



A LOOK FROM BACKSTAGE STATE OF THE ASSOCIATION

2007 ANNUAL REPORT

THE EDUCATIONAL THEATRE ASSOCIATION IS HERE TO SERVE

The work conducted by the Home Office staff has many objectives but ultimately one mission: to serve the needs of theatre educators, students, artists, and supporters. Our Association finds itself at a very exciting place in its history as we continue to grow not only in the number of our members, but also in the ability to deliver the resources that you need to promote and strengthen the field of theatre education. This Annual Report for the 2006–2007 fiscal year serves as a record of how EdTA is working to serve you and how it has become the largest organization serving the field of theatre education.

DIRECTORS

DEAR FRIENDS

What you hold in your hands (or what you are viewing on your computer screen) is the sixth Annual Report for the Educational Theatre Association (EdTA). And once again, the 2007 fiscal year has been another chapter of growth for our organization—in numbers, in service, and in our ability to build for the future.

The first EdTA Annual Report was for the fiscal year which ended July 31, 2002. At that time, our membership totaled 3,300 affiliated Thespian and Junior Thespian troupes and 487 professional members. Total educational events attendance for that year was nearly 2,100 for the International Thespian Festival and 192 for the EdTA Conference.

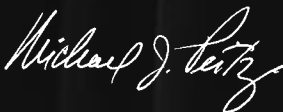
Since then we have grown! Inside you will see that we have substantially increased our total membership and added a member class for college students. And we've also increased the number of students served by the Thespian Festival and the number of professional members continuing their education at the Conference. Our growth better serves the field of theatre education.

Our success over the last six years now allows us to lead the fight to do more than keep theatre in the curriculum; it allows us to strive to make it a vital component of the curriculum. We have added staff capacity so that we have active representation with the national arts education advocacy organizations and educational policy groups. We now spearhead the development of a comprehensive and practical censorship policy.

Last year, the Board of Directors and Home Office staff created a multi-year strategic plan in order to chart our future course and more effectively use our human and financial resources to serve our mission. Our success financially allows EdTA the latitude to invest in the future and better prepare the organization to ride out hard times while still providing excellent service to our members. In fact, this coming year, we are implementing a new software system we have desired for years that will eventually allow members to directly update their records online.

We celebrate another successful year. Our success makes our Association stronger. Our success makes the voice of our members more powerful. Our success makes your program more visible. Our success is your success.

And we are far from being done with the work that needs to be done.



MICHAEL J. PEITZ, CAE
Executive Director



JERRY D. SMITH, JR.
President, Board of Directors



ASSOCIATION LEADERSHIP

JERRY D. SMITH, JR.
EdTA Board President
Salem High School
Conyers, Georgia

DEBBY GIBBS
EdTA Board Vice President
Tupelo High School
Tupelo, Mississippi

TOM BROWN
Turner Classic Movies
Vice President of
Program Production
Atlanta, Georgia

ROBERT JOHNSON
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Miami-Dade County Public Schools
Miami, Florida

BRIAN WELCH
Villa Duchesne/Oak Hill School
St. Louis, Missouri

STAGE LEFT

PUBLICATIONS

FINANCIAL HIGHLIGHTS

OPERATING REVENUES

During the 2006–07 fiscal year, the Association achieved total revenues of \$3,639,215, which was an increase of \$477,893, or 15%, from the 2005–06 fiscal year. The Association's operating revenue was 111.7% of its operating budget for the 2006–07 fiscal year.

OPERATING EXPENSES

During the 2006–07 fiscal year, total expenses increased by \$480,973, or 16%, to \$3,402,147 compared to the 2005–06 fiscal year. The Association's operating expenses were 102.9% of its operating budget for the 2006–07 fiscal year.

OPERATING GAIN

EdTA's operating gain, which excludes depreciation expense, was \$237,068 for the 2006–07 fiscal year. During the 2005–06 fiscal year, the Association reported an operating gain of \$240,148. Depreciation is a non-cash expense that identifies proportional replacement cost for structure, equipment, and other assets.

INVESTMENT FUNDS

The market value of the Association's investment portfolio increased by \$56,232 during the 2006–07, to \$2,622,195.

Every year, the EdTA Home Office staff produces nine issues of *Dramatics*, four issues of *Teaching Theatre*, and maintains a website for our members, with the newest information from the world of theatre and education, as well as connectivity to valuable tools and resources. The 2006–07 year saw the amount of published editorial content grow by 9% to 720 total published pages and the launch of a redesigned Association website. Specific highlights include:

DRAMATICS

- **The College Theatre Directory, profiling 270 college programs.**
- **Nine previously unpublished plays, including four from the Thespian Playworks program.**
- **New series on vocal training from a variety of nationally respected voice teachers; acting articles by Bruce Miller; design and production content edited by new technical theatre editor Dana Taylor; and a piece on directing by Marshall W. Mason.**
- **Profiles of working theatre artists and a series of interviews with well-known names from the world of theatre about their favorite books.**

TEACHING THEATRE

- **"Censorship and School Theatre," an analysis of school theatre by Don Corathers.**
- **"In the Middle," Debbie Kennedy's feature on theatre programs in junior high.**
- **Dana Taylor's "Shopping for Lights and Sound," a guide to theatre equipment purchases.**
- **Articles on actor training, play production, and using guest directors for school productions.**

EDUCATIONAL THEATRE ASSOCIATION WEBSITE

THE REDESIGNED EDTA WEBSITE LAUNCHED ON JULY 31, 2007

with improved navigation, new features, and an updated look. Members can now download a greater array of forms and event schedules from the website, register on-line for EdTA events, and participate in new discussion forums. Traffic to the EdTA website continues to grow, with 535,730 visits, up 7% from 2005–06, and 85,629 downloads, up 16% from 2005–06.

CENTER STAGE

LEADERSHIP

As EdTA grows into the preeminent organization representing the field of theatre education, it can better represent your interests as a member. Part of this process is achieved through collaborative partnerships with other arts organizations and committees whose objectives and interests are in step with and complement ours:

- EdTA serves on two Arts Education Partnership (AEP) Steering Committee Task Force Groups—Higher Education and Leadership. EdTA and AEP agreed to jointly sponsor the first arts-specific pilot program for the Critical Links professional development model, with assistance from the University of Cincinnati.
- EdTA is one of two national arts education organizations appointed to the State Collaborative on Assessment and Student Standards (SCASS) and participated in the SCASS Arts Assessment National Training Seminar.
- EdTA continues to play a role in the ongoing dialogue with the College Board in the effort to create a secondary school theatre AP course.
- EdTA is an active member of the Alliance for Curriculum Reform (ACR) and is an ongoing National Co-Sponsor of Arts Advocacy Day.
- The Association appointed Teaching Theatre editor James Palmarini to the position of National Arts Education Policy Liaison, acting as EdTA's point of contact with other organizations and initiatives involving theatre education.
- EdTA maintains a strong relationship with the National Foundation for Advancement in the Arts (NFAA) to provide special placement in the youngARTS award selection process.
- EdTA is an active member of the Entertainment Services and Technology Association (ESTA), holding a seat on the ESTA Foundation Board and working to develop technical theatre standards and educational resources, as well as basic level certificates and master certification. EdTA is also represented on the ESTA Foundation as co-chair of the Publications and Assessment Committee and as a member of the Essential Skills Task Group.



EDUCATIONAL EVENTS

Conducting educational events designed to provide enrichment, insight, and support for our professional and student members is important to fulfilling the Association's mission. As EdTA grows, so does our ability to provide the events and resources supporting the work and development of our members:

- Denver, Colorado played host to 266 delegates for the 2006 EdTA Annual Conference (co-hosted with the Alliance for Colorado Theatre). The conference featured 57 workshops, five Professional Development Institute (PDI) sessions, and keynote speeches by Frank Philips and Marcia McCaffrey, and William Mastrosimone.
- The Middle School Theatre Forum took place in Atlanta and included two pre-conference PDIs.
- Clements High School in Sugar Land, Texas and Tupelo (Mississippi) Middle School hosted the 2007 Junior Thespian Festivals featuring performance opportunities in individual events, one-acts, the team play-create, and full-length productions.
- With 3,098 delegates, the 2007 International Thespian Festival in Lincoln, Nebraska was the biggest weeklong international celebration of high school theatre to date. The week kicked off with the International Thespian cast/crew production of *Thoroughly Modern Millie*. Highlights of Festival 2007 included callbacks for the 2008 International Thespian cast/crew production of *Hairspray*; a Tech Challenge Program that nearly doubled in size from the prior year; college and Thespian scholarship auditions programs drawing close to 600 students; and the addition of film and stage management categories to the National Individual Events Showcase.

MEMBERSHIP

It is ultimately through the work of our members that EdTA fulfills its mission to promote theatre as a necessary part of the educational curriculum and lifelong learning. EdTA is proud to serve a growing number of theatre educators and students, providing them with the resources that they need in the classroom and in the theatre:

- 74 pre-professional members, a 14% increase from the 2005–06 fiscal year.
- 562 professional members, a 13% increase from the 2005–06 fiscal year.
- 366 Junior Thespian troupes, a 2% increase from the 2005–06 fiscal year.
- 3,486 Thespian troupes, a 2% increase from the 2005–06 fiscal year.

And, as of August 1, 2006, all Junior Thespian and Thespian Troupe Directors became professional members of EdTA, adding another 3,852 professional members.

STAGE RIGHT



AWARDS

It is ultimately the hard work, talent, and dedication of theatre educators, students, artists, and administrators that give the field of theatre education a louder voice and a growing presence in the curriculum. That is why EdTA makes it a priority to recognize the outstanding contributions made to the field of theatre education each year with a variety of awards and honors:

- The 2007 EdTA Administrator's Award, presented to Jane Baker, principal at Shades Valley High School in Irondale, Alabama; Michael Kemp, principal at Gainesville (Georgia) High School; and Jerry Wilks, principal at Lincoln (Nebraska) Southwest High School.
- The 2007 Founders' Award, presented to playwright Jeffrey Sweet.
- The 2007 President's Award, presented to Joe Norton, associate director of education and outreach at Broadway Cares/Equity Fights AIDS (BC/EFA).
- The 2007 Standing Ovation Award, presented to Electronic Theatre Controls (ETC).
- The 2007 Outstanding School Award, presented to Floyd Central High School in Floyds Knobs, Indiana; Indian River High School in Philadelphia, New York; and The Woodlands (Texas) High School.
- The 2007 Hall of Fame inductions, celebrating the work of Lana Hagan, director of theatre education at Southern Illinois University Edwardsville; Edward C. Moon, educator and former technical director of the theatre department at John Hershey High School in Arlington Heights, Illinois; and Janine West, educator and former artistic director of the theatre departments at Boulder and Wray High Schools in Colorado. The Hall of Fame induction ceremony also celebrated the life and work of the late Jay Jensen, a Miami-area theatre educator for more than fifty years.

SCHOLARSHIPS & GRANTS

Providing members with financial resources to defray the costs of educational opportunities is another way of advancing the Association's mission. During 2006–07, EdTA and its affiliated chapters awarded more than \$164,000 in scholarships and grants, including:

- Chapter scholarships totaling \$124,326, with EdTA matching \$17,099 of the chapter funds.
- Thespian scholarships totaling \$15,300, the Melba Day Henning Scholarship of \$4,500, and the Robert L. Johnson/Hector S. Cruz Scholarship of \$2,000, all awarded at Thespian Festival 2007.
- The ITS Leadership Grant, presented to Joseph Hunter from Neosho (Missouri) High School.
- The Doug Finney Festival Grants, presented to Lucy Opal Ragland from McDonough High School, Waldor, Maryland; Brittany Sanson from McKinney (Texas) Boyd High School; Emily Sigman from George Washington High School in Denver; and Mi (Miller) L. Tai from Wichita (Kansas) Southeast High School.

EdTA is proud to have awarded the inaugural disbursements for one grant and two scholarships:

- The Ronald L. Longstreth International Thespian Festival Grant, presented to Svenja Wiese, a German exchange student from Big Sky High School in Montana.
- The Austin Yeatman Technical Theatre Scholarship of \$1,000 and the Alan D. Engelsman and Penny Lu Engelsman Scholarship of \$500, both presented to Kevin Paulsen from Canon-McMillan High School in Canonsburg, Pennsylvania.

BACKSTAGE

COMMUNITY INVOLVEMENT

EdTA's growing leadership role is not limited to representing the field of theatre education. It also includes participating in community service initiatives and supporting organizations that serve a charitable mission.

In October 2006, the third annual Trick or Treat So Kids Can Eat (TOTS-EAT) community service initiative brought together more than 200 Thespian troupes in 37 states (involving over 8,300 students and 800 adults) to collect more than 270,000 pounds of food. Since its launch as a national campaign in 2004, Thespian troupes have collected more than 695,000 pounds (348 tons) of food for those less fortunate.

Another cause—Broadway Cares/Equity Fights AIDS (BC/EFA)—has been a recipient of the generous nature of our student members since 1999. Between 1999 and July 31, 2007, a total of \$425,000 has been raised for BC/EFA by individual Thespians, Thespian troupes, and chapter organizations.

LEADERSHIP COACHES

Eric Brannen
The Westminster School
Atlanta, Georgia

Michael Fisher
Springfield Academy of
Arts and Academics
Springfield, Oregon

Marie Glotzbach
Skidmore College
Saratoga Springs, New York

Lana Hagan
Southern Illinois
University Edwardsville
Edwardsville, Illinois

Madelon Horvath
Chardon High School
Chardon, Ohio

Craig Ihnen
Iowa High School
Speech Association
Des Moines, Iowa

Beverly Murray
Fort Worth, Texas

Kerry Onxley
The Children's
Theatre Company
Lake Charles, Louisiana

Pat Santanello
Dublin Scioto High School
Dublin, Ohio

Pam Ware
Gainesville High School
Gainesville, Georgia

CHAPTER DIRECTORS FROM AUGUST 1, 2006–JULY 31, 2007

Alabama—Lisa Newton
Arizona—Linda Phillips
Arkansas—Delaine Gates
Australia—Lori Constable
California—Krista Carson-Elhai
Colorado—Jay Seller
Connecticut—Kevin Lowry
Florida—Michael Higgins
Georgia—Yatesy Harvey
Illinois—Faye Ryan
Indiana—Scott Hinkley
Iowa—Randy Stone
Kansas—Kate Lindsay
Kentucky—Lynne Aronson
Louisiana—Shelly Appleby
Maine—Kit Thomas
Maryland—Ruby Duehring
Michigan—Lori Soares
Minnesota—Elizabeth Chaigne
Mississippi—Mary Anderson
Missouri—Debbie Corbin
Montana—Sarah DeGrandpre
Nebraska—Robyn M. Baker
Nevada—Sharon Chadwick
New Jersey—Sandy VanDyke
New Mexico—Doris Vialpando
North Carolina—C. J. Breland
Ohio—Gloria McIntyre
Oklahoma—Todd Murray
Ontario—Jeff Graham
Oregon—Carolyn (C.J.) Reid
Pennsylvania—Bill Hallman
South Carolina—Timothy Brown
Tennessee—E. Frank Bluestein
Texas—Anita Grant
Utah—Melanie Day Nelson
Vermont—Cathy Archer
Virginia—Nancy P. Curtis
Washington—Beth Orme
West Virginia—Eileen Miller
Western Pacific Islands—Harold Easton

DONATIONS

Educational Theatre Association and the International Thespian Society wish to thank the following individuals and businesses whose generous contributions helped to support the Educational Theatre Association during the 2006–07 fiscal year:

LEGACY CIRCLE

Eric Brannen
Joe Burnsworth
Michele Busti
Debby Gibbs
Robert L. Johnson
Terry McGonigle
William and Christina Myatt
Michael and Linda Peitz
Jay Seller and Paul Ferraresi
Jerry D. Smith, Jr.
Brian Welch
Shelley Yeatman

PRESIDENTS' SCHOLARSHIP

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Eric Brannen
Gail Burns
Barbara D. Dusenbury
Eve Esche
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Robert L. Geuder
Byron W. Grant
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William and Christina Myatt
Ronald Nocks
Thomas E. Orr
Michael and Linda Peitz
Mary J. Schuttler
Pam K. Ware

TRUSTEES' SCHOLARSHIP

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Chris Bundy
Michele Busti
Robert Carrelli
Mary Alice Dwyer-Dobbin
Rita Freeberg, in memory
of Eve Esche
Debby Gibbs, in memory
of Charles Gibbs
Marie Glotzbach
Deb R. Holloway
Gloria McIntyre, in memory
of Phyllis Huffman
Bev Murray
Joe Norton
Krin Brooks Perry
Pat Santanello
Peter Sargent

THESPIAN SCHOLARSHIP SUPPORTERS

Joe Burnsworth
Penny Engelsman
Steve Houghton
Robert L. Johnson and Hector S. Cruz
Frank Stewart
Henry J. and Linda P. Wise
Shelley Yeatman

PRODUCER (\$500 AND UP)

Anonymous
Gail Burns
Debby Gibbs
Terry McGonigle
Taylor Neville
Joe Norton
The Evelo Group of Merrill Lynch
Michael and Linda Peitz
Jerry D. Smith, Jr.
Brian Welch
Fred and Eve Wittenbaum

DIRECTOR (\$250-499)

Mario, Carol, and Giovanni Bonaventura
In memory of Doug Finney
Gregory and Sherla Post and
Stasa Denkovich

HEADLINER (\$100-249)

Jennifer Bell
Jim DeBastiani
Mary Alice Dwyer-Dobbin
Steve Halper
The Johannigman Family
Dr. Len Radin
Aaron Ricciardi
Jessica Richards
Jay Seller and Paul Ferraresi
Robert M. Singleton
Mr. and Mrs. J. Morgan Wright, in honor
of Corey Warren and the *Millie* cast

LEADING PLAYER (\$50-99)

Antonio and Patrice Addeo
Athens Academy Drama Club
Gina Bryant
Data Management Services
Diane R. de Julio
A. Amanda Easton
Goin' Hollywood Tours/Camp Bravo
Scott Joy
John Kauss
Jim Miller, in honor of Michael Peitz
Howard W. Palmer
Eric D. Price
Rockmart High School
Frank Stewart
Wheeler High School
Alan and Dianne Yaffe

SUPPORTING CAST (\$25-49)

Michelle Berg
Ginny Chizer and Mary Gorrell
John S. Davidson Fine Arts School
Connie Dillow
Joan C. Hahn
Gai Jones
Ellis and Peggy Jordan
Julia Lee
Joyce Higgins
Terry McGonigle, in memory of
Linda Wise
Tom McNally
Tina McPhearson, in honor of
Jerry Seiple
Margaret Peacock
Holly Petermann
Rockmart High School
Sarah J. Tucker
Pam K. Ware
Marc Wasserman
Harry D. White

CHORUS LINE (\$24 AND UNDER)

Lois C. Goutman
Lisa Memro—Troupe 1903
Dominique Tredik

BUSINESS SUPPORTERS

AMDA—The American Musical &
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Barbizon Lighting Company
Broadway Cares/Equity Fights AIDS
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