



Press Release

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Theatre Communications Group Announces Round Nine Deadlines for the New Generations Program

“I have arrived here because TCG tirelessly advocates on behalf of our field. I have arrived, and I am now in the position to advocate for and produce theater that will drop jaws and engage audiences – just as my jaw dropped when I was introduced to theatre.”

**---Niegel Smith, New Generations Future Leader recipient 2007
at the TCG national conference June 2008**

NEW YORK – Theatre Communications Group (TCG) is pleased to announce the upcoming deadlines for the New Generations Program – ***Future Leaders*** and ***Future Audiences***, a grant cooperatively designed by the Doris Duke Charitable Foundation, The Andrew W. Mellon Foundation and TCG.

In the ***Future Leaders*** program, emerging leaders in the theatre field are mentored by accomplished theatre professionals. In the ***Future Audiences*** program, theatres expand and strengthen relationships with young, culturally specific, disabled and/or under-served audiences through creative audience cultivation efforts that have proven to be effective.

For the ninth round of the program, theatres applying in the *Future Leaders* or *Future Audiences* program must visit www.tcg.org to submit an Online Registration Form by midnight on October 6th and a Preliminary Proposal postmarked no later than October 6, 2008.

“We invited a few of our Future Leader recipients to speak at our recent national convention in Denver,” said Teresa Eyring, TCG executive director. “If there was ever any doubt about the future of American theater, it was forever replaced by the compassion, eloquence, vision and dedication of the young people who are the next generation of our leadership. Niegel and Andy are just two of the hundreds of reasons we are so proud to be entering the ninth year of this collaboration with the Doris Duke Charitable Foundation and the Andrew Mellon Foundation.”

One of the New Generations ***Future Leader*** recipient attendees was Niegel Smith. He grew up in a poor county in rural North Carolina, where there were two stoplights and a lot of football games. When his fifth grade teacher took her students to Charlotte to see a production of *The Snow Queen*, Niegel’s life was changed forever. His parents now like to brag that he’s an artistic staff member at one of the nation’s great arts institutions, The Public Theater.

Another New Generations ***Future Leader*** recipient attendee was Andy Alcalá. In commenting on the sessions he attended about cultivating new audiences at the conference, he said, “I was struck by the collective enthusiasm that we shared as young emerging leaders. All ideas were accepted, even if they

failed in the past. We all know that the world is constantly changing, from the climate to the leaders, right down to our own respective communities. In order to move forward, we will need to continue to observe and adapt to new ideas without forgetting to try old ideas.”

Andy Alcala is being mentored in artistic directing by artistic director **David Saar** at **Childsplay's** (Tempe, AZ).

“The Doris Duke Charitable Foundation is pleased to support the 9th round of the New Generations Program,” said Joan E. Spero, president of the Doris Duke Charitable Foundation. “The program’s accomplishments in audience building and leadership development are impressive, and we look forward to the exciting work that will be undertaken by the next round of grantees.”

Since 2000, 106 awards have gone to **Future Audiences** applicants and 76 to **Future Leadership** applicants. Along with the *Future Collaborations* program, over ten million dollars has been awarded to over 150 theatres in support of these initiatives.

The New Generations Program is funded by the Doris Duke Charitable Foundation and The Andrew W. Mellon Foundation, and is administered by Theatre Communications Group.

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The mission of the **Doris Duke Charitable Foundation** (www.ddcf.org) is to improve the quality of people’s lives through grants supporting the performing arts, environmental conservation, medical research and the prevention of child maltreatment, and through preservation of the cultural and environmental legacy of Doris Duke’s properties. The foundation’s assets currently total approximately \$2 billion. Since 1997, the foundation’s Arts Program has committed approximately \$163 million in grants to supporting artists in the contemporary dance, jazz and theatre fields, and the nonprofit organizations that nurture, produce and present them.

In 2000 the Doris Duke Charitable Foundation and the Andrew W. Mellon Foundation developed a joint Theatre Initiative that supports two programs: the *Leading National Theatres Program* for theatres invited by the foundations to apply; and the *New Generations Program*, cooperatively designed by Theatre Communications Group, the Doris Duke Charitable Foundation and the Andrew W. Mellon Foundation.

The **Andrew W. Mellon Foundation** (www.mellon.org) is a private philanthropic institution that makes grants on a selective basis in five core program areas: higher education and scholarship; libraries and scholarly communication; museums and art conservation; conservation and the environment; and performing arts. The foundation’s Performing Arts program focuses on achieving long-term results by providing multi-year grants to leading organizations in the disciplines of music, theater, and dance. Annual giving in the area of the performing arts has averaged approximately \$28 million per year since 2005. In 2004 the Andrew W. Mellon Foundation was awarded a National Medal of Arts, the highest award given to artists and arts patrons by the United States Government.

Theatre Communications Group (TCG) is the national organization for the American theatre. Its mission is to strengthen, nurture and promote the professional, not-for-profit theatre in the United States. TCG initiatives include a variety of artistic, management, international and advocacy programs. Its many publications offer a national resource for reference, opinion and debate on theatre and the performing arts today.