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## **FOR IMMEDIATE RELEASE**

# **GEVA THEATRE CENTER LAUNCHES WEEKLY PODCAST: “OUT OF THE REHEARSAL HALL”**

**Tuesday, April 21, 2020. Rochester, N.Y.** - Geva Theatre Center has joined the many arts organizations across the world offering virtual entertainment and engagement during the COVID-19 pandemic. Following the highly successful streaming runs of their recent productions of *Once* and *Cry It Out*, and their new Facebook “Happiness Hour” events at 4pm every Friday, Geva is premiering a weekly podcast: “Out of the Rehearsal Hall.”

Curated by Geva’s Literary Director/Resident Dramaturg, **Jenni Werner**, “Out of the Rehearsal Hall” will feature interviews with a variety of writers, directors, performers, artists and hosts. The first podcast, released on **Monday, April 20**, features **Shelley Butler**, director of Geva’s production of *The Magician’s Daughter* as well as many workshops at Geva. In this episode, Shelley talks about her work as a director, which has taken her to theatres all around the world. She discusses the difference between commercial and non-profit theatres, what she’s looking forward to and the things that give her hope.

Upcoming episodes, released each Monday, feature Elyzabeth Gregory Wilder (playwright, *Looks Like Pretty*), Performer Brian Quijada (*Where Did We Sit on the Bus?*), Director Nicole A. Watson, Playwright Mona Mansour, and more.

“Out of the Rehearsal Hall” is available on Apple podcasts, Breaker, Radio Public, Google Podcasts (Android), PocketCasts and Spotify.

### **GEVA THEATRE CENTER**

Founded in 1972, Geva Theatre Center is a not-for-profit theatre company dedicated to creating and producing professional theatre productions, programs and services of a national standard. As Rochester’s flagship professional theatre, Geva is the most attended

regional theatre in New York State, and one of the 25 most subscribed in the country, serving up to 160,000 patrons annually, including 20,000 students.

Geva operates two venues – the 516-seat Elaine P. Wilson Stage and the 180-seat Ron & Donna Fielding Stage. As one of the country's leading theatre companies and a member of the national League of Resident Theatres, Geva produces a varied contemporary repertoire from musicals to world premieres celebrating the rich tapestry of our diverse community. The theatre draws upon the talents of some of the country's top actors, directors, designers and writers who are shaping the American Theatre scene.

Geva Theatre Center offers a wide variety of educational, outreach and literary programs, nurturing audiences and artists alike. Since 1995, the organization has been under the artistic direction of Mark Cuddy.

For more information: [GevaTheatre.org](http://GevaTheatre.org)

FOR RESERVATIONS AND TICKET INFORMATION, CONTACT THE BOX OFFICE AT  
(585) 232-Geva (4382), OR VISIT GEVA'S WEBSITE AT [www.GevaTheatre.org](http://www.GevaTheatre.org).

**\*ENDS\***

# FAST FACTS ON



## AND THE 2020-2021 SEASON

### Artists:

- Nearly 6,200 actors, directors, choreographers, designers, musical directors, musicians, stage managers, and writers have worked at Geva since it was founded in 1972.
- Among Geva's notable alumni are:
  - 1 Pulitzer Prize nominee
  - 4 Academy Award Nominees: Josh Brolin, Robert Downey, Jr., Samuel L. Jackson & Robert Vaughn
  - 23 Tony Award winners and 77 Tony nominees
  - 34 Drama Desk Award Winners and 94 Drama Desk nominees
  - 11 Emmy Award Winners and 47 Emmy nominees.
- Geva casts the country's top artists from auditions held in New York City and Rochester.
- Geva houses out-of-town actors, directors and artists in apartments just 150 steps away from the theatre, which the theatre now owns.
- Geva provides every out-of-town actor, director and artist with a familiarization packet containing information on all there is to see and do in Rochester and the surrounding area.
- Actors who perform at Geva are Rochester residents for an average of eight weeks and become part of the fabric of the community, dining in area restaurants, shopping in area stores and visiting area attractions.

### Writers and New Plays

- Geva has presented approximately 360 play readings and workshops since its inception. More than 70 Geva-developed plays have had subsequent productions around the country and the globe.
- In subsequent productions, plays that premiere at Geva are recognized on the title page of programs, saying "Originally produced at Geva Theatre Center, Rochester, NY."
- Play readings are free and open to the public, and most are followed by a discussion between the audience and the playwright.
- Geva's nationally recognized and innovative "Hornets' Nest" series of play readings uses theatre to facilitate community discussions on contemporary topics.

### Productions:

- Geva has made over 540 fully-produced productions of plays and musicals since 1972.
- What audiences see onstage is the culmination of months of work. The artistic team for each show begins collaborating up to 12 months in advance of the first performance on every aspect and detail of the production.
- It takes over 11,000 direct labor hours to produce each show at Geva.

**Geva and Geva's Staff:**

- Geva employs 93 resident full-time and part-time staff, in addition to some 200 guest actors, designers, directors and other artists.
- As a member of the national League of Resident Theatres (LORT), Geva operates under agreements between Actors Equity Association, the union of professional actors and stage managers in the US; the Stage Directors and Choreographers Society, an independent national labor union; and United Scenic Artists (Local USA-829), a union of scenic, costume, lighting and sound designers.
- Geva is a member of Theatre Communications Group (TCG), Visit Rochester, the Rochester Business Alliance (RBA), Rochester Downtown Development Corporation (RDDC), Arts & Cultural Council for Greater Rochester, TheatreROCS and the Washington Square Neighborhood Association.

**Economic Impact:**

- Geva operates on a budget of approximately \$8 million, 87% of which is directed toward artistic, production, education, literary and community program expenses.
- Geva's annual economic impact exceeds \$11 million. Since 1972, Geva has contributed over \$260 million in economic activity to the community.
- 86% of Geva's direct expenses are made in New York State, with 71% in the Rochester area.
- Geva's education and work-force training programs serve over 40,000 youth and adults each year.
- Geva welcomes 160,000 people through its doors each season and over its 48-year history has served over 5 million theatergoers.