is arts advocacy and management," she says. "For me, it is about finding opportunities and ways for artists to showcase their work and finding ways and opportunities to connect audiences to that piece."

As the Central Office's new executive assistant, she particularly enjoys the role she can play in helping artists find opportunities offered through the organization.

"What I love most about my job is working with the artists and arts educators and learning more about the industry," she says. "I love the mission of the organization and

the idea of connecting young and emerging artist with opportunities in their field."

As executive assistant, Clark-Roland typically is the person who answers the phone when you call SETC, but her role is much larger than that.

"My job responsibilities include assisting the Executive Director, assisting in board communications and activities, helping with volunteers during the spring and fall auditions, and maintaining standard office operations," she says.

Clark-Roland grew up in Kentucky and graduated from the University of Kentucky with a BFA in arts administration in 2006. She went on to Drexel University in Philadelphia, where she completed coursework for a master's degree in arts administration. She is continuing work on her thesis. While in graduate school, she worked as an administrative assistant at the Greater Philadelphia Cultural Alliance, where she gained valuable experience in a nonprofit arts organization.

Clark-Roland is passionate about the field of arts administration.

"What I like most about the field is watching how transformative the arts can be to an individual, a group or a community," she says. "Whether it is for therapy, public art or art for art's sake, the arts touch so many points of our lives. I want to be able to increase accessibility to the arts and serve as a liaison for the arts, its constituency and its community."



*Quiana Clark-Roland*

**SETC Strategic Planning Retreat**

9 a.m.-12:30 p.m.  
Dec. 18 and 19, 2009  
Omni Hotel, Charlotte, NC  
*For SETC Board of Directors members and senior staff only.*

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**SETC Executive Committee Meeting**

2-6 p.m., Dec. 18, 2009  
2-until done, Dec. 19, 2009  
Omni Hotel, Charlotte, NC  
*All SETC members are invited to attend. Board members are encouraged to attend.*

**EXCOM NEWS**

by President Beth Harvey

**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. ExCom met in Charlotte on September 12, followed by a meeting of the Board of Directors. The following actions were taken (see full minutes on the SETC website):

- A straw ballot for the 2010-2011 slate of officers and a list of candidates for the 2010 Suzanne Davis award were distributed by the Nominations Committee.
- Rule 1.14 was changed to say that a printable electronic version of the revised member directory shall be prepared for distribution by June 30. This reflects the move to an online, rather than published, directory and sets a specific date for distribution.
- Rule 1.20 was changed to note that a printed copy of the directory will be sent only to non-student members who request one.
- Additions and changes to various committee operating manuals were accepted.
- The 2008-09 annual audit was accepted.
- The operating budget was amended.
- A change was approved to the Secondary School Play Festival, increasing the number of entries allowed in each state from one to two.
- A change was approved to the Community Theatre Play Festival, permitting two entries per state when four or more qualifying entries are presented at the state level.
- Three committees were approved: Production and Stage Management was established as an ad hoc committee, the Keynote Emerging Artist of Promise Award Committee was created, and Musical Theatre was approved as an interest group.
- The Board of Directors recommended amending Article III to change the title of President-Elect and Immediate Past President to Programming Vice President and Past President and to change all terms of service to one year, with a three-consecutive-year limit. This removes the automatic appointment of President-Elect to President, making the President a new elected position.
- The Board of Directors recommended amending Articles VI and Article VIII to align with the proposed changes to Article III (above), changing the number of elected officers from five to six and changing the officer titles.\*

\*The last two items will require a vote of the attending membership on March 6, 2010.

**Fall Meetings, Auditions Held in Charlotte**

*Third Annual Fall Graduate Auditions Prove Popular with Students, Schools*

**S** ETC's third annual Fall Graduate School Auditions, held Saturday September 12, in Charlotte, NC, attracted 51 actors for auditions and six designers/technicians for interviews and portfolio reviews. A total of 17 graduate school programs attended. For the third year, we've had a mix of programs from around the country and more than one from New York City.

Students attending say they like the personal touch that they receive at SETC auditions. They feel like they are not just a number, but that we truly care about their future and are there to try our best to connect them to schools.

We now look forward to the Spring Graduate School Auditions in Lexington, KY. Questions? Please contact me at [hardy@setc.org](mailto:hardy@setc.org).

- Hardy Koenig, Manager, Educational Theatre Services

**COLLEGES AND UNIVERSITIES:**

**Graduate Auditions Garner Praise from Schools**

*"SETC Fall Graduate Auditions were a huge success for the New York Film Academy. NYFA awarded generous scholarships to several very talented actors interested in our MFA program. Thank you, Hardy Koenig, for all of your hard work in organizing this event."*  
- Steven Chinni, New York Film Academy

*"We were thrilled with the students we met at this year's fall auditions! I felt that this was one of the stronger groups of auditionees we had seen in several years. Not only that, the SETC staff who were working the auditions were truly exceptional in their professionalism, courtesy and helpfulness."* - Paul B. Crook, Louisiana Tech University

*"The fall auditions are always the best. The students who come in the fall are better prepared for graduate school, have planned ahead and taken control of their lives. I see many more good prospects there than in the spring - though I'm finding more and more that a large percentage of my entering graduate class comes from the SETC graduate auditions, both spring and fall."* - Rinda Frye, University of Louisville

*Fall Professional Auditions Attract More than 280 Auditionees, 31 Theatres*

**T** hose attending Fall Professional Auditions on September 13-14 were treated to an outstanding, if noisy, weekend in Charlotte. The Blues, Brews & BBQ street festival that was being held nearby gave us lots of entertainment. The auditions were successful, with 31 theatres looking to hire for nearly 1,000 roles. Pre-registered auditionees totaled 274, and nine "walk-ins" utilized their 60-90 seconds on stage. Within a week, some auditionees let us know they had already been hired! Remember: If you want to audition at the Spring Professional Auditions in Lexington, you must pre-apply. Applications are available online for professionals.

- April J'Callahan Marshall, Manager, Professional Theatre Services

**AUCTIONEES:**

**Professional Auditions Please Auditionees, Companies**

*"I think that SETC is a great audition opportunity for the professional performer..."*

*"As a participant in this year's fall SETC, I wanted to thank you for all the work you put in and all the time you spent making this a great weekend. It could not have been more organized, and the helpers were all great. I just wanted to thank you and let you know how much you and your work were appreciated."*

*"I would like to attend in the future because it is a very reasonably priced event with great exposure to many companies."*

**COMPANIES:**

*"The conference is a very economical way to attract and promote talent. In comparison to holding your own individual auditions, you are able to see a greater number of auditionees at once, without paying for a monitor, international travel, in some cases, an accompanist, etc."* - Cathy Terhune, PGT Entertainment

## What's the Word? Help Us as We Begin Strategic Planning Process

In our first leap into the strategic planning cycle, the Executive Committee, the Board of Directors, the professional staff and selected constituents met with consultant Bill Mitchell of Mitchell-Works during the Fall Meetings to answer questions about our roles in SETC.

One question that continues to ring loudly is: Why are we here? In other words, what is it that brings us to SETC?

Many of us quickly



From the President  
**Beth Harvey**

responded that the opportunities SETC provides to students, to people looking for jobs, and to those continuing educational goals are invaluable. Programs, workshops and keynote addresses by theatre professionals and educators make the learning experience fun, entertaining and engaging.

Some of us have been coming to SETC events since we were students ourselves, building on the initial SETC experience to become leaders and integral players in the organization. There is a special excitement about SETC that not only feeds our passion for theatre, but also the passion to be part of a network. We enjoy a sense of belonging with those who feel the same way and want to continue the journey with like people.

In an exercise to understand who we are, we were asked to come up with words and phrases that, in our opinion, describe SETC. Our answers: energy, passion, opportunity, network, supportive, creative, learning, connecting generations, nurturing, sharing, innovating. Some of these words will undoubtedly become part of SETC's new mission statement. That is the purpose of this exercise: to create a statement that simplistically states who we are.

So, I ask you: In a word, what is SETC to you? Share if you'd like by e-mailing me at [beth@setc.org](mailto:beth@setc.org), or use it for inspiration to register for the 2010 convention in Lexington. Whatever SETC means to you, we want to keep doing it for another 60 years!

## SETC Ends Tough Economic Year in the Black as a Result of Careful Management

As I began writing this column, I set out to find a pithy way to use the lyrics from *Into the Woods* to relate to our current national economic situation. But after reading the news and listening to the economic pundits, I was unable to decide exactly where we are – in the first midnight, the last midnight or somewhere in between.

I can say, however, where we are as an organization. The Southeastern Theatre Conference was recently audited by Shahbaz, Southern & Company, PA, and our economic health is strong. (See audit summary at right.)

Our investments are starting to regain some of the growth we were seeing before the economic downturn. We owe a great deal of our organization's investment stability and continued growth to Jack Pentz, our investment manager. Thanks to Jack, we have gained slightly above where we were before the economic troubles hit. His guidance in investing kept our funds solid with minimal losses (very minimal compared to the market averages over the last two years) and an early return to growth. The endowment funds provide scholarships for the future of theatre while the operational investments give us a corporate reserve should it be needed.

Investing wisely is one way of remaining strong in these tough economic times. Another is to spend wisely and gain more for your dollar. The Central Office has been doing that for us, working on a daily basis to provide superior service while keeping costs from rising during these harsh economic times. Executive Director Betsey Baun has worked diligently to prepare budgets

that work within the framework of this still shaky economy. Betsey's budgeting groundwork and review, in collaboration with Jack Benjamin, chair of the Finance Committee, have over the past two years ensured that the quality services provided through SETC are supported and refined.

The past two audits show that the difficult task of budgeting and controlling costs has paid off, with our income slightly higher than our expenditures each year. Not many organizations can make this claim over the same period. This next year will also prove to be a challenge as the economic landscape continues to change.

So how can you make a smart investment while saving money? Attend the SETC Convention from March 3-7 in Lexington, KY! Connect yourself to the future of theatre through SETC's many workshops, auditions, festivals, programs, job expos and networking events. And how do you save money while doing this? Early-bird registration (which began October 15) is one answer. (See details, Page 3, in the Ask SETC column.) You'll find very economical food choices within the convention area this year – and easier access to all venues under one roof. Festival theatres that are off-site are closer to the action and easily accessible from the convention center.

See you in Lexington!



From the Treasurer  
**Chris Rich**

AUDIT SOUTHEASTERN THEATRE CONFERENCE, INC.	
Schedule of Cash Receipts, Disbursements General Fund Year ended June 30, 2009	
<b>Income</b>	
Membership dues	179,960
Committees and projects	55,734
Festivals	8,852
Conventions	458,777
Auditions	96,782
<i>Southern Theatre</i>	51,791
Miscellaneous income	5,776
Interest & dividends	11,457
Sales tax refund	5,287
Outreach workshop	682
Field Guide	889
<b>Total</b>	<b>866,987</b>
<b>Expenses</b>	
Membership directory	117
SETC News	22,443
SETC publications	77
Committees and projects	35,919
Festivals	19,546
Auditions	88,016
Officers' expense	31,044
Conventions/Festivals	96,060
Awards	3,128
Central office	443,706
<i>Southern Theatre</i>	69,625
Credit card discount	18,271
Management fees	6,531
Miscellaneous expense	75
<b>Total</b>	<b>834,558</b>
<b>Revenue over expenses</b>	<b>32,429</b>
<i>Copies of the audit are available at the SETC Central Office by request.</i>	

## Past President Denise Halbach Endows New Scholarship for Performers

**D**enise Halbach didn't set out to be in theatre, but theatre was in her – as she discovered soon after taking her first job more than 30 years ago.

Now she wants to help actors discover their potential through the creation of SETC's first performance scholarship. (See *box at right for how to help.*)

Halbach's own life-changing discovery of theatre came when she was a first-year English teacher, asked by the school's speech teacher to take a group of students to the Mississippi high school theatre competition.



Denise Halbach

"When I told her I didn't know anything about directing theatre, she gave me the best advice I ever received about directing – to trust my instincts," Halbach recalls. "I directed the show and we won the festival!"

Denise kept directing, and she kept winning. Three years in a row, her shows won the Mississippi High School Drama Festival and went on to the SETC competition.

The third year, Halbach's show not only won the SETC High School Festival but also was invited to the International Amateur Theatre Association competition in upstate New York – and won that festival, too.

"A dear friend, professional actor and playwright John Maxwell, literally grabbed me by the collar and said, 'With a little training, you could be dangerous!'" Halbach

### Earmark Your SETC Endowment Contribution for New Scholarship

Planning a contribution to the SETC Endowment? Consider earmarking it for the new Denise Halbach Performance Award, which was initiated and endowed last spring by Past President Denise Halbach. This scholarship will be a first for SETC, which has not previously offered a scholarship designated for performers. We need your help to make it happen. Make your check payable to "SETC Endowment" and note that it is for the Denise Halbach Performance Award. Mail it to the SETC Central Office. You also can make a donation via your convention registration form.

recalls. "I decided to get some training, and went to the University of Southern Mississippi for my MFA in theatre with emphasis in directing."

After graduating, Halbach became director of theatre for Hinds Community College, a position she held for 18 years. She trained actors, built sets, created costumes, handled props and publicity – did everything except lighting and set design. In addition to her work there, Halbach was one of the founders of Fondren Theatre Workshop, a community theatre in Jackson.

Her day job now is director of office operations for the Mississippi Main Street Association, an economic development program based in historic preservation. But Halbach still directs occasionally and loves to act in her free time.

"Right now I am playing Big Mama in *Cat on a Hot Tin Roof* at New Stage Theatre [in Jackson]," she says. "Several years ago I played my dream role, Eleanor of Aquitaine in *The Lion in Winter*."

When Halbach arrives at SETC 2010 in March, she will be attending her 35th

consecutive SETC Convention – and it all began for her with that first high school win.

Halbach hopes that the scholarship she is initiating and endowing will help a young actor discover the networking magic of SETC – as well as provide him or her with financial aid to pursue graduate study and a career as a performing artist.

"SETC has always been an important part of my life, professionally as well as socially, and I have always believed in formal education for artists and performers," Halbach says. "SETC has meant so much to me for so long that I wanted to give something back, especially something that could help students. I hope that it will help young actors continue their training on the graduate level – to become performers who love the art of theatre, actors who will touch the hearts and souls of all of those who see them perform."

# SETC 2010

Lexington, KY

March 3-7

### Theatre Symposium: Call for Papers

The 2010 SETC Theatre Symposium event will focus on connections between film and theatre, examining the influences that film has had on theatre and vice versa. Visit [www.setc.org/publications/symposium.php](http://www.setc.org/publications/symposium.php) for detailed information. Deadline for submission of one-page paper abstracts is January 11, 2010. The Theatre Symposium event will be held April 9-11, 2010, at Agnes Scott College in Decatur, GA. Questions? Contact Editor J.K. Curry at [curryjk@wfu.edu](mailto:curryjk@wfu.edu).

### Why Should You Participate in Theatre Symposium?

"Of all the theatre history conferences I have attended, Theatre Symposium remains my favorite. Having presented twice (at last year's Props and 2006's Theatre and the Moral Order), I was impressed by the ways in which the papers seem to speak to each other in a productive and exciting manner. The presenters approach the year's topic from a variety of perspectives allowing for a sense of both breadth and depth. Since the conference is smaller than most, the conversations among and between papers, presenters and keynote scholars or artists continue into the breaks, meals and other in-between moments. Theatre Symposium is an invigorating conference that should not be missed!"

- Christine Woodworth, University of North Carolina at Greensboro

### Where to Send News

**SETC News** is published bimonthly for the Southeastern Theatre Conference. Deadline for the next issue is December 1.

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