

# 6 Sources for Original Theatrical Content

eBook



# Introduction

Let's face it - funding for the performing arts is all too often an uphill battle. For cash-strapped schools, theatres, and independent troupes, stretching the budget is a frequent headache.

Putting on more productions is just one way to increase your company's profile, sell more tickets, and create more self-funding opportunities through the production.

Here are six sources to consider for producing original theatrical content.



# Partner with local writing programs

Writing programs present a perfect opportunity to source original short plays and vignettes for educators and community theatre leaders.

Whether you're working with a school or university creative writing program or contacting a local writing center, building program partnerships can create opportunities for you both.

By showcasing originally written works, you can give your students experience as directors and producers and give them a chance to bring their creative vision to life.

For community programs, you can reach new audiences and build lasting partnerships for cross-promotions and development opportunities. Everyone wins when building new partnerships.





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## Request Submissions from the Public

People are always looking for the opportunity to show off their own work and several theatres have found success soliciting submissions from the public.

Whether you need the kernel of an idea for further development or a fully developed script, creating a contest or public project can bring many new content opportunities to you.

Be prepared though - too many submissions may become overwhelming, and some submitters may not accept rejection (or adaptation) easily.



#### **Oversee Independent Studies**

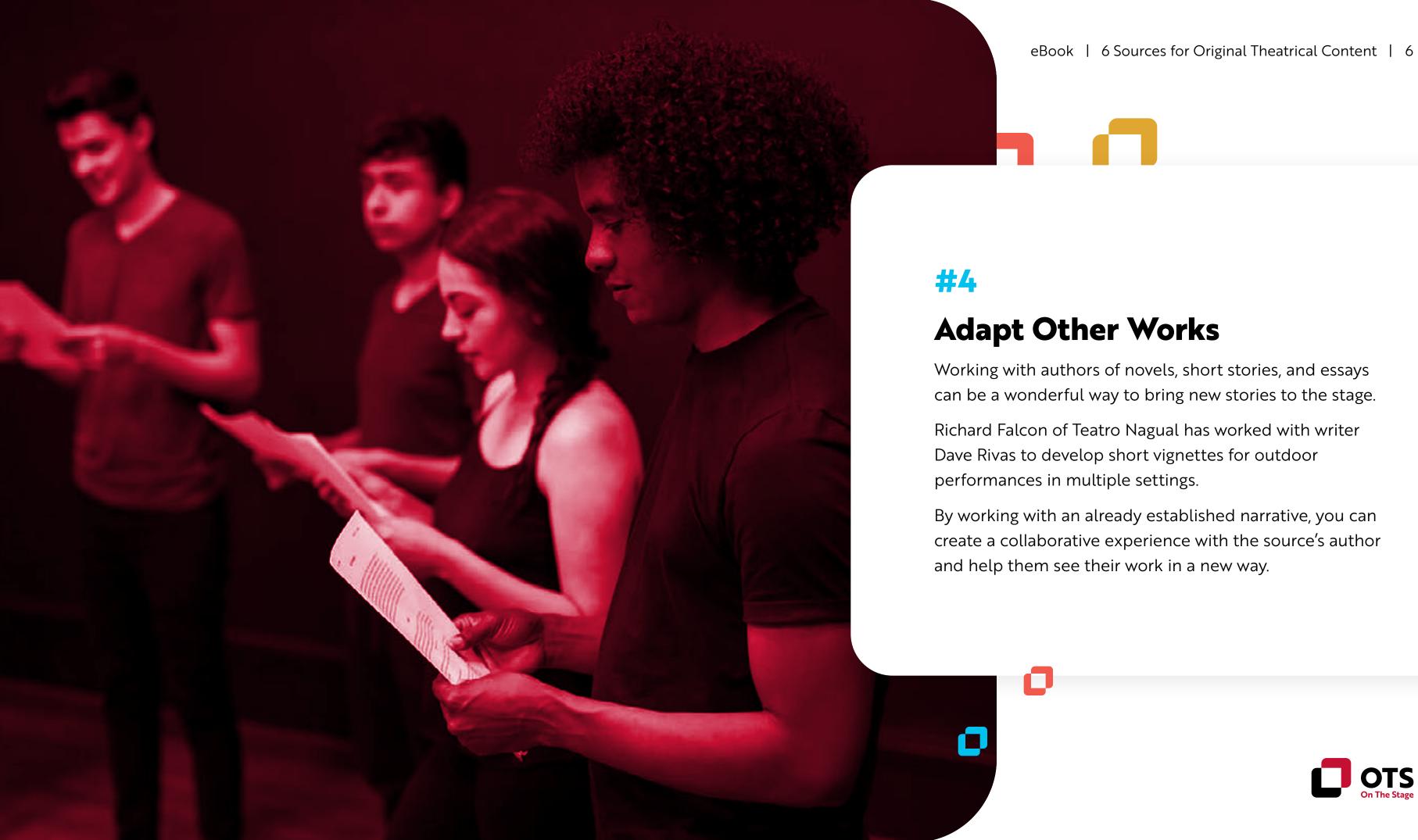
Theatre educators at the high school and college level may be able to source more new content through independent studies.

For students driven to create and render their vision on stage, these programs can be enormously rewarding, and can even signal the start of their career.

Whether you're overseeing script development or stage production, don't underestimate the value of engaging your students' creativity and helping them bring it to life on stage.







### **Re-imagine the Public Domain**

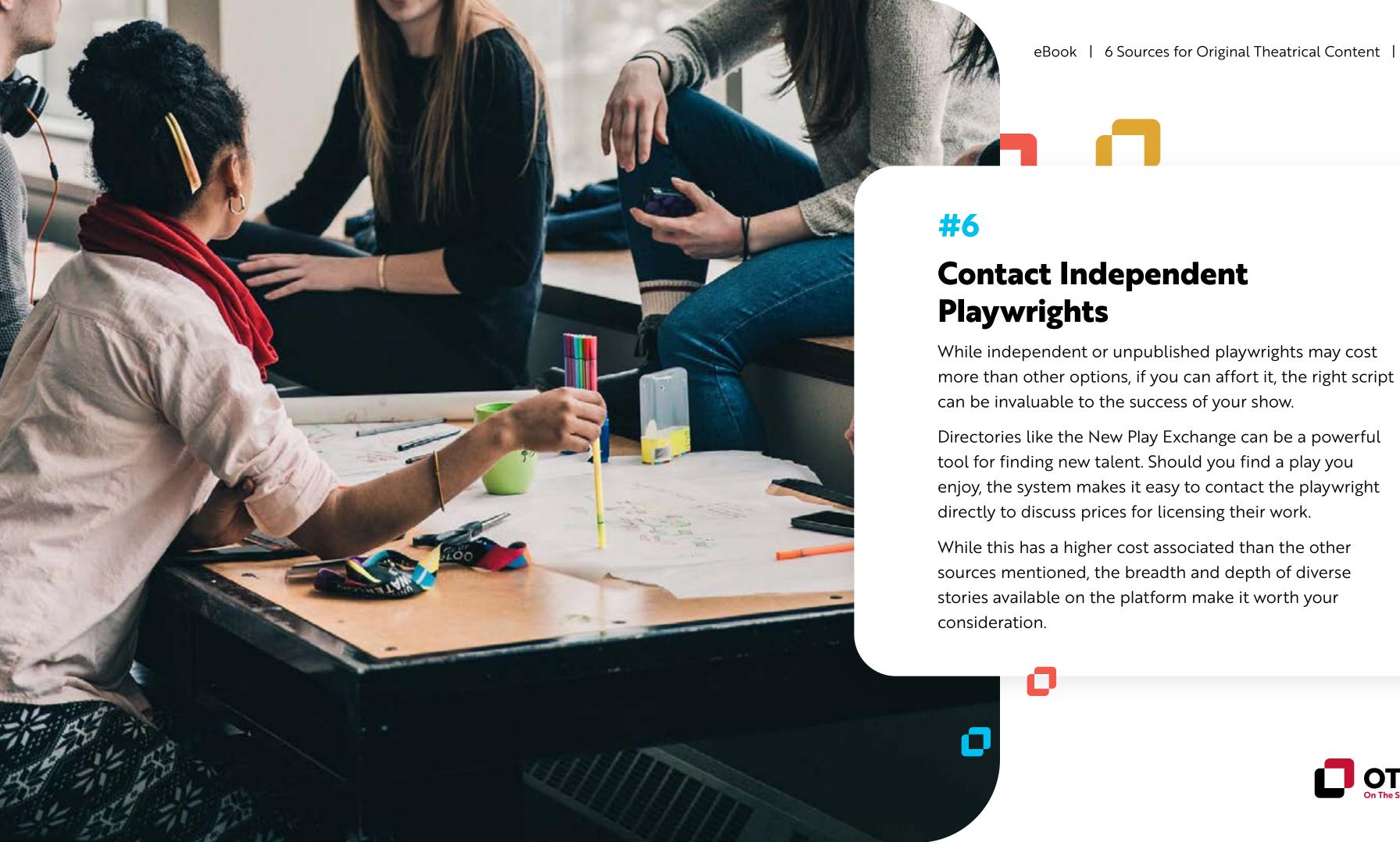
For those theatre leaders who want to leave their mark, consider re-imagining the staging of a play in the public domain.

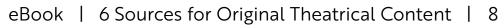
Make sure that you have a full understanding of copyright law implications for US domestic and international plays and the copyright for any translations - yelling "fair use" Is not sufficient to avoid copyright infringement issues.

That being said, the right interpretation of a classic play can bring new meaning and experience to the stage and be a wonderful experience for audiences, casts, and producers alike.









"Your platform was a lifesaver. We had an amazing amount of ticket sales in a very short time.

Hallee Altman  $\cdot$  Theatre Director

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