

# Front & Center

A periodic update for Triad Stage Donors

Fall 2009

## Art Works. So Does Triad Stage!

**Art Works.** That simple two word statement by the new Chairman of the National Endowment for the Arts, Rocco Landesman, started a national conversation.

As Rocco sees it, "Art Works" can be viewed 3 ways: 1) as a noun that encompasses the achievements of artists; 2) as an action, art works on and within people to affect change and inspire them to create, imagine and to aspire; and (perhaps most importantly in the context of the current economy); 3) "Art Works" because arts jobs are "real" jobs. The 5.7 million people who have full-time arts-related jobs are a part of the real economy. "We know, and can prove, that when you bring art into the center of town, that town changes."

**Triad Stage is a shining example of how "Art Works".**

**Triad Stage creates Art Works.** As we make preparations for our upcoming 10th Anniversary Season, we are proud to have produced over 55 "art works" on our Mainstage including 10 world premieres. Using the best of local and national talent we have become known for our bold acting and innovative design. Our work has garnered local, state and national attention bringing a spotlight to Greensboro and the Triad.

**Triad Stage works to inspire.** Through our commitment to telling everyone's story coupled with pricing programs that make tickets affordable to the entire community, Triad Stage is making a difference:

*"Unexpectedly, last year I became a single mother. Although It has been quite a struggle to continually make ends meet, I take pride in providing my children with enriched cultural experiences. After examining the prices, I gasped in amazement at how low the (Triad Stage) prices were for a live performance. We were completely mesmerized by the stunning performances of the actors and actresses. Thank you Triad Stage for helping me to give my daughter this enriching experience at such an awesome price!"*

– Triad Stage Patron

**Triad Stage works for our community.** Triad Stage serves as both an important economic catalyst and anchor. It's hard to remember but when we bought our building in 2000, the 200 block of South Elm Street was known as a "dead block" in real estate circles. Thanks in large part to our efforts, today the 200 block is held up as the shining example of downtown's revitalization. Triad Stage has grown into one of the 3 largest not-for-profit performing arts organizations in Greensboro and we are proud of the fact that close to 90% of Triad Stage's \$1.7 million annual operating budget is put back into the local economy to generate even more economic activity.

When you support Triad Stage, you are supporting more than just an institution or building -- you are supporting

more than 100 artists and employees who make our art work each season. As a professional theater we are committed to paying artists for their time and talent. Over 60% of our annual budget is devoted to human resources. Our regular staff includes full-time carpenters, designers, artists and administrators who live and work in our community. We are an important bridge between the local colleges and the professional work force, giving valuable opportunities to emerging artists and students.

As we move forward, we invite you to share your own stories as to how Triad Stage has made a difference in your life or to the life of our community. Post your comments on our Facebook Page or email us at [theatre@triadstage.org](mailto:theatre@triadstage.org).

Thank you for helping making ART WORK at Triad Stage!!

## Last Chance to See BEAUTIFUL STAR!

Now returning for a 4th season, BEAUTIFUL STAR: AN APPALACHIAN NATIVITY will take its final bow on December 23rd to make way for a new holiday production that will debut as part of Triad Stage's 10th Anniversary Season. This is your last chance to see the show the *News & Record* called "Perfect family fare... [that] will lighten your heart and put a lump in your throat."

There are a lot of familiar faces returning this year including **Carrol "Chip" Johnson, Michael Tourek, Cinny Strickland, Junious Leak, Joshua Yoder** and **Justin Emmanuel Harrington**. **James Tunstall** is also returning to the cast as Tidence Ledbetter, the role he created in the original production. We also have some new faces including NY based actress **Terra Mackintosh** as Ethel Green/Mary; **Christina & Elizabeth Beasley** as Shelley & Myrtle Ledbetter and **Bailey Weikel-Feekes** as Linda Green. The band will feature **Andrew Eversole, Griffith Martin** and **Faye Petree**.

Tickets on sale now online at [www.triadstage.org](http://www.triadstage.org) or at the Triad Stage Box Office Monday through Friday 10am – 6pm at 336.272.0160.



Pictured (l to r): James Tunstall, Justin Emmanuel Harrington, Brad Brown and Carrol "Chip" Johnson. (BEAUTIFUL STAR 2007)  
Photo: NyghtFalcon Photography.

## SPOTLIGHT on Social Networking



Social Networking sites are simply web sites that have become social. So what makes a web site social? When the value of the site is increased in direct proportion to the level of participation by its users.

Social Networking Sites are changing the way not-for-profit organizations are able to reach their audiences and patrons. These sites, such as MySpace, LinkedIn, Facebook, Blogs, etc., allow organizations like Triad Stage to create online profiles, discover others who share a set of common interests and create an online network of contacts and supporters. Triad Stage is now actively up and running a Triad Stage blog, a YouTube Channel, a Twitter account and a Facebook Page.

It is now reported that 7% of online US adults, or 8.8 million people are blogging. Our blog, **InsideTriadStage.Blogspot.com**, was launched in January 2009. Artistic Director Preston Lane, along with Artistic Associate, Drew Barker, write and update the blog with news about what happens behind the scenes at Triad Stage.

Launched in February 2004, **Facebook** has quickly grown into the number one social networking site in the world. There are currently 100+million active users worldwide! We started a "Group" on **Facebook** in April 2009 and launched a "Page" in June 2009. We now have **over 1400 fans** that follow us on Facebook! If you are not a fan of Triad Stage on Facebook yet, make sure to become one today!

Just recently, we began producing video here at Triad Stage. This great new tool has allowed us to give our patrons "Sneak Peeks" at our productions. As our videos grew in popularity, we decided to launch our own **YouTube** Channel in September 2009. **YouTube** is one of the fastest growing websites in the world. It started as an application on Facebook and has grown into a phenomenal website that 20% of all internet users visit daily.

As of this week, Triad Stage now has a presence on **Twitter**. As one of the newer social networking sites, it has over one million registered users and generates 70,000 tweets per hour. This is just one more innovative way for Triad Stage to reach its patrons!! Follow us on Twitter **@triadstage**.

## OLEANNA Got The Conversation Started!

Due to the subject matter of our recent mainstage production, OLEANNA, Triad Stage extended TalkBack sessions to each night's performance. Together, the actors, director, designers and audience discussed and addressed some of the controversial issues raised by the production. This extension to the OLEANNA experience seemed to provide answers and resolve to an otherwise unsettled performance. Over **900** people (over 20% of the audiences) stayed for the TalkBack sessions throughout the run of the play.

## Thank You For Making Us #1



Triad Stage was voted the "Best Live Theatre" in the *News & Record/Go Triad* Reader's Choice Awards 2009 for the 7th year running!

## 100 More Donors Needed to Finish 2009 Campaign

With December 31, 2009 fast approaching, we are working hard to finish out our 2009 Annual Campaign. To date we have raised 75% of our \$340,000 goal through gifts from over 300 individuals. **To finish the campaign and continue to produce the highest quality theater at prices the entire community can afford, we are looking for 100 more donors to give to the campaign between now and December 31, 2009.** If you are in a position to support professional live theater with a new or increased tax-deductible year-end gift, please don't hesitate to contact Managing Director Richard Whittington at 336.274.0067 ext. 214 or at [richard@triadstage.org](mailto:richard@triadstage.org). You can also find a pledge card or donate online at [www.triadstage.org](http://www.triadstage.org) under SUPPORT US.

The size of the gift isn't as important as the show of support. Thank you for helping us reach our goal of 400 donors for 2009!

## Holiday Gift Ideas

Need an idea of a holiday gift for the person who has everything? Check out the brand new merchandise that Triad Stage is offering this holiday season! We now have holiday ornaments, scarves, tote bags, coffee mugs, pint glasses, soundtrack cd's and much more. And if that isn't enough, we are now offering a **Three Play Season Pass** for the person who has everything, starting as low as \$33 for all three plays! This Season Pass includes tickets to **AROUND THE WORLD IN 80 DAYS**; **ETHEL WATERS: HIS EYE IS ON THE SPARROW**; and **PROVIDENCE GAP**. When you buy a pair of Good Anytime Passes or a Three Play Season Pass to give as gifts, you get a coffee mug or pint glass to go with it! So when doing your holiday shopping this year, do your one-stop shopping at Triad Stage!

