

UCO CHAMBERS LIBRARY ARCHIVES & SPECIAL COLLECTIONS

**GUIDE TO THE THEATER  
PRODUCTION PROMOTIONS  
COLLECTION  
1986-2014 (1997-2014)**

Accession #: 1408003

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**College of Fine Arts and Design Promotional Materials**

**Inclusive dates:** 1986-2014

**Bulk dates:** 1997-2014

**Volume:** 3.33 linear feet (3 boxes)

**Provenance**

The materials in this collection were transferred to the UCO Archives & Special Collections in 2014 from the University of Central Oklahoma College of Fine Arts and Design.

**Biographical/Background Content Note**

The College of Fine Arts and Design includes the art, dance, design, music, and theatre arts programs at the University of Central Oklahoma. The programs and promotional materials in this collection are mainly from theatre arts and music theatre productions, but the collection also features materials from dance and music performances. In addition, there are a number of promotional materials from UCO's Broadway Tonight series. Most of the fine arts and Broadway Tonight productions featured in this collection were performed at UCO's Mitchell Hall Theater.

UCO's Department of Theatre Arts produces a number of productions each year including plays, improvisational performances, student-directed productions, and Music Theatre productions. The Theatre Arts productions range in style from modern plays to classic dramas. The Department of Theatre Arts offers Bachelor of Fine Arts (BFA) degrees in Performance, Design and Technology, and Theatre/Communication Education. Students from the Department of Theatre Arts also perform yearly at the Kennedy Center/American College Theatre Festival in

Washington D.C. In addition, the Department hosts a Drama Day Camp during the summers and an annual High School Drama Day.

The UCO School of Music offers Bachelor of Music (BM) degrees in Vocal and Instrumental Performance, Music Theatre, and Music Education (with emphases on instrumental and vocal education). The School of Music also features various performance groups including the Chamber Orchestra, the Symphony Orchestra, various jazz ensembles, the Concert Chorale, the Cantilena Women's Chorus, the Chamber Singers, and others.

The UCO Department of Dance offers a BFA degree in Dance Performance and a Bachelor of Arts in Education (BA Ed.) in Dance Education and features a traveling dance group: the Kaleidoscope Dance Company. The Department of Dance produces several performances each year including Kaleidoscope concerts, dance festivals, and student-choreographed performances.

UCO's Broadway Tonight series began as its own entity, separate from the College of Fine Arts and Design. In 1998, UCO President Roger Webb established Broadway Tonight as the "President's Series" to enrich the artistic and cultural prestige of the University and the community. The Broadway Tonight series, composed of five performances per season, features touring Broadway productions, professional performing arts groups, and acclaimed musical artists.

The inaugural Broadway Tonight production, "Arsenic and Old Lace," starred Betty Garrett and Carole Cook. Since its inception, the Broadway Tonight series has attracted notable performers including The Lettermen, Shirley Jones, Patti Page, Debbie Reynolds, Roger Williams, John Astin, Melissa Manchester, Carol Lawrence, Betsy Palmer, and Luci Arnaz, and productions including "Les Miserables," "42<sup>nd</sup> Street," "Sweeney Todd," "Hello, Dolly," "South Pacific," "Hairspray," and "Grease!"

In 2009, in order to encourage partnerships between professional performers and students, acquaint students with the performance industry, and increase real-world educational opportunities, Broadway Tonight ceased to be the President's Series and came under the auspices of UCO's College of Arts, Media and Design (changed to the College of Fine Arts and Design, or CFAD, in 2010). Dr. Greg White became the Director of the Broadway Tonight program.

The official mission statement of the Broadway Tonight series is: "...to enlighten and enrich both students and the community by integrating student arts programming with professional artists to create exceptional cultural and educational offerings" (<http://www.uco.edu/cfad/broadway/about-us.asp>).

## **Scope and Content**

The accession number for this collection is 1408003. The materials in this collection consist of programs, promotional fliers, brochures, and posters for various productions. The collection includes materials from UCO theatre, music theatre, dance, and music productions, as well as promotional materials from UCO's Broadway Tonight series. In addition, this collection includes materials from various productions and events not sponsored by the College of Fine Arts and Design. These events were either hosted by UCO or other venues in the Oklahoma City/Edmond area.

## **Organization and Arrangement**

The collection is organized into 5 series: I. [Fine Arts Productions, 1997-2014]; II. [Broadway Tonight, 1998-2014]; III. [Miscellaneous and Non College of Fine Arts Productions, 1986-2013]; IV. [Notebook Pages, 2013]; V. [Posters and Promotional Fliers (Oversize), 1997-2013]. Each series is organized chronologically.

## **Series Descriptions**

### **I. [Fine Arts Productions, 1997-2014] > 1 linear foot (20 folders, 1+ box)**

The materials in this series are shared between boxes 020750 and 020751 as the materials do not all fit into one box. The materials in this series include programs for various fine arts productions (including theatre, music theatre,

music, and dance productions) as well as promotional fliers and schedules of performing arts seasons. The date range for this series is 1997-2014.

## **II. [Broadway Tonight, 1998-2014]**

**< 1 linear foot (15 folders, < 1 box)**

The materials in this series are all in box 020751. The materials include programs for Broadway Tonight productions, as well as promotional fliers and schedules for Broadway Tonight seasons. The date range for this series is 1998-2014.

## **III. [Miscellaneous and Non College of Fine Arts Productions, 1986-2013]**

**< 1 linear foot (3 folders, < 1 box)**

The materials in this series are all in box 020751. The materials include programs and other materials related to productions or events hosted by or associated with UCO, but were not produced by the College of Fine Arts and Design. The majority of the materials in this series are programs from the various productions, including Summerstock drama productions, various music and dance performances, and community events. The date range for this series is 1986-2013, with a bulk date range of 2006-2013.

## **IV. [Notebook Pages, 2013]**

**< 1 linear foot (2 folders, < 1 box)**

The materials in this series are all in box 020751. The materials in this series include pages taken from two notebooks. These notebooks contained lists of previous Fine Arts productions as well as inventories of programs and posters for those productions. The pages contain information on productions spanning from 1992-2013, as well as scattered information on productions from previous years.

## **V. [Posters and Promotional Fliers (Oversize), 1997-2013]**

**2 linear feet (1 box)**

The materials in this series include posters, promotional fliers, and brochures for various Fine Arts and Broadway Tonight productions. These materials are separate from the other collections due to their length. The posters and promotional fliers are from productions spanning from 1997-2013, though most of the materials are from 2013.

## **Related collections**

George Getzoff Theater Production Collection

## **Preferred citation**

UCO CFAD Theater Production Promotions Collection

## **Folder listing**

### **I. Fine Arts Productions**

<b>Box#:</b>	<b>Folder Heading</b>	<b>Dates</b>
<b>Folder #</b>		
020750:01	Fine Arts Productions 1997-1998	1997-1998
020750:02	Fine Arts Productions 1998-1999	1998-1999
020750:03	Fine Arts Productions 2001	2001
020750:04	Fine Arts Productions 2002-2003	2002-2003
020750:05	Fine Arts Productions 2003-2004	2003-2004
020750:06	Fine Arts Productions 2004-2005	2004-2005
020750:07	Fine Arts Productions 2005-2006	2005-2006
020750:08	Fine Arts Productions 2006-2007	2006-2007
020750:09	Fine Arts Productions 2007	2007
020750:10	Fine Arts Productions 2008	2008
020750:11	Fine Arts Productions 2009-2010	2009-2010
020750:12	Fine Arts Productions 2010	2010
020750:13	Fine Arts Productions 2011	2011
020750:14	Fine Arts Productions 2011 - Continued	2011
020750:15	Fine Arts Productions 2011-2012	2011-2012

020750:16	Fine Arts Productions 2012	2012
020750:17	Fine Arts Productions 2012 - Continued	2012
020751:01	Fine Arts Productions 2013	2013
020751:02	Fine Arts Productions 2013 - Continued	2013
020751:03	Fine Arts Productions 2014	2014

## II. Broadway Tonight

<b>Box#:</b> <b>Folder #</b>	<b>Folder Heading</b>	<b>Dates</b>
020751:04	Broadway Tonight 1998-1999	1998-1999
020751:05	Broadway Tonight 1999-2000	1999-2000
020751:06	Broadway Tonight 2000	2000
020751:07	Broadway Tonight 2001	2001
020751:08	Broadway Tonight 2002-2003	2002-2003
020751:09	Broadway Tonight 2003-2004	2003-2004
020751:10	Broadway Tonight 2004-2005	2004-2005
020751:11	Broadway Tonight 2005-2006	2005-2006
020751:12	Broadway Tonight 2006	2006
020751:13	Broadway Tonight 2007-2008	2007-2008
020751:14	Broadway Tonight 2009-2010	2009-2010
020751:15	Broadway Tonight 2010-2011	2010-2011
020751:16	Broadway Tonight 2011-2012	2011-2012
020751:17	Broadway Tonight 2012	2012
020751:18	Broadway Tonight 2012-2013	2012-2013
020751:19	Broadway Tonight 2014	2014

## III. Miscellaneous and Non College of Fine Arts Productions

<b>Box#:</b> <b>Folder #</b>	<b>Folder Heading</b>	<b>Dates</b>
020751:20	Miscellaneous	1986-2002
020751:21	Non College of Fine Arts and Design Productions 2006-2010	2006-2010
020751:22	Non College of Fine Arts and Design Productions 2011-2013	2011-2013

## IV. Notebook Pages

<b>Box#:</b> <b>Folder #</b>	<b>Folder Heading</b>	<b>Dates</b>
020751:23	Notebook 1	2013
020751:24	Notebook 2	2013

**V. Posters and Promotional Fliers (Oversize)**

<b>Box#: Folder #</b>	<b>Folder Heading</b>	<b>Dates</b>
020752	Posters and Promotional Fliers (Oversize)	1997-2013