

Syllabus: Theatre Management Trip to New York City, March 20-24, 2002

Leslie Shook and Maury Collins, instructors, The Theatre School, DePaul University

Updated: 3/19/02

Hotel information: Millennium Broadway Manhattan Hotel, 145 W 44th St., New York, NY 10036 - (212) 768-4400

Students: Please read this and study the websites before we go to New York. Also, think about the questions you would like to ask, and write them down BEFORE we go to each meeting.

Wednesday, March 20, 2002

- 3:30 p.m. Meet in Millennium Broadway Hotel lobby.
- 4:00 p.m. Discussion about producing - Nancy Nagel Gibbs and Susan Vargo - American Airlines Theatre, 227 W. 42nd Street, New York, Nabisco Lounge, 6th floor. The matinee is getting out at 4 p.m. so it will be a bit like salmon swimming upstream, but your names will be with the security guard. Take the elevator to 6.
- 6:00 p.m. Dinner with East Coast Alumni - Virgil's Barbecue, 152 W. 44th Street, New York, NY 10036 (212) 921-9494. Gary Gorman and others will join us for dinner.
- 8:00 p.m. *Top Dog/Underdog*, Ambassador Theatre, 219 West 49th St., New York, NY

Thursday, March 21, 2002

- 10:00 a.m. Lyceum Theatre, 149 West 45th Street, New York, NY 10036
Meet with Reagan Fletcher, Director, Shubert Archives for tour of the Lyceum, one of the oldest Shubert Broadway houses, and then visit the Shubert Archives, repository of the records of 100 years of the Shuberts, and others, on Broadway.
- 2:30 p.m. Telecharge, 330 West 42nd Street, 22nd floor, 22nd floor (42nd street between 8th and 9th Avenues). Tall green building next to Port Authority. Meet in the lobby and we'll all go up together. Meet with Brian Mahoney, Director.
- 4:00 p.m. ATPAM, 1560 Broadway, Suite 700, New York, NY 10036-2501

Phone 212.719.3666 | Fax 212.302.1585. The entrance to the building is at 164 West 46th Street, aka the Actors' Equity Building. Meet with Gordon Forbes, Secretary/Treasurer (CEO).

6:30 p.m. curtain *Oklahoma* - opening night. The Gershwin Theatre, 222 W. 51st Street

Friday, March 23, 2002

NOTE: **The Metropolitan Opera tour requires that no one carry anything larger than a "normal sized purse" for security reasons. Also, please carry a photo I.D.**

10:00 a.m. Meeting at the Dramatists Guild, 1501 Broadway, Suite 710
Joan Channick, TCG; Veronica Claypool, TDF; Joel Szulc, DG;
Christopher Wilson or Ralph Sevush, DG; Susan Birkenhead, DG.
Subject: The Play/Musical: Where it begins and where it goes.

12:45 p.m. New York Public Library for the Performing Arts, 40 Lincoln
Center Plaza, New York, N.Y. 10023-7498
Phone: (212) 870-1630 (Elizabeth (212) 870-1605) The library is
located on the Plaza between the Met and the Vivian Beaumont.
<http://www.nypl.org/research/lpa/lpa.html>

2:00 p.m. Meeting with Zarin Mehta at the New York Philharmonic.
Avery Fisher Hall Stage Door, 132 W. 65th Street, New York

4:00 p.m. Meet in lobby of Metropolitan Opera for tour.

5:30 p.m. Meeting with Cameron Mackintosh and Robert Nolan at Alan
Wasser Associates, 1650 Broadway # 800, New York, NY 10019
(212) 307-0800

7:00 p.m. Dinner when and where we can.

8:00 p.m. *Elaine Stritch At Liberty*. Neil Simon Theatre, 250 West 52nd
Street, New York, NY

Saturday, March 23, 2002

10:00 a.m. Tour of Radio City Music Hall, 1260 Avenue Of The Americas,
New York, NY 10020 (212) 247-4777

3:00 p.m. *The Last Five Years*, Minetta Lane Theatre, 18 Minetta Lane, New
York, NY

6:00 p.m. Dinner at Café Un Deux Trios, 123 W. 44th Street, New York
(212) 354-4148 (\$24.75 per person, 3 course prix fix)

8:00 p.m. curtain *The Lion King*, New Amsterdam Theatre, 214 West 42nd St., New York, NY

Sunday, March 24, 2002

9:00 a.m. Breakfast at the Millennium Broadway.

10:30 a.m. Check out of hotel. (If you are taking the Gray Line Tour, you may check your luggage at the hotel with the bellman.)

Nancy Nagel Gibbs (Producer/General Manager) has been a general manager and company manager for on and off Broadway for over 20 years. Her current general management credits include the Off - Broadway productions of *I Love You, You're Perfect, Now Change* (New York and Boston) and *De La Guarda*. With EGS Management, her general management credits include: (Broadway) *The Graduate*, *The Search for Signs 2000*, *Taller than A Dwarf*, (Off-Broadway) *Bat Boy the Musical*, *Fully Committed*, *The Vagina Monologues*, *Street of Dreams* and *If Love Were All*. Nancy is also a producer of *Fully Committed* and *Bat Boy*.

Susan Vargo (Company Manager) began company managing while still in college with the Broadway Production of *King David* and the National Tour of *Beauty and the Beast*. Other credits include National tours of *Chicago the Musical*, *Annie Get Your Gun*, and *The Radio City Christmas Spectacular*, Off- Broadway *The Vagina Monologues* and *The Last Five Years*. Also, she has been associate general manager for Nancy Nagel Gibbs on *I Love You, You're Perfect, Now Change* in Boston. Susan holds a B.F.A. in Theatre Management from The Theatre School, DePaul University.

Shubert Archive

<http://www.shubertarchive.org/framesA.htm>

http://www.shubertarchive.org/index_Flash.htm

Maryann Chach (Director/Chief Archivist) is the Director/Chief Archivist of the Shubert Archive where she has been on staff for 15 years. A long time board member and Executive Secretary for the Theatre Library Association, she is co-editor of *Pleasure Gardens*, vol. 21 of the Performing Arts Resources series, and has contributed many articles to various publications. She has previously been the Performing Arts Librarian at NYU's Bobst Library, the librarian/newsletter editor for the Educational Film Library Association and was a librarian/editor at the Museum of Broadcasting.

Reagan Fletcher (Archivist) has numerous theatrical productions in New York and regionally. He was production liaison for Shubert productions of *Lettice & Lovage*, *Tru*, *A Streetcar Named Desire* and *The Most Happy Fella* and production supervisor for the

75th anniversary celebration of *Shubert Alley*. He also has been a contributing writer for Theater Week.

Mark E. Swartz (Archivist/Editor) earned a B.A. in Classics from Harvard University (1976), an M.A. in Cinema Studies from New York University (1983) and a Ph.D. in Performance Studies from New York University (1996). He has written articles on fairground cinema, motion picture tent shows, and on various aspects of the Shubert Brothers and the company they founded. His book *Oz Before the Rainbow: L. Frank Baum's The Wonderful Wizard of Oz on Stage and Screen to 1939* was published in October 2000 by Johns Hopkins University Press. Having worked previously at the Harvard Theatre Collection, the Boston Public Library, the library of the Anthology Film Archives in New York, and New York University's Bobst Library, Mark joined the staff of the Shubert Archive in 1988 where he serves as archivist and as editor of the Archive's biannual publication, *The Passing Show*.

Sylvia Wang (Assistant Archivist) has an M.A. in anthropology from the University of Chicago and is working on her doctorate in New York University's department of Performance Studies where she is currently completing her dissertation entitled *An Aesthetics of the Invisible* which discusses the intersection of the aural and the visual realms. She has been a part time member of the Shubert Archive staff for several years and has recently joined its ranks full time as an assistant archivist.

Association of Theatrical Press Agents & Managers

<http://www.atpam.com/>

Gordon G. Forbes (CEO) has been Secretary-Treasurer of the Association of Theatrical Press Agents and Managers (ATPAM) for the past five years. ATPAM is a nationwide professional association and trade union, representing nearly 1000 professional employees in the live entertainment industry. He has been a member of ATPAM since 1981 and became a member of the Union's Board of Governors in 1991. Previously Mr. Forbes worked as a Company and General Manager on and Off-Broadway for over twenty years. Notably, he was the original Company Manager for the Broadway production of *Les Miserables*. In 1996 Mr. Forbes General Managed the enormous annual production of *A Christmas Carol* at Madison Square Garden. He has also worked with several not-for-profit institutions including Circle In The Square Theatre, The Chelsea Theatre Center, The Performing Arts Foundation of Long Island and The Brooklyn Academy of Music. Mr. Forbes holds a degree in Directing, Magna Cum Laude, from Long Island University, where he has also served as an adjunct lecturer in the Theatre Arts Department.

Dramatists Guild

<http://www.dramaguild.com/>

<http://www.dramaguild.com/doc/state.htm>

Susan Birkenhead (Lyricist) received a Tony Nomination, a Grammy nomination, and a Drama Desk Award for her lyrics for *Jelly's Last Jam*. She was nominated for a Drama Desk Award for *Triumph of Love*, with a book by Arthur Kopit and a score by Cole

Porter, and was one of the contributors to *A My Name Is Alice*. Her newest project, *The Night They Raided Minsky's* with Charles Strouse and Evan Hunter, will be directed by Jerry Zaks, and is slated to open next season. Ms. Birkenhead is currently working on *Moonstruck*, with Henry Krieger and John Patrick Shanley.

Ralph Sevush, Esq., (Associate Director) is an entertainment attorney (Cardozo Law School, '91) and the Associate Director of the Dramatists Guild of America, where he advises over 6000 playwrights, librettists, lyricists and composers writing for the stage, and where he is a regular contributor to *The Dramatist Magazine*. Previously, as the Director of Business Affairs for Pachyderm Entertainment, he worked on such Broadway productions as *BIG * The Musical*, Bill Irwin & David Shiner's *Fool Moon* and Julia Sweeney's *God Said, 'HA!'*, and the off-Broadway and LA productions of Claudia Shear's *Blown Sideways Through Life*. Also, as a founding member of the musical producing group *MUSIC IN A BOX*, he produced a revival of the Harvey Schmidt/Tom Jones musical *Philemon* in a well-received off-off-Broadway production. In a prior life, he worked for Sony Pictures, Reiss Media, New Line Cinema and ALMI Cinema 5 Films in various aspects of motion picture marketing, distribution and finance. In addition to his current duties at the Guild, Ralph is also a member of the BMI/Lehman Engel Musical Theater Librettist's Workshop, and his play, *Little One, Goodbye*, was recently presented as part of the Immigrant Theater Project's *American Dreams* staged reading series at the Lower East Side Tenement Museum.

Joel Szulc (General Manager) Has been the General Manager of the Dramatists Guild of America since 1995. Columbia University - B.A. 1991. Columbia University School of the Arts - M.F.A. in Entertainment Management 1993. Thesis: The Touring Theatrical Production - Its Genesis and Evolution in the United States. National Artists Management Company 1991-1995 - Associate Manager on productions of *Gypsy*, *Fiddler on the Roof*, *Falsettos*, *Bye Bye Birdie* National Tour, *Grease*, *My Fair Lady*, *My Thing Of Love*, *Busker Alley*. NAMCO Asst. Controller 1994. Board of Directors/General Manager - Monster(less)Actors, Inc. (Independent not-for-profit theatre company) 1997-2000. Literacy Partners, Inc. - Adult Literacy tutor 2000-2002.

Christopher C. Wilson (Executive Director) is the Executive Director of The Dramatists Guild of America, Inc., the professional association of playwrights, composers and lyricists. Prior to joining the Guild in 1996, Mr. Wilson practiced in the Business Reorganization Department at Weil, Gotshal & Manges. Mr. Wilson received a B.A. from Duke University and a J.D. from the University of Toledo.

Theatre Communications Group

<http://www.tcg.org/>

Joan Channick (Deputy Director) has been the deputy director of Theatre Communications Group since 1998. She worked previously as the associate managing director of Center Stage in Baltimore and as marketing director of the Yale Repertory Theatre. Preceding her theatre career, she practiced securities litigation with the Boston law firm of Gaston Snow & Ely Bartlett. She is on the board of the Literary Managers

and Dramaturgs of the Americas and has served on the executive committee of the League of Resident Theatres, on the board of the American Theatre Exchange Initiative, and as a panelist for the Maryland State Arts Council. Joan teaches “Law and the Arts” at the Yale School of Drama and in a distance learning program at Goucher College. She is a graduate of Harvard University, the University of Pennsylvania Law School, and the Yale School of Drama.

Theatre Development Fund

http://www.tdf.org/index_default.html

Veronica Claypool (Managing Director) Veronica Claypool, a leading theatrical manager who has worked on Broadway and across the country for over twenty-five years, was named Managing Director of Theatre Development Fund in December 1996. Veronica (“Roni”) began her career, which spans the television, film and theatre industries, at CBS Television New York and continued as Associate Producer on two major television shows for Metromedia Television, WNEW.

Roni then moved to the production side of theatre as Company Manager for such successful Broadway shows as *Home, Morning's At Seven*, *Mass Appeal* and the European tour of the original Houston Grand Opera production of *Porgy and Bess*, among others. She was General Manager for the smash Broadway hits *Lena Horne: The Lady and her Music*, the national and international tours of Duke Ellington's *Sophisticated Ladies*, and the Broadway run and national tour of *The Search for Intelligent Life in the Universe* starring Lily Tomlin. After her last tour, she relocated to Los Angeles as General Manager of the Ahmanson and Doolittle Theatres at the Music Center for the seasons which included *Les Liaisons Dangereuses*, *Into the Woods*, *Phantom of the Opera*, *The Piano Lesson*, *Who's Afraid of Virginia Woolf* and *The Cocktail Hour*.

Her management company, Full Circle Entertainment Group, organized the last tour and Broadway engagement of the Brazilian extravaganza, *OBA OBA*, and the Los Angeles engagement of *Joy Ride: The True Story of Grandma Moses* starring Cloris Leachman. She also worked in production on the film, *The Fisher King*, starring Robin Williams, Jeff Bridges, Mercedes Ruehl and Amanda Plummer, directed by Terry Gilliam, for Columbia/Tri Star Pictures.

Roni returned to New York after managing the 1995 national tour of the Houston Grand Opera production of *Porgy and Bess* to manage the Broadway engagement of *Jackie Mason: Love Thy Neighbor* prior to joining Theatre Development Fund. She is on the Board of the League of Professional Theatre Women, a member of the River Towns Arts Council, and the Association of Theatrical Press Agents and Managers.

New York Philharmonic:

<http://www.newyorkphilharmonic.org/home.cfm>

Zarin Mehta (Executive Director) Considered one of the leading arts administrators in the world, Zarin Mehta assumed the post of Executive Director of the New York Philharmonic in September 2000. Born in Bombay in 1938, he is the son of violinist and conductor Mehli Mehta, and brother of conductor Zubin Mehta, former New York Philharmonic Music Director. He qualified as a Chartered Accountant in 1962 in England and moved to Canada to join the firm of Coopers & Lybrand. While a partner in that prestigious firm, he joined the Montreal Symphony Orchestra Board of Directors and later became its vice president. In 1981 he was appointed managing director of the Montreal Symphony, and served until 1990 during its most expansive period. For his work there, the Canadian Government named Mr. Mehta a Member of the Order of Canada. He then ran the Ravinia Festival from 1990-2000 as President and CEO. This Chicago-based international music festival presents the summer residency of the Chicago Symphony Orchestra. Mr. Mehta has been praised for his leadership of Ravinia, where he oversaw the start of several audience development programs, innovative new music series, and extended community outreach efforts. He has been honored with awards for his contributions to the fine arts from such institutions as Columbia College, Dominican University, and the Music Institute of Chicago. In May 1998, Mr. Mehta received an honorary doctorate from Chicago's Roosevelt University.

Metropolitan Opera

<http://www.metguild.org/>

Cameron Mackintosh, Ltd.

<http://www.cameron-mackintosh.com/>

<http://www.oklahoma-themusical.com/>

Cameron Mackintosh (Producer) produces musicals. Currently around the world, he has in production *Les Miserables*, *Cats*, *Miss Saigon*, *The Phantom of the Opera*, *The Witches of Eastwick*, *Martin Guerre*, *Oliver!*, *My Fair Lady* and *Oklahoma!* He owns seven West End theatres: The Prince Edward, Prince of Wales, Gielgud, Queens, Wyndhams, Albery and The Strand. In 1995, his company received The Queen's award for Export Achievement, and he was knighted in the 1996 New Year's Honours for his services to British Theatre.

Mar 18-24 2002

Mktg./PR Calendar

<p>Monday 18</p>	<p>Thursday 21</p> <p>10:00 AM Lyceum/Shubert Archive, 149 W. 45th 2:30 PM Telecharge, 33 W. 42nd, 22nd floor 4:00 PM ATPAM, 150 Broadway, Suite 700 6:30 PM Oklahoma!, Gershwin Theatre, 222 W. 51st</p>
<p>Tuesday 19</p>	<p>Friday 22</p> <p>10:00 AM TCG/TDF/Dramatists Guild, Room 710 12:30 PM Lincoln Center Library 2:00 PM Lincoln Center - Zarin Mehta 4:00 PM Metropolitan Opera Tour 5:30 PM Cameron Mackintosh&Robert Nolan/WasserWorld, 1650 Broadway, 800 8:00 PM Elaine Stritch At Liberty, Neil Simon Theatre, 250 W. 52nd</p>
<p>Wednesday 20</p> <p>4:00 PM Nancy Gibbs/Susan Vargo at AA Theatre, 227 W. 42nd St., 6th fl. 6:00 PM Dinner with East Coast Alumni - Virgil's Barbecue, 152 W. 44th 8:00 PM Top Dog/Underdog, Ambassador Theatre, 219 West 49th St.</p>	<p><i>Saturday 23</i></p> <p>10:00 AM Radio City tour, 1260 Ave. of the Americas 3:00 PM "The Last Five Years" Minetta Lane Theatre, 18 Minetta Ln. 6:00 PM Dinner - Cafe Un Deux Trois, 123 W. 44th St. 8:00 PM The Lion King, New Amsterdam Theatre, 214 W. 42nd</p> <p><i>Sunday 24</i></p>