Oregon Shakespeare Festival

ARCHIVES DIVISION

Audience Collection, 1935-2011

Collection Number M0019

Collection Number: M0019

Title: Audience Collection

Dates: 1935-2011

Creator: William Patton, OSF's General Manager/Executive Director from 1953-1999; and various members of the OSF Public Relations and Marketing departments, notably including: Carl Ritchie, Amy Cuddy, Deborah Elliot, Monica Adams, and Shirley Patton.

Summary/Abstract: The Audience collection documents the Oregon Shakespeare Festival's marketing and public relations activities from 1935 through the present. This includes files from the office of the general manager/executive director, as well as Marketing, Public Relations, and Box Office records. Materials consist of correspondence, meeting minutes, budgets, attendance reports, audience surveys, departmental calendars, publication drafts, drafts of promotional scripts, and official policy statements.

Quantity/Physical Description: 21 cubic feet (60 boxes)

Repository: Oregon Shakespeare Festival Archives

Restrictions on Access: None

Restrictions on Use: Copyright restrictions apply. Unpublished documents are protected by copyright. Permission to publish, quote or reproduce must be secured from the repository and the copyright holder.

Preferred Citation:
[Box Number], M0019 Oregon Shakespeare Festival audience collection, 1935-2011, Oregon Shakespeare Festival Archives, Ashland, OR

Acquisition: No acquisition documentation exists. The "Amy Cuddy Files" boxes are noted as being transferred to the archives in 1997.

Custodial History: Evidenced by the materials in the collection, it is likely that a significant portion of the records are the "Audience" files of former General Manager William Patton. The collection also contains the files of various company members from the Public Relations and Marketing departments.

Separated Material: The Audio collection (A0002) and the Film and video collection (V0002) contain the promotional recordings referenced in the Audience collection. The Publications collection (M0009) contains the final versions of the organizational publications referenced in the Audience collection.

Other Finding Aid: The bulk of the collection is inventoried at the folder level in an Excel spreadsheet.

Related Material: General Manager/Executive Director papers and Education Department records (both pending processing); please contact Archives staff for further assistance.

Additional Sources:

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.

Leary, Kathleen F., and Amy Richard. *Images of America: Oregon Shakespeare Festival*. San Francisco: Arcadia Publishing, 2009.

Note: The all-encompassing term "Audience" has come to be used by OSF staff to refer to materials documenting all aspects of audience relations, audience development, and audience attendance. The Audience collection contains materials designated as "Audience" by the creator, and/or by Archives staff. The provenance of these records stems back to the general manager/executive director as well as the Marketing and Public Relations departments throughout years of departmental structural evolution.

Although not previously designated as "Audience," the Carl Ritchie Files and the Golden Anniversary Files have been included in the collection based on known commonality with the Audience collection materials.

Processing Information: Basic processing completed January 2012. The collection has been arranged at the box level, keeping all box contents intact as found. Therefore researchers should expect overlap in dates among the boxes of Series I, as well as additional materials related to the Subject Files within the General Files.

Processed by: Processing Archivist Gwyn Hervochon, 2012

Arrangement: The collection is arranged in three series:

Series I:	General Files-Public Relations and Marketing, 1938-2010
Series II:	Subject Files-Public Relations and Marketing, 1957-2009
Series III:	Box Office Reports, 1935-2011

Series I is arranged chronologically by year, with some overlap in dates among boxes.

Series II is arranged alphabetically by subject, and chronologically within subjects when appropriate.

Series III is arranged chronologically.

Biographical/Historical Note: Since its debut as a three-performance event in 1935, the Oregon Shakespeare Festival has expanded into a nationally acclaimed artistic institution, attended by over 400,000 audience members throughout a season spanning ten-months. This remarkable growth is the result of more than 75 years of local community support, nationwide publicity efforts, and well-maintained relationships between OSF and its devoted audience.

As early as 1938, OSF founder Angus Bowmer acknowledged that the financing of his Shakespearean Festival dreams required attracting audiences from well beyond the local Rogue River Valley.[1] Bowmer's friend and occasional collaborator, Gordon Claycombe, provided the foundation for such an initiative in his 1938 proposal for a year-round publicity program for the city of Ashland and the Festival. Claycombe's proposal focused on the western states, with an eye towards the opportunity for widespread exposure that the 1939 World's Fair in San Francisco would provide. As a result, OSF enjoyed a high-profile presence at the Fair, culminating in a well-received live national broadcast of *Taming of the Shrew* on NBC radio. Bowmer credited Claycombe's 1939 marketing success as the reason OSF was able to resume and grow after closing for six years during WWII.[2]

Aside from the efforts of Claycombe and Bowmer, the responsibility of promoting the Festival changed hands regularly and was shared by multiple company members throughout the early history of OSF. Public relations leadership stabilized when General Manager William Patton became the first fulltime employee of the Festival in 1953. Patton's experience with public relations and his "personal knowledge of and affection for the people of the Rogue River Valley[3]" were critical in the growth of the Festival throughout his 45-year tenure. Patton's public relations duties were supported by part-time Publicity Director William Dawkins from 1951 through 1956. After Dawkins' departure, Carl Ritchie became OSF's first fulltime publicity director (1957-1967). With a background in radio, Ritchie wrote and produced many radio and television publicity campaigns. He continued a tradition established in 1951 to produce a live, 30-minute radio broadcast each year in collaboration with NBC Producer Andrew C. Love. The radio shows received national acclaim and contributed to a longer Festival season and an increasingly geographically diverse audience.[4]

The Publicity/Public Relations department continued to evolve throughout the 1970s-1990s, making the following title and structural transitions: Information and Education, 1974-1985; Public Relations, 1986-1988; Audience Development and Communication, 1988-1991; Marketing and Communications, 1992-present. Devoted to keeping audiences informed and well-served, the department is now staffed by over 100 employees working in ticket sales, memberships, audience development, publications, media and web communications, archives, box office, house management and audience services.

Scope and Content: The Oregon Shakespeare Festival Audience collection contains documentation of all aspects of audience related activities including marketing, public relations,

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[1] Bowmer, Angus, *As I Remember, Adam* (Ashland: The Oregon Shakespearean Festival Association, 1975), 135.
[2] Bowmer, 140.
[3] Bowmer, 230.
[4] Michael P. Jenson, "The Oregon Shakespeare Festival on the Air" (presentation, Southern Oregon University, Ashland, OR, October 30, 2006).

and Festival attendance since the 1930s. The materials demonstrate OSF's relationship with audiences, including during significant moments of crisis and controversy, and the role this relationship has played in the development and articulation of OSF's policies and values. The collection consists of correspondence, meeting minutes, budgets, reports, audience surveys, departmental calendars, publication drafts, drafts of scripts used for promotional purposes, and official policy statements.

Some company members and time periods are much more comprehensively represented than others. Little documentation exists from the 1930s through the early 1950s. However this gap in representation includes the years 1941-1946, during which time the Festival was inactive throughout WWII. All files in the collection are associated either with General Manager William Patton or the marketing and public relations staff, with the exception of the Golden Anniversary Files in Series II. These are the files of Shirley Patton, veteran actress at OSF, who was hired as the project coordinator of special events and activities celebrating the Festival's 50th Anniversary season. The Audience collection is arranged in three series:

Series I: General Files-Public Relations and Marketing, 1938-2010
Series II: Subject Files-Public Relations and Marketing, 1957-2009
Series III: Box Office Reports, 1935-2011

Series I: General Files-Public Relations and Marketing, 1938-2010

Contains all boxes related to marketing and public relations that are not more specifically classified by subject. The series is arranged chronologically by year according to preexisting content of the boxes. This arrangement at the box level necessarily results in some overlap in years from box to box. The series features the files of four individual staff members: Publicity Director Carl Ritchie, Publicist Deborah Elliot, Director of Marketing and Communications Amy Cuddy, and Audience Development Manager Monica Adams.

Series II: Subject Files-Public Relations and Marketing, 1957-2009

The series is arranged alphabetically according to the following subjects:

Audience, 1957-1999
Audience Correspondence, 1981-1991
Audience Surveys, 2000-2007
Box Office, 1957-1999
Golden Anniversary, 1984-1985
Membership, 1995-1997
Opening Weekend, 1980s-1993
Publications, 1974-1992 and 2009
Special Media/Media Coverage, 1990-1996

The subject headings were determined by preexisting arrangement, and do not indicate the sole location of all files pertaining to each subject. Researchers should refer to the General Files for additional records related to these subjects.

Series III: Box Office Reports, 1935-2011

The series consists of audience attendance reports produced by the box office.

Collection Inventory

Series I: General Files-Public Relations and Marketing, 1938-2010

Box	Description	Dates
60	General PR and Marketing: "Proposal for Year-Round Publicity Program"	1938
1	General PR and Marketing	1938-1992
2	General PR and Marketing: Carl Ritchie Files	1949-1967
3	General PR and Marketing: Carl Ritchie Files	1956-1966
4	General PR and Marketing: Carl Ritchie Files	1957-1967
6	General PR and Marketing: Public Service Campaign Reports	1958-1962
5	General PR and Marketing	1963-1989
6	General PR and Marketing: *Dream in Progress/Dream Begins*	1980-1984
7	General PR and Marketing	1981-1993
60	General PR and Marketing (oversize department calendar)	1987-1988
8	General PR and Marketing	1989-1995
9	General PR and Marketing: NEA Grant	1990-1992
60	General PR and Marketing (oversize department calendar)	1992
10	General PR and Marketing: Deborah Elliot Files	1990-1996
11	General PR and Marketing: Deborah Elliot Files	1993-1997
12-24	General PR and Marketing: Amy Cuddy Files	1991-1998
25	General PR and Marketing: Monica Adams Files	1991, 1997-2002
26	General PR and Marketing	circa 1985-2007
27	General PR and Marketing	1999-2010

Series II: Subject Files-Public Relations and Marketing, 1957-2009

Box	Description	Dates
	Audience	
28	Audience, Box 1 of 5: Backstage Tours-Measure 9	1959-1998
29	Audience, Box 2 of 5: PR/Books-PR/Legislators	1957-1999
30	Audience, Box 3 of 5: PR/Movie Monday-PR/Speaking Engagements	1963-1997
31	Audience, Box 4 of 5: PR/Surveys	1957-1990
32	Audience, Box 5 of 5: PR/Surveys	1991-1999

Box	Description	Dates
	Audience Correspondence	
33	Audience Correspondence: Pro/Con Suggestions	1981-1991
	Audience Surveys	
58	Audience Surveys	2000-2007
	Box Office	
34	Box Office: General	1957-1999
35	Box Office: General	1968-1996
36	Box Office: Ticketing and Sales Tracking Binder	1981-1997
	Golden Anniversary	
37-40	50th Anniversary: Shirley Patton Files	1984-1985
	Opening Weekend	
41	Opening Weekend	1980s-1993
42	Opening Weekend	1994 and 1998
	Membership	
59	Membership	1995-1997
	Publications	
43	Publications: General	1974-1996
44	Publications: *As I Remember*, *Adam* and *The Oregon Shakespeare Festival* (Arcadia Publishing)	1975 and 2009
	Special Media/Media Coverage	
45	Special Media/Media Coverage	1990-1996

Series III: Box Office Reports, 1935-2011

Box	Description	Dates
46	Box Office Reports	1935-1967
47	Box Office Reports	1968-1972

Box	Description	Dates
48	Box Office Reports	1972-1974
49	Box Office Reports	1975-1977
50	Box Office Reports	1977-1979
51	Box Office Reports	1980-1981
52	Box Office Reports	1981-1982
53	Box Office Reports	1982-1983
54	Box Office Reports	1983-1985
55	Box Office Reports	1985
56	Box Office Reports	1986-1989
57	Box Office Reports	1990-2011