

ECT

NOVEMBER 2020 NEWSLETTER

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**ECT's Virtual
Playhouse is
Back!**

Attention Directors!

Elora Community Theatre is excited to Present ALTERNATIVE PRODUCTION BY VIDEO – a virtual playhouse reboot.

ECT is taking to the Stage in a whole new way! Maybe we cannot get back in the Theatres this season, but we can still put on performances!

We will be presenting 4 new shows between January and April. The concept is Radio Play style OR Small Cast that can be socially distanced, we will even look at a Variety Show style! Due to Covid-19 restrictions, the idea is that all 3 of these formats allows us to use live actors and crew that can be safely socially distanced without mingling or interacting during the performance!

Under the Production Management of our very own David Tanner, we will film, edit, and upload a filmed version of your socially distanced Play!

WHAT WE ARE LOOKING TO PRODUCE: 2 Adult Shows and 2 Youth Shows or a Mix with Adult and Youth will be considered as well!

LENGTH OF SHOW: 1 hour or less

VIEWING: We are looking to Present these shows online the LAST SATURDAY of each month JANUARY – APRIL

Interested in directing one of these alternative video productions? See the next page for ECT's application process.

ECT'S VIRTUAL PLAYHOUSE

Attention Directors!

THE PITCH PROCESS:

Step 1: Please pitch us your idea by email to ectinformation@gmail.com and tell us your concept. Please apply, determine, and present royalties and streaming rights (if your show is chosen ECT will cover the costs).

Deadline for Step 1: December 12th, 2020

Step 2: We will invite those shortlisted to meet with our committee by ZOOM to further discuss the idea!

Step 3: We will put out an audition call on your behalf to our Membership, and via social media, and email

Step 4: You can use our ZOOM platform for readthroughs and quick rehearsal

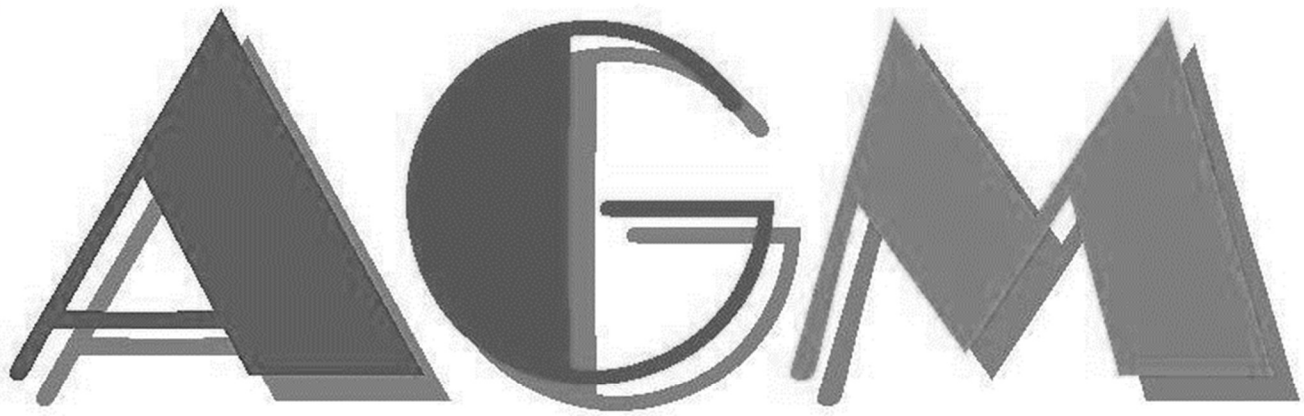
Step 5: Through David Tanner we will arrange for the Production and editing

Step 6: We upload and stream your final product!

THE GIFT OF THE MAGI

Rehearsals have begun for The Gift of the Magi which will star Jackie Sharkey and Shaun Purves, beloved actors of ECT

Checkout this virtual show on December 19th and 20th!

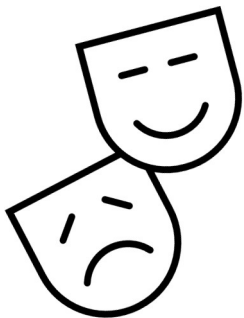


Annual General Meeting

ECT's Annual General Meeting Recap

Elora Community Theatre's hosted its Annual General Meeting (AGM) virtually on November 1st 2020. Members logged on for updates from the current board of directors and unanimously voted in the following members to make ECT's board of directors for the 2020/2021 season:

President - Deb Stanson
Treasurer - Suzanne Trivers
Secretary - Shari Robert's
David Tanner
Anthony Deciantis
Jim Monaghan
Nancy Baker
Amie Butchart
Diana Kaspar
Maggie Parent



ECT's AGM Recap - Continued

Marketing Update by Deb Dalziel:

For all Productions that took place prior to Covid 19 outbreak the following marketing procedures were implemented. The financial out lay remained the same for all productions that took place at the Fergus Grand Theatre and the summer outdoor performance of Love Stories.

- Posters and Brochures were submitted to libraries, school boards in and around Centre Wellington, County of Wellington and certain areas covered off by members outside of CW in the waterloo/Kitchener region.
- Posters shared in soft copy to all regional Theatre Clubs and Organizations
- New for 2019, a regular campaign was set up for 101.1 the Grand. The radio campaigns provided a \$200.00 buy of ads for each show running. *Note- Radio was not done for outdoor performances as these shows are by donation only.
- As part of our radio buy, PSA and ticket giveaways were made available for each show. 10 pairs of tix were made available for giveaway on morning show daily Monday to Friday.
- Arranged for digital or hard copy of Posters to be available at Fergus Grand Theatre
- Creative materials was part of the services offered by RR Printing. All poster and program design was created with Lisa of RR Printing and Deb Stanson.
- A frame signs were located at Elora post office and lawn signs distributed.
- Press releases were created and distributed to a media list of 20 outlets regionally.
- Marketing Team created Story board at all productions to promote cast, crew, sponsors and special thank you's.

ECT's AGM Recap - Continued

Social Media Update by Amie Butchart:

Instagram Account: Only opened it in the fall of 2019 and have 339 followers thus far. Members include some other businesses and organizations in Center Wellington including; Elora BIA, The Observer, The Wellington Advertiser, The Grand 101, and several other influencers in the area.

Facebook Account: Elora Community Theatre currently has a private Facebook page where only the Admins can post, which has 262 followers. Here only ECT related news and events gets posted for our members to enjoy. ECT also has a public group called "Backstage with Elora Community Theatre", where members or other theatre groups etc. can post events and information. We have 613 members on our public group and all things shared on our private page are also distributed to this large group. Additionally, ECT has done a couple of sponsored Facebook ads for some of our shows:

- *Mom's Gifts Ad* – reached 6853 people and 182. Targeted at Center Wellington and Guelph.
- *Yes Virginia Ad* – reached 3700 and had 192 clicks. Targeted at Center Wellington and Guelph.

Board of director member's Deb Dalziel and Amie Butchart attended the Digital Excellence seminar hosted by the Township and Tourism Innovation this past year. They received some great feedback about our online presence, what we were doing well and where to improve. We have since implemented many new things and our online presence is strongly growing.

ECT's AGM Recap - Continued

Play Selection Committee Update by Nancy Baker:

Even though they had a late start, the play selection committee made the following recommendations for the 2020-2021 season:

- **June 2020 Children's play:** "Stuart Little" directed by Deb Stanson and Jennifer Roeder
- **Summer Shakespeare:** "A Midsummer Night's Dream" directed by Deb Stanson, David Tanner, and Anthony Deciantis
- **Fall 2020:** "Jane Eyre" directed by Deb Stanson and David Tanner
- **Winter 2021:** "Who Am I This Time?" directed by John Dibben and "The Narrator" directed by Jayne Simpson (two one acts)
- **Spring 2021:** "Cat on a Hot Tin Roof" directed by Anthony Deciantis

Due to the pandemic ECT did not get to finish their last play of the 2019-2020 season "Little House on the Prairie – the Musical" directed by Acey Kaspar. The entire newly selected season also had to be cancelled and/or postponed, since no live theatre could be performed. However, the directors of the 2020/2021 line-up took to ECT's virtual playhouse to read/perform their plays virtually (except for "Stuart Little"). If circumstances permit, the new season will be carried over to the 2021-2022 season along with "Little House on the Prairie".

Elora Community Theatre's Virtual Playhouse Recap:

Cat on a Hot Tin Roof:

Streamed Live May 3, 2020

Has had 268 views

Midsummer Night's Dream:

Streamed Live June 7, 2020

Has had 778 views

Jane Eyre:

Streamed Live July 3, 2020

Has had 445 views

Who Am I This Time:

Streamed Live August 2, 2020

Has had 242 views

My Narrator:

Streamed Live August 9, 2020

Has had 231 views

ECT's AGM Recap - Continued

Website Update by Jennifer Roeder:

This past year a new website was developed for ECT to be used for promotional purposes. After looking into different software programs, ECT decided to purchase a membership with Weebly – a easy to use “drop and drag” web design platform. Our original URL (www.eloracommunitytheatre.com) was kept and transferred to this new site allowing ECT to post information on their current shows, auditions and newsletters. The newly designed site has been operating with great success, having even received a phone call from a school in the GTA asking to book a large group of tickets for Little House after seeing the advertisements online. 32 people have also signed up to receive ECT's monthly newsletter via the new website.

Although our new site is up and running there is still lots of work to be done. ECT has started to build a gallery to post information and pictures of their past shows, but reached a stand still with the lack of shared files of past performance bills, posters, etc. In the coming year, the board would like to configure a common drive where all ECT press releases, pictures, playbills, posters and cast lists can be stored for easy access. This information can be used to aid in our website gallery, as well as our social media posts, and as a data pool for future newsletter articles.

Check Out ECT's Website Here:

<https://www.eloracommunitytheatre.com/>

ECT's AGM Recap - Continued

Newsletter Update by Jennifer Roeder:

As the new editor of ECT's monthly newsletters, Jennifer Roeder attempted to create a photo and family-based newsletter full of information on ECT's shows and community announcements.

With the global outbreak occurring at the end of ECT's past season, material for the newsletter was scarce to come by. As such, ECT developed some entertaining segments such as puzzle and monologue pages to help keep membership engaged and united throughout this difficult time. Many other innovative ideas were generated by their board of directors such as features on past Liz Piper memorial award winners and predominant youth members of ECT.

Having a newer member of ECT as the editor posed some challenges, as it was exceedingly difficult to generate articles on past highlights without further help from the ECT community. With the board focusing some of its lieu-time over the next year with gathering data from past shows, material for the newsletter should become a little easier to generate during this stagnant period.

Although Jen is stepping down from the board of directors for the new season, she still plans on contributing as the editor of ECT's newsletter as her time allows.

KEEP UP TO DATE WITH ALL ECT NEWS

The Youth of ECT – Addi Butchart



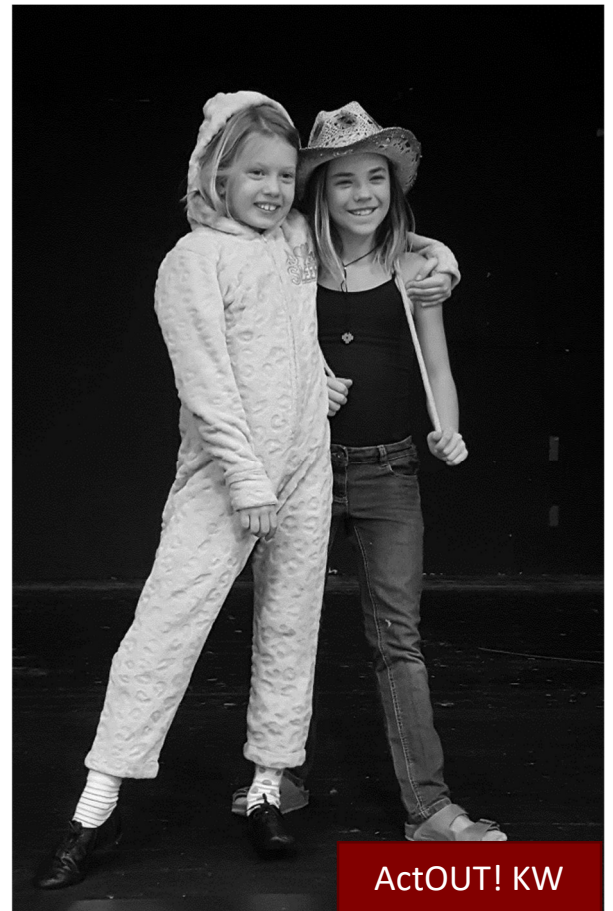
Addi Butchart has been a member of the Elora Community Theatre for the past three years and won ECT's most improved actor award in 2019. She is a grade nine student in Eastwood Collegiate Institute's Integrated Arts Program, majoring in vocals and drama, with a minor in visual arts.

Since starting with Elora Community Theatre, Addie has performed in *Anne of Green Gables*, *Wonderland* the musical and *Yes Virginia There is a Santa Claus*.

Before Covid-19 she was casted as young Laura Ingalls in ECT's production of *Little House on the Prairie, The Musical*. Since the postponement of that show she has continued to be an active member, making appearances in ECT's virtual productions of *A Midsummer's Nights Dream* and *Jane Eyre*.

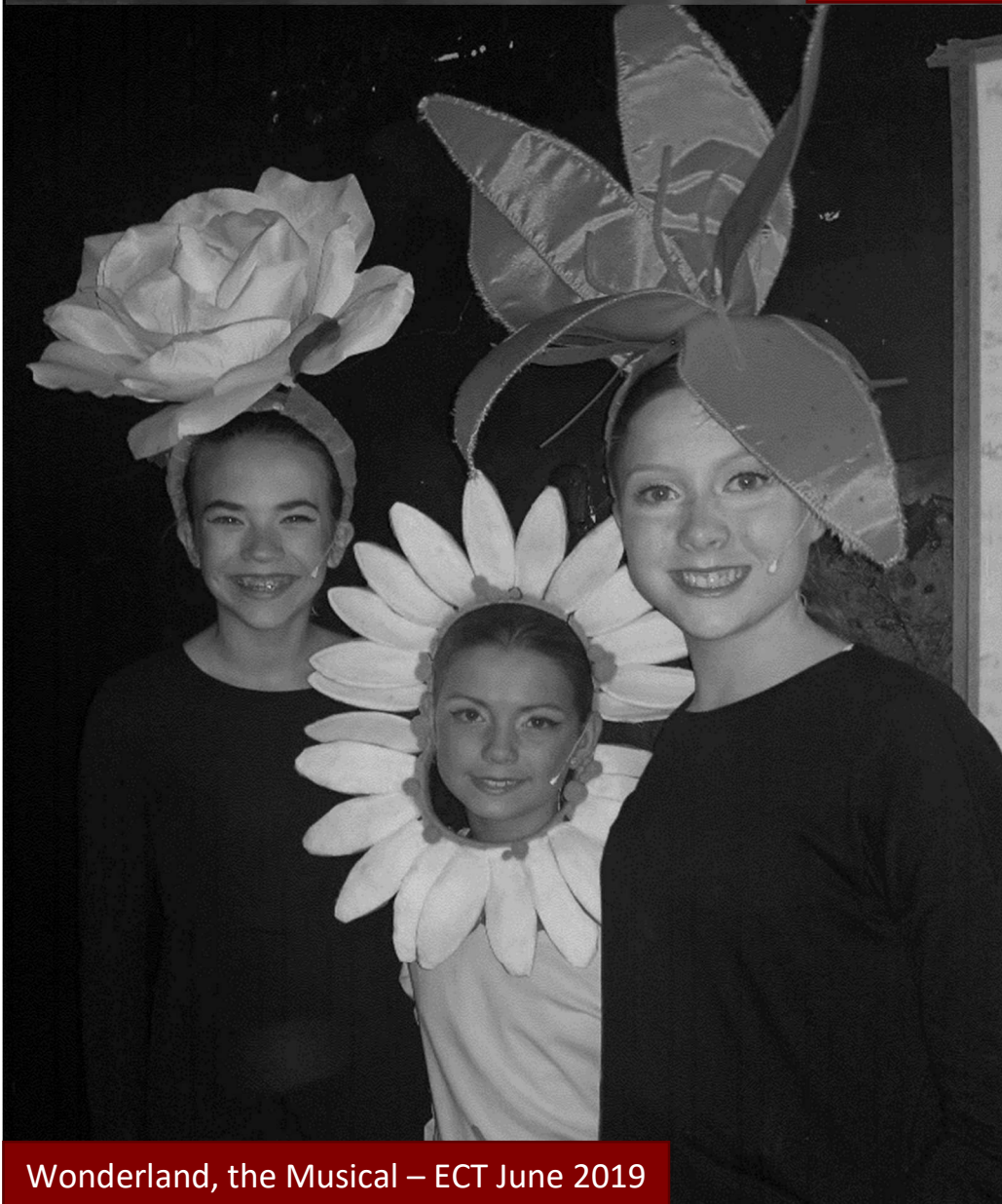
In addition to ECT, Addi has been taking vocal lessons with Amie debrone and Acting lessons with Corey Agnew. In the past Addi has also been involved in actOUT! KW and has acted in a few multimedia productions, including an Extra in a film for the History Channel.

Outside her theatre life, Addi is an accomplished ukulele and guitar player and enjoys skiing and tumbling. Addi hopes to attend an outdoor leadership camp this summer through YMCA Camp Kitchikewana.





Anne of Green Gables – ECT December 2018



Wonderland, the Musical – ECT June 2019



Jane Eyre – ECT July 2020

Monologue of the Month

This month's monologue comes from one of Shakespeare's most well-known Romances, Romeo and Juliet. In this scene Romeo Montague gets separated from his drunken friends and he ends up in a garden that is overlooked by Juliet's bedroom window.

Romeo (teenage male)

But soft! What light through yonder window breaks?

It is the East, and Juliet is the sun!

Arise, fair sun, and kill the envious moon,

Who is already sick and pale with grief

That thou her maid art far more fair than she.

Be not her maid, since she is envious.

Her vestal livery is but sick and green,

And none but fools do wear it. Cast it off.

It is my lady; O, it is my love!

O that she knew she were!

She speaks, yet she says nothing. What of that?

Her eye discourses; I will answer it.

I am too bold; 'tis not to me she speaks.

Two of the fairest stars in all the heaven,

Having some business, do entreat her eyes

To twinkle in their spheres till they return.

What if her eyes were there, they in her head?

The brightness of her cheeks would shame those stars

As daylight doth a lamp; her eyes in heaven

Would through the airy region stream so bright

That birds would sing and think it were not night.

See how she leans her cheek upon her hand!

O that I were a glove upon that hand,

That I might touch that cheek!