

2

The Austin Gilbert & Sullivan Society
May 1983 Newsletter

Early May Meeting

Our May meeting will be held in April. On April 28, at 6 p.m., we will have our next meeting at the Austin Community College's (ACC) Rio Grande Campus. We will meet at the corner of 12th and Rio Grande. If it rains, we'll meet in the ACC cafeteria inside. After the meeting ends at 7:30, we will attend an open rehearsal of The Gondoliers. Be sure to attend.

April Meeting

Our last meeting was on Sunday, April 10, 1983.

President Reba Gillman opened the meeting by requesting Katharine Shields, executive vice president, to bring us up to date on our advertising campaign for The Gondoliers program. She offered the following information:

Before you go to sell ads, choose the business wisely. Be sure to know all the information on the attached advertising contract. Most importantly, know about the show:

- * Thirteen performances, May 20 through June 5
- * The total audience will be approximately 2,500 to 3,000 people
- * Be able to talk briefly about the show's story, music, and dancing (attending the open rehearsal will help)

Calling ahead to make an appointment with the person in charge of advertising will save time.

When you actually go to sell the ad, go at a relatively slow time (mid to late evening for restaurants and bars). Be sure to mention that the business will not only support the arts, the ad will reach hundreds of people who attend the theater. Our shows have all been popular and successful. If you need copies of previous program ads, Zachery Scott Theatre Center (ZSTC) can provide you with extras.

We've already sold ads for the following businesses: Pecan Street Cafe, First Federal Savings, University Co-op Books, and the general bank market.

We should especially contact restaurants, bars, book stores, and realtors. Elota Patton of ZSTC suggested we try the following: The Driskill, The Avenue, Hyde Park Bar & Grill, Kerbey Street Cafe, Hyatt Dessert Bar, Sheraton, Comedy Workshop, Piggy's, Waterloo Ice House, and Maggie Mae's. You can suggest to restaurants that they can offer a free drink coupon with the ad.

Be sure to contact Katharine at 327-2488 before you go out to sell ads. She will be able to give you an updated list of ads we've sold.

Marion Boner

Marion Boner, our associate historian, died in March. Reba said that she made quite a contribution in the short time she belonged to the Society. We will miss her. Contributions can either be made to the Austin Humane Society, or to KMFA.

The Gondoliers

Music director Lenny Gillman reported a cast addition. Greg Higdon will alternate with Charles Robinson in the role of Luis. Lenny also noted that we need a properties person. Cathy Brock noted that she would be contacting people to be in the show's running crews. If you are interested, call her at 836-9559 after 8 p.m.

Mailing List

Reba wanted to remind everybody that we need to add to our Gondoliers' mailing list. Keep a notebook of your friends' names and addresses and send it to Lenny as soon as possible.

Austin Gilbert & Sullivan Society
9803 Meadowheath Dr.
Round Rock, TX 78664

