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M E D I A R E L E A S E

Portland Center Stage Awarded \$84,500 to Participate in TCG's Audience (R)Evolution Program

January 22, 2014 – PORTLAND, ORE., Portland Center Stage is pleased to announce the receipt of an Audience (R)Evolution: (Re)Imagining grant in the amount of \$84,500. The (Re)Imagining grant is geared specifically towards Theatre Communications Group member theaters that already have a successful track record reaching audiences and seek to develop new ways to expand this work. The Audience (R)Evolution Program is funded by the Doris Duke Charitable Foundation and administered by Theatre Communications Group (TCG), the national organization for the professional not-for-profit American theater.

PCS is among 10 theater companies selected by a national independent panel to participate in this new program. Other recipients include Oregon Shakespeare Festival, Steppenwolf Theatre Company, Woolly Mammoth Theatre Company and Pasadena Playhouse. "From collaborating with social service organizations to 'gamifying' the patron experience, we're thrilled by our grantees' commitment to revolutionizing the ways theater builds audiences and connects with community," said Teresa Eyring, executive director of TCG.

PCS will use the grant to develop an app, working with Portland-based tech firm Perka, geared at enhancing community awareness of PCS and fostering deeper patron engagement by "gamifying" participation with PCS's community, education and artistic programs. The grant will also support a new outreach tour allowing PCS to connect with a variety of communities throughout the city and

beyond. PCS already has a robust engagement program that has been primarily centered on bringing communities into its home at the Gerding Theater at the Armory. This new tour will take PCS to schools, community centers, businesses, libraries, universities and more. The grant period runs through May 31, 2015.

Audience (R)Evolution is a four-stage program to study, promote and support successful audience engagement and community development models across the country. The first stage is an ongoing research and assessment project conducted by AMS Planning & Research to study the most impactful engagement models. The second stage of the program was the Audience (R)Evolution Learning Convening, which brought over 250 theater professionals to Philadelphia in February 2013 to share the success and challenges of their own engagement models and strategies. In this third stage of the program, theaters are awarded grants to adapt and/or reimagine successful audience engagement models. The final stage of the program will be widespread dissemination, through which theaters at large will have quick and easy access to the project's findings about how to implement effective audience engagement and community development programs.

The Audience (R)Evolution grant panel included Edgar Dobie, executive producer, Arena Stage; Randy Reyes, artistic director, Mu Performing Arts; Bil Schroeder, director of marketing & communications, South Coast Repertory; Alida Wilson-Gunn, education and community outreach programs director, Borderlands Theater; and Shay Wafer, executive director, 651 ARTS.

Doris Duke Charitable Foundation's (www.ddcf.org) mission is to improve the quality of people's lives through grants supporting the performing arts, environmental conservation, medical research and child well-being, and through preservation of the cultural and environmental legacy of Doris Duke's properties. The Arts Program focuses its support on contemporary dance, jazz and theater artists, and the organizations that nurture, present and produce them.

For over 50 years, Theatre Communications Group, the national organization for the American theater, has existed to strengthen, nurture and promote the professional not-for-profit American theater. TCG's constituency has grown from a handful of groundbreaking theaters to nearly 700 member theaters and affiliate organizations and more than 12,000 individuals nationwide. TCG offers

its members networking and knowledge-building opportunities through conferences, events, research and communications; awards grants, approximately \$2 million per year, to theater companies and individual artists; advocates on the federal level; and serves as the U.S. Center of the International Theatre Institute, connecting its constituents to the global theater community. TCG is North America's largest independent publisher of dramatic literature, with 12 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning *American Theatre* magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its member theaters, cultivate and celebrate the artistic talent and achievements of the field and promote a larger public understanding of, and appreciation for, the theater. www.tcg.org.

[PORTLAND CENTER STAGE](#) inspires our community by bringing stories to life in unexpected ways. Established in 1988 as a branch of the Oregon Shakespeare Festival, PCS became an independent theater in 1994 and has been under the leadership of Artistic Director Chris Coleman since May 2000. The company presents a blend of classic, contemporary and original productions in a conscious effort to appeal to the eclectic palate of theatergoers in Portland. PCS also offers a variety of education and outreach programs for curious minds from six to 106, including discussions, classes, workshops and partnerships with organizations throughout the Portland metro area.

Portland Center Stage's 2013-2014 season is funded in part by Season Superstars Tim & Mary Boyle and Lead Corporate Champion Umpqua Bank; Season Sponsors the Paul G. Allen Family Foundation, Oregon Arts Commission and the National Endowment for the Arts, the Regional Arts & Culture Council and Work for Art; and Season Supporting Sponsor KINK fm. The Mark Spencer Hotel is the official hotel partner for Portland Center Stage.

[THE GERDING THEATER AT THE ARMORY](#) houses the 590-seat Main Stage and the 190-seat black box Ellyn Bye Studio. It was the first building on the National Register of Historic Places, and the first performing arts venue, to achieve a LEED (Leadership in Energy and Environmental Design) Platinum certification. The Gerding Theater at the Armory opened to the public on Oct. 1, 2006. The capital campaign to fund the renovation of this hub for community artistic activity continues.

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