



UNC
INSTITUTE OF
OUTDOOR DRAMA

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

COLLEGE OF ARTS
AND SCIENCES

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Established in 1963, the Institute of Outdoor Drama is a public service agency of the University of North Carolina at Chapel Hill. It is the only advisory and research organization in the United States dedicated to the advancement of the outdoor drama movement, and serves as a resource for groups, government agencies and individuals who wish to create new outdoor dramas or who are seeking information on the field.

With a constituency of 99 theatres throughout the country that play to a combined annual audience of 2.5 million people, the Institute provides national leadership in fostering and nurturing artistic and managerial excellence and expansion of outdoor drama in America.

Research by the Institute indicates that the outdoor drama field, consisting of approximately 31 historical dramas, 58 Shakespeare festivals and 10 religious dramas, employs 5,000 people and has an annual economic impact on the U.S. travel and tourism industry of approximately \$500 million.

The Institute is governed by an administrative board composed of distinguished faculty from the College of Arts and Sciences and leaders throughout the University of North Carolina at Chapel Hill. In addition, an advisory council of eminent American theatre professionals, who are valued consultants, assists in research and planning.

The activities of the Institute are focused on fulfilling the mission of the University of North Carolina at Chapel Hill as an educational, public service and research institution, and include:

CONSULTING AND ADVISORY SERVICES

The Institute offers a professional consulting and advisory service for theatres, government agencies, groups and individuals to assist in every phase of planning and producing outdoor drama. It frequently provides both on-the-spot and long-term assistance on a wide variety of subjects. In addition, experienced professionals from across the country, including playwrights, architects, managers, directors and designers are made available to assist with such areas as:

- Short- and Long-Term Strategic Planning
- Script Evaluations
- Board Retreats
- Fundraising
- Marketing/Promotion
- Production and Management Reviews
- Facility Design and Renovations

NATIONAL CLEARINGHOUSE

Each year the Institute generates and assists in the writing of numerous feature stories for national magazines and newspapers, and distributes the Directory of Outdoor Drama in America, production photographs, color slides and theatre brochures to travel writers, arts editors and members of the print and broadcast media.

Every effort is made to develop public relations programs beneficial to the outdoor drama field. Articles which have been facilitated by the Institute have appeared in such publications as:

- American Theatre
- Americana
- Back Stage
- Better Homes and Gardens
- Bus Tour Magazine
- Camping Journal
- Chicago Tribune
- Destinations
- Family Motor Coaching
- Group Travel Leader
- Los Angeles Times
- Mid Atlantic Country
- Midwest Living
- National Geographic
- New York Times
- Reader's Digest
- Roads to Adventure
- RV Times
- Southern Living
- Summer Vacations Tours
- Travel and Leisure
- US News and World Report
- USA Today
- USAir In-Flight Magazine
- Variety
- Washington Post
- Wall Street Journal

PUBLICATIONS

The Institute publishes more than 50 reference bulletins, periodicals, directories, and technical documents designed to keep professionals and the media informed. These include:

- U.S. Outdoor Drama (quarterly newsletter)
- Directory of Outdoor Drama in America
- Bibliography on American Outdoor Drama
- Personnel Contracts
- Artistic Quality
- Insurance
- Fundraising
- Profiles of Major Theatres
- Articles of Incorporation
- Publicity
- Building an Amphitheatre

(complete list available upon request)

DEVELOPMENT OF NEW DRAMAS

At any given time, the Institute is working with 30-40 communities across the country which are in various stages of developing new outdoor historical dramas or Shakespeare festivals. For 40 years, the Institute has provided guidance to individuals and groups proposing the production of these new plays, conducting feasibility and planning studies and offering start-up and long-term assistance including:

- Strategic Planning
- Identifying and Developing Appropriate Storylines
- Building Community Support
- Fundraising and Marketing Plans
- Attendance Projections
- Preparation of Capital and Operating Budgets
- Personnel Searches for Playwrights, Composers, Managers and Directors
- Amphitheatre Site Selection and Design

NATIONAL CONFERENCE

The Institute organizes an annual meeting bringing together professional managers, directors, playwrights, promoters, designers, and composers, as well as representatives from communities planning new outdoor dramas, for workshops, tours, and open discussions on topics relating to the writing, producing, and management of outdoor drama in America. Previous conference sites include:

- Bardstown, KY
- Branson, MO
- Canyon, TX
- Chapel Hill, NC
- Cherokee, NC
- Chillicothe, OH
- El Paso, TX
- Eureka Springs, AR
- Fairborn, OH
- Lincoln City, IN
- Manteo, NC
- St. George, UT
- Farmington, NM
- Prestonsburg, KY
- Beckley, WV
- Hemet, CA

AUDITIONS

The Institute sponsors annual auditions in Chapel Hill, NC, for performers and technicians seeking employment in outdoor drama. Typically, 150-200 auditionees from 50 or more colleges and universities in 20 states vie for jobs offered by 15-20 theatres in attendance from around the country.

PERSONNEL SEARCHES

The Institute maintains personnel files on experienced professionals available for work and assists companies and developing dramas in locating personnel.

Categories include:

- Playwrights
- Directors
- Managers
- Composers
- Choreographers
- Marketing Directors
- Designers

INTERNET AND COMPUTER SERVICES

Because more than 75% of adults now have Internet access, the Institute maintains an extensive home page on the World Wide Web (<http://www.unc.edu/depts/outdoor>) to serve potential audience members, its constituent theatres, professionals in the field, and the media. Features include:

- The Directory of Outdoor Drama in America
 - Theatre Addresses and Phone Numbers
 - Production Schedules
 - Plot Summaries
 - Hotlinks to Other Outdoor Theatre Home Pages
 - Color Photographs and Brochures
 - Clickable Locator Map
 - Multimedia Files: Video & Audio Clips
- National Conference and Auditions
 - Registration Information
 - Applications for Downloading
 - Program Schedules
- Newsletter Excerpts
- Media Site
 - High resolution photogallery
 - Contact information
 - General managers/producers
 - Marketing and PR directors
 - News releases
 - Facts and figures
 - Archival stories

SPEAKERS BUREAU

Organizations interested in contacting authoritative speakers on outdoor drama planning and production may do so through the Institute.

ARCHIVES

The most extensive archival collection in the world on outdoor historical drama is maintained by the Institute. The archives are often used by members of the profession, scholars, students and media representatives for research and information. Materials in the collection include:

- Play Scripts and Music
- Souvenir Programs, Production Photographs, Color Slides, Marketing Samples, Video Tapes
- Architectural Amphitheatre Plans and Photos
- Financial Information, Budgets and Annual Reports
- Organizational Charters, Bylaws and Contractual Agreements
- Theses, Dissertations, Broadcast and Print Media Coverage

RESEARCH

To assist theatres in planning and evaluation, the Institute conducts and publishes the results of research and nationwide surveys on attendance, management and production of outdoor drama, including:

- Audience Demographic Surveys
- Economic Impact
- Ticket Prices
- Government Support
- Average Income and Expenditure Distribution
- Attendance

LIAISONS

To facilitate the exchange of information and materials among theatre companies, professional service organizations, unions and guilds, the Institute maintains memberships or is in contact with the following national organizations:

- Actors Equity Association
- American Bus Association
- Association for Theatre in Higher Education
- The Dramatists Guild, Inc.
- International Amateur Theatre Association
- International Theatre Institute
- National Assembly of State Arts Agencies
- National Endowment for the Arts
- National Theatre Conference
- National Tour Association
- National Travel and Tourism Awareness Council
- Paul Green Foundation
- Shakespeare Theatre Association of America
- Society of Stage Directors and Choreographers
- Theatre Communications Group
- Travel Industry Association of America
- U.S. Institute of Theatre Technology

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