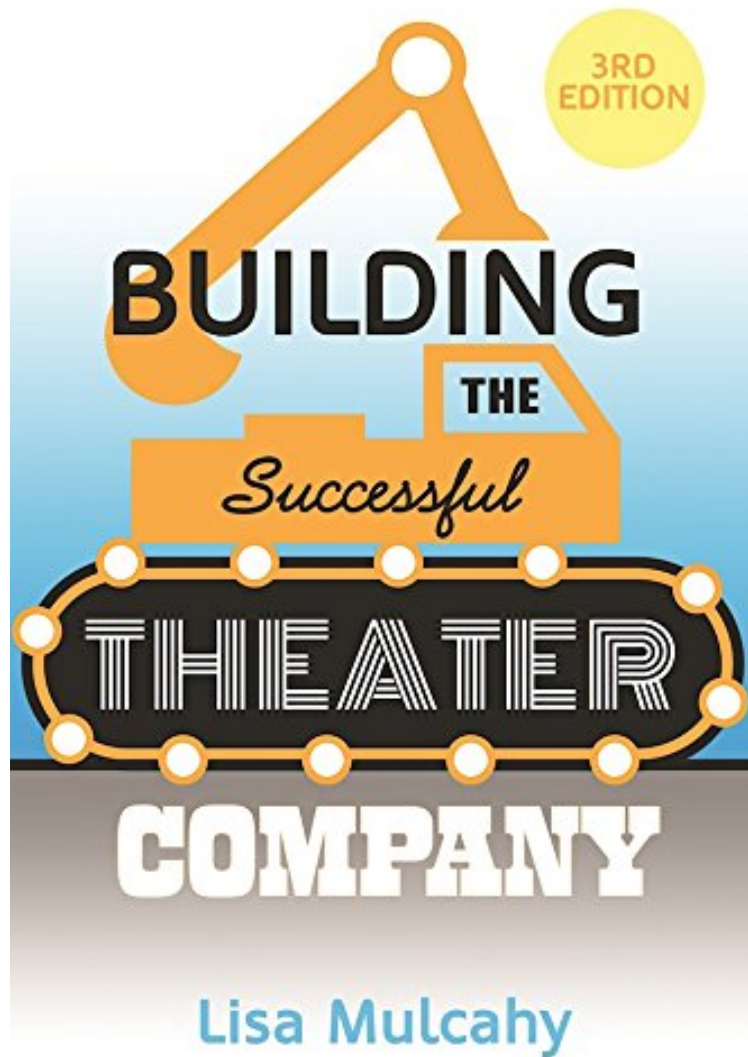


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Building the Successful Theater Company

Lisa Mulcahy

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Lisa Mulcahy : Building the Successful Theater Company before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building the Successful Theater Company:

What makes a theater company successful? Lisa Mulcahy poses the question to leaders from nineteen of the country's most diverse and vital theater companies from the recent past and present, and offers answers in Building the Successful Theater Company. Producers, stage managers, directors anyone dreaming of running a theater

troupe will benefit from the practical guidance, amusing anecdotes, and sincere advice in this peek behind the curtains of the often difficult, always seductive, profession of theater. With five additional companies profiled in this fully revised third edition, *Building a Successful Theater Company* features: The LABrynth Theater Company, New Paradise Laboratories, National Theatre of the Deaf, Shotgun Players, Asian-American Theatre Company, Steppenwolf Theater Company, The Pasadena Playhouse, La Jolla Playhouse, Chicago City Limits, Berkeley Repertory Theatre, Arena Stage, The Living Stage Theatre Company, Mixed Blood Theatre Company, Horizons Theatre, Wheelock Family Theatre, L.A. Theatre Works, A Traveling Jewish Theatre, Jean Cocteau Repertory, Bailiwick Repertory, New Repertory Theatre. New chapters cover funding and financial aspects, maximizing a company's potential through powerful social media use, and creating successful partnerships by teaming up with corporate sponsors and establishing artistic collaborations. Stage veterans reveal advice on everything from locating performance space, to developing a business plan, to and rehearsing and publicizing productions in this invaluable guide to creating or growing a theater company. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author Lisa Mulcahy is a theater teacher, director, performer, and multimedia writer. She was cowriter and stage director of the hit Off-Broadway musical *Renegade Sluts on Bikes* and was directed by Edward Albee in her appearance in his play *Malcolm*. Her articles have been published in such magazines as *Stage Directions*, *Teaching Theatre*, *Marie Claire*, *Glamour*, *Redbook*, and *Seventeen*. She is the author of *A Life in Acting*, *An Actor's Guide: Your First Year in Hollywood*, Fourth Edition, *The Actor's Other Career Book*, and *Theater Festivals*, all published by Allworth Press.