



## Smithsonian Institution

*National Museum of African American History and Culture*

### Playbill for Sarafina!

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## NOTES FROM THE LEAGUE "Broadway Cares" to Combat AIDS

With a spirit of community and solidarity potentially always present, but perhaps never called upon so urgently, the Broadway theatre is getting behind a newly formed theatre-wide organization to combat AIDS named Broadway Cares. Its guiding principle is to mobilize the resources of the theatre community to raise money to fight AIDS, and in a short time the initial organizational work has virtually been completed.

Broadway Cares becomes public on December 16 with a kickoff rally at the St. James Theatre at which members and employees of the multiple participating organizations are being asked for initial contributions to get the effort started.

This seed money in effect will help launch a series of programs to raise money from the theatre audience and from the general public. The first moneys received will be used to fund AIDS services through existing organizations for the care of people who are living with AIDS. Eventually, the funding will also be directed to research and education.

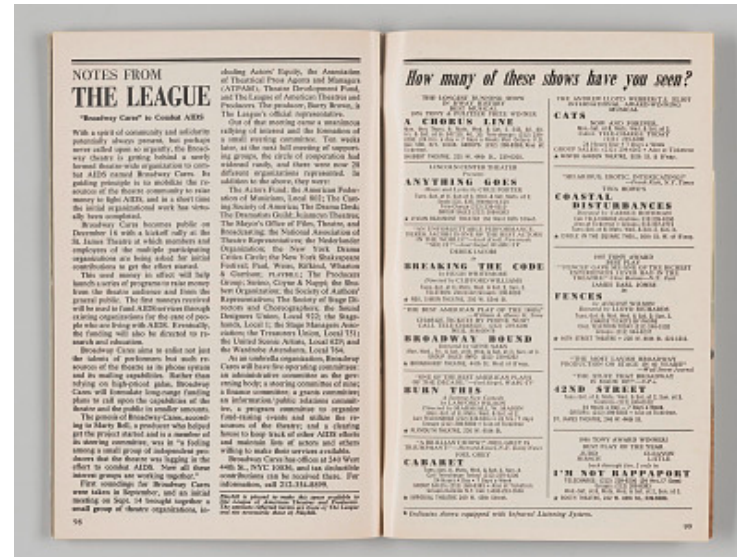
Broadway Cares aims to enlist not just the talents of performers but such resources of the theatre as its phone system and its mailing capabilities. Rather than relying on high-priced galas, Broadway Cares will formulate long-range funding plans to call upon the capabilities of the theatre and the public in smaller amounts.

The genesis of Broadway Cares, according to Marty Bell, a producer who helped to get the project started and is a member of its steering committee, was in "a feeling among a small group of independent producers that the theatre was lagging in the effort to combat AIDS. Now all these interest groups are working together."

First soundings for Broadway Cares were taken in September, and an initial meeting on Sept. 14 brought together a small group of theatre organizations, including Actors' Equity, the Association of Theatrical Press Agents and Managers (ATPAM), Theatre Development Fund, and The League of American Theatres and Producers. The producer, Barry Brown, is The League's official representative.

Out of that meeting came a unanimous rallying of interest and the formation of a small steering committee. Ten weeks later, at the next full meeting of supporting groups, the circle of cooperation had widened vastly, and there were now 28 different organizations represented. In addition to the above, they were:

The Actors Fund; the American Federation of Musicians, Local 802; The Casting Society of America; The Drama Desk; The Dramatists Guild; Jujamcyn Theatres; The Mayor's Office of Film, Theatre, and Broadcasting; the National Association of Theatre Representatives; the Nederlander Organization; the New York Drama Critics Circle; the New York Shakespeare Festival; Paul, Weiss, Rifkind, Wharton & Garrison; PLAYBILL; The Producers Group; Serino, Coyne & Nappi; the Schubert Organization; the Society of Authors' Representatives; The Society of Stage Directors and Choreographers; the Sound Designers Union, Local 922; the Stagehands, Local 1; the Stage Managers Association; the Treasurers Union, Local 751; the United Scenic Artists, Local 629; and



the Wardrobe Attendants, Local 764.

As an umbrella organization, Broadway Cares will have five operating committees: an administrative committee as the governing body; a steering committee of nine; a finance committee; a grants committee; an information/public relations committee, a program committee to organize fund-raising events and utilize the resources of the theatre; and a clearing house to keep track of other AIDS efforts and maintain lists of actors and others willing to make their services available.

Broadway Cares has offices at 240 West 44th St., NYC 10036, and tax deductible contributions can be received there. For information, call 212-354-8899.

[[line]]

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