

Oregon Shakespeare Festival

ARCHIVES DIVISION

Publications Collection, 1935-2013

Collection Number M0009

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& RECORDS COMMISSION

Collection Number: M0009

Title: Publications Collection

Dates: 1935-2013

Creator: Oregon Shakespeare Festival

Summary/Abstract: The Publications Collection is a comprehensive resource of print materials produced by the Festival to promote OSF's main-stage productions and supplementary activities from 1935 through the present. The collection consists of materials distributed publically or internally, for both informational and promotional purposes. Materials include brochures, flyers, souvenir programs, playbills, posters, annual reports, press releases, newsletters, fundraising letters, and original scripts and adaptations of OSF productions.

Quantity/Physical Description: 32 cubic feet (consists of 74 boxes and 6 map cabinet drawers)

Repository: Oregon Shakespeare Festival Archives

Restrictions on Access: None

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Preferred Citation: [Box Number, Folder Number], M0009, Publications Collection, 1935-2012, Oregon Shakespeare Festival Archives, Ashland, OR 97520

Acquisition: Acquisition records do not exist for this collection. Materials have been collected on an on-going basis, through both transfer and donation.

Alternative Form Available: Two boxes of CDs (2000-2006) from Looking, the Los Angeles based design company that created OSF's "Accent O" logo and served as OSF's graphic designer during these years. The CDs were transferred to the Archives upon the retirement of Managing Editor Nan Christensen in 2011, and contain Quark versions of a variety of publications, brochures and posters. Please contact Archives staff for assistance with access to these materials.

Separated Material: Some audio cassettes and transcripts of interviews used for Souvenir Programs, *Illuminations* and other OSF publications may be found in A0002 Audio Collection.

Other Finding Aid: There is a spreadsheet inventory of the map cabinets in the OSF Archives which provides significant additional information for the Posters and Oversized Materials series.

Physical Characteristics and Technical Requirements: Some early materials in the collection are brittle and should be handled with care. See **Alternative Form Available** for information on digital formats available in the collection.

Related Material: The Oregon Shakespeare Festival Publications are related to the records of the Marketing Department among other departments within the Festival. Please contact Archives staff for additional related records.

Additional Sources: The collection includes materials used in the creation and marketing of the following published works:

Bowmer, Angus L. *As I Remember, Adam: An Autobiography of a Festival*. Ashland: The Oregon Shakespearean Festival Association, 1975.

Brubaker, Edward and Mary. *Golden Fire: The Anniversary Book of the Oregon Shakespearean Festival*. Ashland: The Oregon Shakespearean Festival Association, 1985.

Processing Information: Needed volumes of the Souvenir Programs from the 1960s-1980s continue to be acquired when available. In addition to the copies included in this finding aid, a complete reference set of Souvenir Programs (1937- current) is available in the Archives.

Processed by: Processing Archivist Gwyn Hervochon, 2012

Arrangement: The collection is arranged chronologically in the following three series:

- I. Publications, general, 1939, 1948-2013
- II. Specific Publications, 1935-2013
 - Playbills, 1935-2013
 - Souvenir Programs, 1937-2012
 - General Season Brochures, 1935-2013
 - Newsletter of the OSFA* and *Prologue* magazines, 1937-2013
 - Press Releases and Press Kits, 1936, 1948-2011
 - OSF Scripts*, 1990-2012
 - Accessibility Playbills, 1999-2012
- III. Posters and Oversized Materials, circa 1935-2011

Biographical/Historical Note: In July 1935, Angus Bowmer, Lois Bowmer, Robert Stedman, and William Cottrell spearheaded efforts to stage Shakespearean plays on the grounds of the old Chautauqua Tabernacle in Ashland, OR as the “First Annual Shakespearean Festival.” With the exception of the World War II era (1941-1946), the institution has been in continuous operation since that time, becoming one of the oldest and largest Shakespearean festivals in North America. Starting in 1959 non-Shakespearean productions were added to the regular OSF schedule. Non-Shakespearean plays had been produced by the Company in the early years, but these were usually staged at the Varsity Theatre under the auspices of the Vining Repertory. It

was in 1970 that the non-Shakespearean productions ventured into the more modern era, motivated in part by the staging possibilities of the newly-opened Angus Bowmer Theatre. The addition of the Black Swan (1977-2001) and the New Theatre in 2002 also expanded opportunities for more adventurous productions.

In the early years, Festival publications were most directly associated with the staff member holding the job title of Publicity Director (1936-1966), Public Relations Director (1967-1973) and then Public Information/Education Director (1974-1985). Publication responsibilities became more independent in the 1980s when Hillary Tate joined the OSF Company as a “Writer,” and then Director of Publications from 1988 until 2006. The publication team now includes a Managing Editor, Senior Editor, Publications Associate, and Graphic Designer.

From 2000-2006, the Los Angeles based graphic design company Looking served as OSF’s graphic designer. Looking created the “Accent O” logo which premiered in 2002 and is now associated with all OSF publications and promotional materials.

Scope and Content: The Oregon Shakespeare Festival Publications Collection is a comprehensive resource of print materials produced by the Festival to promote OSF’s main-stage productions and supplementary activities from 1935 through the present. The collection primarily consists of materials distributed publically or internally, for both informational and promotional purposes. Publications include brochures, flyers, souvenir programs, playbills, posters, annual reports, press releases, newsletters, fundraising letters, and original scripts and adaptations of OSF productions. The collection also contains some regional brochures and publications which feature the Festival as a primary tourist attraction in the area.

The collection is arranged chronologically in the following three series:

I. Publications, general, 1939, 1948-2013

II. Specific Publications, 1935-2013

Playbills, 1935-2013
 Souvenir Programs, 1937-2012
 General Season Brochures, 1935-2013
Newsletter of the OSFA and *Prologue* magazines, 1937-2013
 Press Releases and Press Kits, 1936, 1948-2011
OSF Scripts, 1990-2011
 Accessibility Playbills, 1999-2012

III. Posters and Oversized Materials, circa 1935-2011

Series I: Publications, general, 1939, 1948-2013

Series consists of a wide variety of materials used to promote the Festival, and for both internal and external communication. Materials include: flyers, newsletters, annual reports, information for volunteers and backstage tour guides, programs for special events, supplementary

programming brochures, green show brochures, regional tourism brochures, membership offers, postcards, fundraising letters, and invitations to special events including the opening night festivities and the Feast of Will. The series is arranged chronologically by year; files are then arranged alphabetically by subject within each year. There is some variation from year to year as to subject classification and inclusion. Highlights include:

- *OSF Express*: An in-house newsletter from 1989-1991, distributed on a bi-monthly basis and posted throughout the Festival.
- *Stories of the Plays* (1956-1989) renamed *Illuminations* (1990-present): A detailed analysis of the seasons' plays and playwrights.
- *The Company Call*: A monthly in-house newsletter. December 1999 through May 2001, 2005, and 2006.
- *On the Bricks*: An in-house Company newsletter, 2007-2009.

Series II: Specific Publications, 1935-2013

Each of the following is arranged chronologically:

Playbills, 1935-2013: Single page "Cast Flyers" of the early years evolve into a standard *Playbill* program in 1985.

Souvenir Programs, 1937-2012: These publications are seasonal programs enhanced by photographs, articles, and other relevant special features. Souvenir programs are available for purchase in OSF theatres and at the Tudor Guild Gift Shop. One program per year was published from 1937 until the opening of the Angus Bowmer Theatre in 1970. From 1970-1978, a "Festival/Stage II" souvenir program was published for the winter/spring season, and a second "Shakespeare" souvenir program was published for the summer/fall season. Between 1980 and 1999 the two programs are simply differentiated by volume numbers I and II. There was only one souvenir program published in 1979 for the entire season. In 2000 the Festival resumed publishing one souvenir program per year.

General Season Brochures, 1935-2013: Includes only the general season brochures providing ticket information, performance dates, and general Festival information.

Newsletter of the OSFA and Prologue magazines, 1937-2013: Consists of the newsletters published to inform audiences about important news of the Festival. Originally titled *Shakespeare News* in 1937 and 1938, the publication was renamed *The Newsletter of the Oregon Shakespearean Festival Association* (OSFA) in 1952 and then *Prologue* in 1972. Eventually *Prologue* became a magazine for OSF members, and is now published three times a season. There are no Festival newsletters from 1939-1951.

Press Releases and Press Kits, 1936, 1948-2011: Formal statements and press releases from OSF to the media.

OSF Scripts, 1990-2012: *OSF Scripts* is the publishing project connected with the Oregon Shakespeare Festival Play Development Program which commissions original works, new translations, and adaptations as part of the main-stage season. *OSF Scripts* are the official texts of the productions included in this program, and are sold at the Tudor Guild Gift Shop during the run of the show. The collection consists of the following:

Year	Production	Playwright/Author	Adapter or Translator
1990	<i>Peer Gynt</i>	Henrik Ibsen	Jerry Turner
1995	<i>Emma's Child</i>	Kristine Thatcher	
1995	<i>The Merry Wives of Windsor</i>	William Shakespeare	Penny Metropulos, Barry Kraft and the Cast
1995	<i>This Day and Age</i>	Nagle Jackson	
1996	<i>Moliere Plays Paris</i>	Moliere	Nagle Jackson
1996	<i>Strindberg in Hollywood</i>	Drury Pifer	
1997	<i>Timon of Athens</i>	William Shakespeare	Penny Metropulos, Scott Kaiser, Barry Kraft, David Kelly and the Cast
1997	<i>King Lear</i>	William Shakespeare	Barry Kraft and the Company
1997	<i>The Magic Fire</i>	Lillian Garrett-Groag	
1998	<i>Measure for Measure</i>	William Shakespeare	Libby Appel, Scott Kaiser and Lue Morgan Douthit
1998	<i>Sailing to Byzantium</i>	Sandra Deer	
1998	<i>Vilna's Got a Golem</i>	Ernest Joselovitz	
1998	<i>Have Shakespeare Will Travel</i> (from OSF's School Visit Program)	William Shakespeare	Scott Kaiser
1999	<i>El Paso Blue</i>	Octavio Solis	
1999	<i>The Good Person of Szechuan</i>	Bertolt Brecht	Douglas Langworthy
1999	<i>Pericles</i>	William Shakespeare	Laird Williamson
1999	<i>The Three Musketeers</i>	Alexandre Dumas	Linda Alper, Douglas Langworthy and Penny Metropulos
2000	<i>Force of Nature</i> (based on Goethe's Elective Affinities)	Steven Dietz	
2000	<i>The Trojan Women</i>	Euripides	Kenneth Cavander
2001	<i>Enter the Guardsman</i> (based on Ferenc Molnar's The Guardsman)	Scott Wentworth (Book) and Marion Adler (Lyrics)	
2001	<i>Life is a Dream</i>	Pedro Calderon de la Barca	Laird Williamson
2001	<i>Oo-Bla-Dee</i>	Regina Taylor	
2001	<i>Two Sisters and a Piano</i>	Nilo Cruz	
2002	<i>Handler</i>	Robert Schenkkan	
2002	<i>Macbeth</i>	William Shakespeare	Libby Appel and Lue Morgan Douthit
2002	<i>Playboy of the West Indies</i>	Mustafa Matura	
2002	<i>Saturday, Sunday, Monday</i>	Eduardo de Filippo	Linda Alper and Beatrice Basso

Year	Production	Playwright/Author	Adapter or Translator
2003	<i>Antony and Cleopatra</i>	William Shakespeare	Scott Kaiser, Douglas Langworthy and Penny Metropulos
2003	<i>Continental Divide: Daughters of the Revolution and Mothers Against</i>	David Edgar	
2003	<i>Continental Divide: Daughters of the Revolution and Mothers Against</i> (rehearsal script for the Berkley Rep production)	David Edgar	
2003	<i>Hedda Gabler</i>	Henrik Ibsen	Jerry Turner
2003	<i>Lorca in a Green Dress</i>	Nilo Cruz	
2003	<i>Romeo and Juliet</i>	William Shakespeare	Lue Morgan Douthit, Loretta Greco, Scott Kaiser and Barry Kraft
2003	<i>Wild Oats</i>	John O'Keeffe	
2004	<i>Oedipus Complex</i> (based on the writings of Sophocles and Sigmund Freud)	Frank Galati	
2005	<i>By the Waters of Babylon</i>	Robert Schenkkan	
2005	<i>Gibraltar</i>	Octavio Solis	
2005	<i>Napoli Milionaria!</i>	Eduardo de Filippo	Linda Alper and Beatrice Basso
2006	<i>Up</i>	Bridget Carpenter	
2007	<i>The Cherry Orchard</i>	Anton Chekhov	Libby Appel, adapter (from Allison Horsley's translation)
2007	<i>Distracted</i>	Lisa Loomer	
2007	<i>Tartuffe</i>	Moliere	Ranjit Bolt
2007	<i>Tracy's Tiger</i>	William Saroyan	Linda Alper, Douglas Langworthy, Sterling Tinsley and Penny Metropulos
2008	<i>The Clay Cart</i>	Sudraka	J.A.B. van Buitenen
2008	<i>Welcome Home, Jenny Sutter</i>	Julie Marie Myatt	
2009	<i>Don Quixote</i>	Miguel de Cervantes Saavedra	Octavio Solis
2009	<i>Equivocation</i>	Bill Cain	
2009	<i>The Servant of Two Masters</i>	Carlo Goloni	Oded Gross and Tracy Young (adapters) Beatrice Basso (translator) Paul James Prendergast (additional lyrics)
2010	<i>American Night: The Ballad of Juan Jose</i>	Richard Montoya and Culture Clash	
2010	<i>Pride & Prejudice</i>	Jane Austen	Joseph Hanreddy and J.R. Sullivan
2011	<i>Ghost Light</i>	Tony Taccone	
2011	<i>Imaginary Invalid</i>	Moliere	Oded Gross and Tracy Young
2011	<i>Fuente Ovejuna</i> *Note*	Lope De Vega	William S. Gregory and Daniel

Year	Production	Playwright/Author	Adapter or Translator
	Official script of the 2011 Phil Killian Fellow reading, not a main-stage production		Jaquez
2012	<i>Seagull</i>	Anton Chekhov	Adapted by Libby Appel from a literal translation by Allison Horsley

Accessibility Playbills, 1999-2012: Braille and large print playbills. Materials are dated 1999, 2003, 2004 and 2011-2012. Not all productions from these years are represented in the collection.

Series III: Posters and Oversized Materials, circa 1935-2011

Consists of a variety of materials including the following: posters, signage, and banners created by the Festival to promote main-stage productions, special events, and organizational programming; externally produced posters bearing OSF's name, including awards and honors presented to the Festival; artists' renderings of OSF productions, buildings, and grounds; and oversized materials created as part of the publishing process such as halftone images and unfolded souvenir program pages. A spreadsheet inventory of the Archives' map cabinets provides additional information on many items included in this series.

Collection Inventory

Series I: Publications, general, 1948-2013

<u>Box</u>	<u>Description</u>
1	Publications-general: 1939, 1948-1960
2	Publications-general: 1961-1967
3	Publications-general: 1968-1973
4	Publications-general: 1974-1978
5	Publications-general: 1979-1980
6	Publications-general: 1981-1982
7	Publications-general: 1982-1984
8	Publications-general: 1984-1986
9	Publications-general: 1986-1988
10	Publications-general: 1988-1990
11	Publications-general: 1989-1991(Oversized)
12	Publications-general: 1990-1992
13	Publications-general: 1992-1993
14	Publications-general: 1994
15	Publications-general: 1995
16	Publications-general: 1996
17	Publications-general: 1997-1998

<u>Box</u>	<u>Description</u>
18	Publications-general: 1998-1999
19	Publications-general: 1999
20	Publications-general: 2000
68	Publications-general: Quark files on CD, 2000-2001
69	Publications-general: Quark files on CD, 2001-2006 and undated
21	Publications-general: 2001
22	Publications-general: 2002
23	Publications-general: 2003-2004
24	Publications-general: 2004-2005
25	Publications-general: 2005-2006
26	Publications-general: 2007
27	Publications-general: 2008
28	Publications-general: 2009-2010
29	Publications-general: 2010-2012
71	Publications-general: 2012-2013
11	Publications-general: 2012 (Oversized-MLK Celebration flyer)
72	Publications-general: 2013
72	Publications-general: 2014

Series II: Specific Publications, 1935-2013

Playbills, 1935-2013

30	Specific Publications-Playbills: 1935-1974
31	Specific Publications-Playbills: 1975-1984
32	Specific Publications-Playbills: 1985-1993
33	Specific Publications-Playbills: 1994-2002
34	Specific Publications-Playbills: 2003-2007
35	Specific Publications-Playbills: 2008-2013

Souvenir Programs, 1935-2012

36	Specific Publications-Souvenir Programs: 1937-1960
37	Specific Publications-Souvenir Programs: 1961-1971
38	Specific Publications-Souvenir Programs: 1972-1979
39	Specific Publications-Souvenir Programs: 1980-1985
40	Specific Publications-Souvenir Programs: 1986-1989
41	Specific Publications-Souvenir Programs: 1990-1994 vol. 1
42	Specific Publications-Souvenir Programs: 1994 vol. 2-1999 vol. 1
43	Specific Publications-Souvenir Programs: 1999 vol.2-2004
44	Specific Publications-Souvenir Programs: 2005-2012

<u>Box</u>	<u>Description</u>
<u>General Season Brochures, 1935-2013</u>	
45	Specific Publications-General Season Brochures: 1935-1976
46	Specific Publications-General Season Brochures: 1977-1992
47	Specific Publications-General Season Brochures: 1993-2008
48	Specific Publications-General Season Brochures: 2009-2013
<u>Newsletter of the OSFA and Prologue Magazines, 1937-2013</u>	
49	Specific Publications- <i>Newsletter of the OSFA and Prologue</i> : 1937-1974
50	Specific Publications- <i>Newsletter of the OSFA and Prologue</i> : 1975-1992
51	Specific Publications- <i>Newsletter of the OSFA and Prologue</i> : 1993-2002
52	Specific Publications- <i>Newsletter of the OSFA and Prologue</i> : 2003-2011
70	Specific Publications- <i>Newsletter of the OSFA and Prologue</i> : 2012-2013
<u>Press Releases and Press Kits, 1936, 1948-2011</u>	
53	Specific Publications-Press Kits: 1961-1970
54	Specific Publications-Press Kits: 1971-1975, 1984
55	Specific Publications-Press Releases: 1936, 1948-1969
56	Specific Publications-Press Releases: 1970-1975
57	Specific Publications-Press Releases: 1976-1977
58	Specific Publications-Press Releases: 1978-1979
59	Specific Publications-Press Releases: 1980-1982
60	Specific Publications-Press Releases: 1983-1987
61	Specific Publications-Press Releases: 1988-1992
62	Specific Publications-Press Releases: 1993-2000
63	Specific Publications-Press Releases: 2001-2011
<u>OSF Scripts, 1990-2012</u>	
64	Specific Publications- <i>OSF Scripts</i> : 1990-2002
65	Specific Publications- <i>OSF Scripts</i> : 2003-2012
<u>Accessibility Playbills, 1999-2012</u>	
73	Specific Publications-Accessibility Playbills (Braille, Oversized): 1999, 2011-2012
74	Specific Publications-Accessibility Playbills: 2003-2004 and 2011-2012

Series III: Posters and Oversized Materials, circa 1935-2011

<u>Map Cabinet</u>	<u>Box/Drawer</u>	<u>Description</u>	<u>Date</u>
OS2	16	Posters	circa 1935-1975
	66	OSFA Banner	circa 1940s
	67	Halftones for <i>As I remember, Adam</i>	1975
OS2	17	Posters	1976-1984
	67	Halftones for <i>Golden Fire</i>	1985
OS2	18	Posters	1985-1989
OS2	1	T-Shirt: <i>The Hostage</i>	1987
OS2	19	Posters	1998-2012
OS2	14	Assorted Posters and Publication Materials	various years
OS2	15	Assorted Posters and Publication Materials	various years
OS1	4	Oversized Posters	various years