From the EdTA Board of Directors and Home Office staff, congratulations on the academic year that is drawing to a close! We hope that it has been a very successful one for you and your students.

What a year it has been! Time marches on, and change is inevitable. Some change is challenging and, for the field of education, this year has presented quite a few challenges. Reductions in state tax receipts, loss of funding, increased class sizes, and staff cuts mean educators have to accomplish more with fewer resources. Still, in the midst of it all, the noble work of theatre education continues, as it must.

EdTA understands the changes occurring in the field of education. We work each and every day to support you, our members, in advancing the field and dealing with the inevitable changes. We know that our efforts to draw attention to the importance of your work have the potential to inform decision makers about the value of theatre education and, we hope, prevent future funding and staff cuts.

As frightening as it can be, we must remember that change gives us a reason to draw closer together in our resolve. Much as a production requires everyone to work together to create a successful show, we stand the best chance of seeing the fruition of our efforts by pulling together as “One Voice.” We must keep our mission at the forefront of everything we do and assume a unified voice in promoting the value of theatre education. Not only will this allow us to achieve critical mass and strengthen our message, it also reminds us that we are not alone in our work.

As you know, change is underway within our organization as well. Our next board president, Gloria McIntyre, takes the helm on August 1, and we welcome our new executive director, Julie Woffington, to the Home Office staff on September 1. These additions mark a new chapter in EdTA’s history. We look back with pride at how far we’ve come and look ahead with great anticipation to where we are going.

Sincerely,

Debby Gibbs
President, Board of Directors

Michael J. Peitz, CAE
Executive Director
Our best days are ahead.

ASSOCIATION LEADERSHIP

Debby Gibbs, EdTA Board President
Educator; Tupelo, Mississippi

Rachel Evans, EdTA Board Vice President
Assistant Professor, Theatre Education Program
Kean University; Union, New Jersey

Tom Brown, Vice President of Program Production
Turner Classic Movies; Atlanta, Georgia

Matt Conover, Vice President of Entertainment
Disneyland Resort and Disney Parks Casting;
Anaheim, California

Gai Jones, Educator (Ret.); Ojai, California

Ben Martin, Educator (Ret.); Lee’s Summit, Missouri

Robert Strickland, Executive Director: School Choice and Parental Options, Miami-Dade County Public Schools; Miami, Florida

Kenneth Washington, Director of Company Development Guthrie Theatre; Minneapolis, Minnesota

FINANCIAL HIGHLIGHTS

OPERATING REVENUES
During the 2009–10 fiscal year, the Association achieved total revenues of $3,623,939, a decrease of $84 from the prior fiscal year.

OPERATING EXPENSES
During the 2009–10 fiscal year, total expenses decreased by $36,038 or 1.0%, to $3,485,891 compared to 2008-09.

OPERATING GAIN
EdTA’s operating gain, which excludes depreciation expense, was $138,040 for the 2009–10 fiscal year. In fiscal year 2008–09, the Association reported an operating gain of $102,086.

INVESTMENT FUNDS
The market value of the Association’s investment portfolio increased by $116,193 during 2009–10, to $2,116,397.
Publications
Every year, EdTA produces nine issues of Dramatics and four issues of Teaching Theatre with the newest information from the world of theatre and education.

In 2009–10, the two publications produced a combined total of 776 pages of theatre education content, covering timely issues of national interest, such as federal regulation of wireless microphones, twenty-first century skills, and developments in arts education. Specific highlights include:

**Dramatics**

The College Theatre Directory, with 116 pages profiling 320 college theatre programs (the most ever).

A continuing series on acting in musical theatre; articles on ensemble acting and script analysis; design and production content covering the building rehearsal furniture, lighting design, making practical prop candles and lanterns, prop food, and using CAD software.

The first three articles in a new theatre history series (“The Innovators”) that profiles foundational figures whose work shaped the contemporary American theatre.

Ten previously unpublished plays, including Ellen Lewis’s Song of Extinction, winner of the American Theatre Critics Association’s prestigious Steinberg Award; new work by Jim Leonard, Stephen Gregg, Judy GeBauer, and Rob Ackerman; and four student-written plays from the Thespian Playworks program.

**Teaching Theatre**

Articles on strategies that theatre educators can use to make the case for their program; beginning scene painting skills; building a better theatre curriculum through careful planning; acting exercises for physical acting; and how a school connected with its Latino students and community through a production of ¡Bocon! Six steps to successful assessment practices for theatre educators. A suggested list of songs and composers from which students can expand their repertoire and skills. A guide to working with student teachers in the classroom.

We advance our mission to make and keep theatre education a part of mainstream curriculum.
EdTA Online

We are constantly looking for ways to make our online home relevant and useful to our members, and to be an information destination for those with a general interest in the field of theatre education. As the 2009-10 fiscal year drew to a close, EdTA was completing an overhaul of its website, giving members a much-expanded library of content, including sections of classroom exercises; practical articles on acting, directing, and production; career profiles; advice on selecting a college theatre program; a section on professional issues and advocacy; blogs; new video capabilities; and a content management system that will allow us to respond more nimbly to emerging member needs.

Current website statistical trends are all positive compared to the most recent year in which full data was available (July 31, 2007-July 30, 2008). Total visits and average daily visits have increased by 7%, while the average and median visit lengths have increased by 33% and 20%, respectively. While the site has entertained more viewers than ever this past year, the percentage of one-time visitors has decreased, indicating that visitors have become more targeted and engaged.

The yearly combined total for the top twenty PDF article downloads was 168,407, a nearly 50% increase over the prior year. The top five most downloaded PDFs were:
1. Thespian Honors catalog (28,563)
2. 2010 Thespian Festival registration handbook (20,744)
3. 2010 Thespian Festival Opportunities Guide (20,466)
4. Thespian Trophy catalog (13,872)
5. 2010 Thespian Festival program (13,807)

Membership

As a leading voice for the field of theatre education, EdTA works to represent the interests of its members and advance the mission to make and keep theatre education a part of the mainstream curriculum. Over the past decade, since the first annual report was presented for the 2001–02 fiscal year, we’ve had the privilege to represent a growing number of members, with Thespian troupe totals increasing by 580 (19.0%); Junior Thespian troupes increasing by 141 (53.0%); and individual professional members increasing by 908 (24%).
Leadership

EdTA continues to represent its members through many collaborative partnerships and projects with fellow arts-minded organizations. A small sample of the work that we do includes:

Continuing to serve on the Arts Education Partnership (AEP) Steering Committee and helping to plan upcoming AEP forums, initiatives, and group direction.

Presenting examples of quality theatre student work to EdSteps, a CCSSO project funded by the Gates Foundation, gathering evidence of student work across the curriculum into a single database, where it will be measured on a qualitative scale.

Developing a strategic relationship with the State Education Agency Directors of Arts Education (SEADAE) organization, with the goal of having a more direct impact and influence on theatre education on the state level.

Contributing to the National Expectations for Learning in Arts Education (NELAE) effort, which seeks to create a re-defined student arts learning content and skills framework (what students know and can do) that includes an assessment component in each arts discipline.

Joining a coalition of performing arts groups and sports organizations in filing a challenge to the Federal Communication Commission’s (FCC) White Space Order concerning the use of wireless microphones and its impact on educational theatre institutions.

Maintaining a leading or contributing relationship with the State Collaborative on Assessment and Student Standards (SCASS); the National Foundation for Advancement in the Arts (NFAA); the Entertainment Services and Technology Association (ESTA) Foundation board; the Coalition for Theatre Education (CFTE); and Americans for the Arts as a co-sponsor of Arts Advocacy Day.
We offer our members the opportunity to participate in practical hands-on and face-to-face instruction—a vital component to the Association’s mission.

**Educational Events**

Each year, we offer our members the opportunity to participate in practical hands-on and face-to-face instruction—a vital component of the Association’s mission. We continue to explore ways to enrich our members’ educational experiences—whether they are seasoned educators or students. Our educational events are an important part of serving our membership.

The 2009 EdTA Annual Conference took us to Anaheim, California, with 242 delegates taking part in the entire event. A diversity panel discussion and 60 workshops provided the opportunity for delegates to explore topics such as, “How To Write And Produce Your Own High School Musical,” “Student Ownership In The Theatre Classroom: How Do I Get These Kids To Want To Learn For Themselves,” and “Shakespeare Set Free: Getting Shakespeare Plays Up On Their Feet.” Plus, eight PDI seminars were presented for attendees to earn continuing education or graduate credits in topic areas including Authentic Assessment, Curriculum Development, Readers’ Theatre, Michael Chekhov Methods, and Rigging. And, arts educator Richard Burrows and actor/writer Jason Alexander served as keynote speakers.

Thespian Festival 2010 was attended by 2,525 delegates, including the 2 Millionth Thespian, Raymond “R.J.” Harding, from Thespian troupe 7321 at Ola High School in McDonough, Georgia. This week-long celebration of secondary school theatre featured 124 workshop sessions for students and teachers; three PDI seminars on Teaching Directing, Lighting Design, and Set Design; more than 500 students auditioning for a place in the National Individual Events Showcase (NIES); 416 students auditioning for college and Thespian scholarships; and 20 teams stepping up to compete in the 2010 Tech Challenge.
The only national event designed for middle school theatre students, the 2010 Junior Thespian Festival, drew 222 delegates to Oak Hall School in Gainesville, Florida. The theme, *Myth’ing Links*, provided the opportunity for students to learn about various cultures’ myths and provided the context for Team Play-Create program, in which student teams developed and presented a short play based on their myth.

Chapter/state festivals and conferences that reached nearly 37,000 students and adults last year.

**Scholarships and Grants**

As a leading voice for the field of theatre education, EdTA works to represent the interests of its members and advance the mission to make and keep theatre education a part of the mainstream curriculum. Over the past decade, since the first annual report was presented for the 2001–02 fiscal year, we’ve had the privilege to represent a growing number of members, with Thespian troupe totals increasing by 580 (19.0%); Junior Thespian troupes increasing by 141 (53.0%); and individual professional members increasing by 908 (24%).

Chapter scholarships totaling $119,796 with EdTA matching $16,800 of the chapter funds.

Thespian scholarships totaling $10,800, plus:

The **$4,500** Melba Day Henning Scholarship, presented to Zachary Kattwinkel, Thespian troupe 3178 at First Colonial High School in Virginia Beach, Virginia.

The **$2,000** Robert L. Johnson/Hector S. Cruz Scholarship, presented to Cody Campbell, Thespian troupe 7074 at Valley View High School in Jonesboro, Arkansas

The **$1,500** Bob and Marti Fowler Future Theatre Educator Scholarship, presented to Marisa Moosekian, Thespian troupe 2005 at Turlock (California) High School.

The International Thespian Society Leadership Grant, presented to Molly McGuire, from troupe 7168 at Classical Magnet School in Hartford, Connecticut.

The Doug Finney Festival Grants, presented to Austin Allen from troupe 5869 at the Denver School of the Arts; Eden Eernisse from Thespian troupe 5832 at Roosevelt High School in Seattle, Washington; Lindsey Johnson from Thespian troupe 7436 at Prairie Heights High School in La Grange, Indiana; and Patrick Mahoney from Thespian troupe 7333 at Northshore High School in Slidell, Louisiana.
The Jhon Marshall/International Thespian Officers’ Outstanding Student Achievement Scholarships, presented to James Kennedy from Thespian troupe 5634 at Northwest School of the Arts in Charlotte, North Carolina; and Jamie Wagner from Thespian troupe 4088 at Susquehannock High School in Shrewsbury, Pennsylvania. Wagner was also the recipient of the $1,000 Austin Yeatman Technical Theatre Scholarship.

Awards

The Association continues to spotlight the work and dedication of those individuals and groups who exemplify some of the best that the field of theatre education has to offer. It is important that the Association honors the inspirational work and extraordinary dedication that contribute to improving the environment for the future of theatre arts education.

The 2009 EdTA Annual Conference Grant for new educators was presented to Chelsea Cunningham of Hoover High School in Iowa; Cassandra Conley of Newton High School in Kansas; and Katie Alpert of Woodburn Arts and Communications Academy in Oregon. The 2009 EdTA Annual Conference Grant for pre-professional members was awarded to Southern Illinois University Edwardsville (SIUE) theatre education students Derrick Davault and Wendy Renée Bosick.

The 2010 EdTA Administrator’s Award was presented to Greg Schwab, principal of Mountlake Terrace High School in Washington; Mark Pinder, principal of Milwaukie High School in Oregon; and Marina Davis, principal at Dublin Scioto High School in Dublin, Ohio, who was recognized posthumously.

The 2010 Founders’ Award was presented to author and theatre educator Maureen Brady Johnson. The 2010 President’s Award was presented to J. Jason Daunter, Assistant Stage Manager for the Broadway production of Wicked.

The 2010 Outstanding School Award was presented to Greenwich (Connecticut) High School, home to Thespian troupe 243.

The EdTA Hall of Fame welcomed four new inductees in 2010: Max Brown of Blue Valley North High School in Overland Park, Kansas; Anita Grant of Clements High School in Sugar Land, Texas; Liz Hansen of Grinnell (Iowa) High School; and Patricia Santanello of Dublin Scioto High School in Dublin, Ohio.

The ITS Outstanding Educator Award was given for the first time in 2010, recognizing Anita Lippman, director of Thespian troupe 1061 at Brentwood High School in St. Louis, Missouri; Robert J. Henrichs, director of Thespian troupe 6547 at Lincoln (Nebraska) Southwest High School; and Michelle Moss, director of Thespian troupe 7074 at Valley View High School in Jonesboro, Arkansas.
Chapter Directors

ALABAMA
Connie Voight/Martha Summey

ARIZONA
Linda Phillips/Denise Ferguson

ARKANSAS
Rick Chudomeika

CALIFORNIA
Krista Carson-Elhai

COLORADO
Jay Seller

CONNECTICUT
Marydell Merrill

FLORIDA
Lee Tempest

GEORGIA
Frank Pruet

ILLINOIS
Jim Smith

INDIANA
Ann Hileman

IOWA
Lynn Jensen

KANSAS
Max Brown

KENTUCKY
Carolyn Greer

LOUISIANA
Shelly Appleby

MAINE
Rick Osann

MARYLAND
Ruby Duehring

MICHIGAN
Erik Hart

MINNESOTA
Michael Sheeks

MISSISSIPPI
Mary Anderson

MISSOURI
Debbie Corbin

MONTANA
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NEBRASKA
Molly Grasso

NEVADA
Sharon Chadwick

NEW HAMPSHIRE
Jennifer LaFrance

NEW JERSEY
Sandi Van Dyke

NEW MEXICO
Doris Vialpando/Richard Hogle

NORTH CAROLINA
CJ Breland

OHIO
Scott Wilson

OREGON
CJ Reid-Hindman

PENNSYLVANIA
Bill Hallman

RHODE ISLAND
Kate Arthur

SOUTH CAROLINA
Anita Sleeman
(THROUGH 12/30/09)
Joe Timmons

TENNESSEE
Allison Rogers

TEXAS
Carlen Gilseth

VERMONT
Ron Lurvey

VIRGINIA
Bob Smith/Nancy Curtis

WASHINGTON
Ruben Van Kempen/Leslie Van Leishout

WEST VIRGINIA
Michael Stiles

WESTERN PACIFIC ISLANDS
Harold Easton

Community Involvement

EdTA and our members continue to nobly represent the field of theatre education within the broader community by participating in community service initiatives and supporting organizations that serve a charitable mission.

October 2009 marked the sixth year that the Association has conducted the Trick or Treat So Kids Can Eat (TOTS-EAT) campaign through our student division, the International Thespian Society. Once again, we increased total pounds collected from the prior year and exceeded our 2009 goal. The 2009 TOTS-EAT campaign saw 282 troupes representing 35 states collecting 332,700 pounds of food for those less fortunate, an increase of 23,200 pounds over 2008. Since its launch in 2004, Thespian troupes have collected more than 1.5 million pounds (750 tons) of food for those less fortunate.

Since 1999, Broadway Cares/Equity Fights AIDS (BC/EFA) has evolved into a cause that our student members have adopted and taken to heart to support. And as a result of that work, EdTA and ITS have raised more money than any other academic organization or group, including those in colleges and universities. Nearly $700,000 has been raised for BC/EFA by individual Thespians, Thespian troupes, and chapter organizations.
**Donations**

The Educational Theatre Association and the International Thespian Society wish to thank the following individuals and businesses whose generous contributions helped to support the Association between August 1, 2009 - July 31, 2010:

**LEGACY CIRCLE**

Eric Brannen  
Rodney Burnsworth  
Debby Gibbs  
Robert J. Henrichs  
Robert Johnson  
John Kauss  
Gloria McIntyre  
Terry McGonigle  
Christina Myatt  
William Myatt  
Michael and Linda Peitz  
Jay Seller  
Jerry Smith  
Brian Welch  
Shelley Yeatman

**PRESIDENTS’ SCHOLARSHIP**

Eric Brannen  
Gail Burns  
Robert L. Geuder  
Debby Gibbs  
Joan Hahn  
Robert J. Henrichs  
Deb Holloway Rogers  
Robert L. Johnson  
& Hector Cruz  
Carol Lommen  
Phillip W. Moss  
William and Christina Myatt  
Ronald and Nancy Nocks  
Thomas E. Orr  
Michael J. Peitz  
Mary J. Schuttler  
Pam K. Ware

**TRUSTEES’ SCHOLARSHIP**

Ephraim F. Bluestein  
Chris Bundy  
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Kathryn Michelle Busti  
Robert Carrelli  
Mary Alice Dwyer-Dobbin  
Rita Freeberg  
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Franci Hazelton  
Jennifer Hemme  
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Howard W. Palmer  
Krini B. Perry  
Patricia Santanello  
Gary Sessa  
Janine West  
**DOUG FINNEY FESTIVAL GRANT**  
The Finney Family

**ALAN D. AND PENNY LU ENGELSMAN SCHOLARSHIP**  
Penny Lu Engelsman

**AUSTIN YEATMAN TECHNICAL THEATRE SCHOLARSHIP**  
Shelley Yeatman

**BOB & MARTI FOWLER FUTURE THEATRE EDUCATOR SCHOLARSHIP**  
Interactive Educational Video, LLC

**ROBERT L. JOHNSON/HECTOR S. CRUZ SCHOLARSHIP**  
Robert L. Johnson and Hector S. Cruz

**INTERNATIONAL THESPIAN SOCIETY LEADERSHIP GRANT**  
Joe Burnsworth

**PRODUCER ($500 AND UP)**

Gail Burns  
Rachel Evans  
Bob and Marti Fowler  
Debby Gibbs  
Robert L. Johnson and Hector S. Cruz  
Carol Lommen  
Ben Martin  
Gloria McIntyre  
Ron Nocks  
Joe Norton  
Thomas Orr  
Michael Peitz  
Jay Seller  
Kenneth Washington  
Shelley Yeatman

**HEADLINER ($100-$249)**

Steve Halper  
David Tate Hastings  
Robert J. Henrichs  
Deb Holloway  
Gai Jones  
Len Radin  
Pat Santanello  
Mary Schuttler  
Pam Ware

**SUPPORTING CAST ($25-$49)**

Gary Beach  
Marissa Carlson  
James Flanagan  
Kelly Johnston  
Tina McPhearson  
Jim Miller

**CHORUS LINE ($24 AND UNDER)**

Ron Belcher  
Cedar Shoals High School  
El Diamante High School  
Fairfield School  
Elizabeth Fine  
Jassowyn Hurd  
Mitchell Kessler  
Kerry Masek  
Okeeheelee Middle School  
Patrick Henry High School  
Raleigh Charter High School  
Rio Grande High School  
Spotswood High School  
Brandon Thomsen  
Harry White

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**2009 EDTA ANNUAL CONFERENCE SPONSORS**

**Platinum**

Dolphin Talent

**Gold**

Savannah College of Art & Design

**Silver**

Glencoe/McGraw Hill

**Bronze**

The Broadway League

**THESPIAN FESTIVAL 2010 SPONSORS**

**Platinum**

Broadway Cares/Equity Fights AIDS  
New York Conservatory for Dramatic Arts  
New York Film Academy  
Music Theatre International  
Samuel French, Inc.

**Gold**

American Musical and Dramatic Academy  
Lincoln Convention and Visitors Bureau

**Silver**

Nebraska Thespians

**Bronze**

William Woods University
EdTA’s Strategic Direction

As a national professional association, the Educational Theatre Association recognizes the need to focus its energies on directions which are of strategic interest to its members. EdTA has developed a strategic plan addressing the following eight areas:

**Advocacy:** Creating widespread support for theatre education

**Access:** Eliminating the barriers to participation in theatre education

**Growth:** Cultivating underserved populations while increasing active membership

**Partnerships:** Identifying and cultivating strategic partnerships to advance theatre

**Serving the Profession:** Providing pre-service, new, and experienced teachers with professional development and resources to sustain the profession

**Organizational Communication and Governance:** Improving mechanisms to support open communication amongst members, staff, volunteer leaders and the board to foster success in the chapter and national governance model

**Technology:** Utilizing technology to enhance EdTA publications, services, operations, and relationships

**Research:** Designing and implementing a research plan focused on theatre education