TO: THEATER MANAGEMENT STUDENTS ENTERING FALL 2012
FROM: ED MARTENSON
SUBJECT: SUMMER READING

Before coming to Yale in August, please read:

1. Baumol, William J. and William G. Bowen: *Performing Arts - The Economic Dilemma*, Chapter 7. (A link to this chapter can be found on the reading lists page, just under the link you found to this document. The book would be an excellent addition to your library, but it is out of print. Occasionally a used copy can be found on Amazon.com, but the price is usually about $100. You also can find it most good libraries.
   a. Schwarz, Samuel: *A New Look at the Earnings Gap in the Arts*. (A link to this comment on the Baumol & Bowen chapter also appears on the reading lists page.
2. Channick, Joan: *Guthrie Theater Case Study #1* (This case study is available electronically on the Yale Theater Management Knowledge Base. You'll receive your login information for the Knowledge Base by the beginning of the summer.)
3. Clurman, Harold: *The Fervent Years*. Alfred Knopf, 1975. (Available new and used at Amazon.com, as well as in libraries.)
4. Epstein, Helen: *Joe Papp, An American Life*. (Available new, used, and as e-book at Amazon.com)
5. Zeigler, Joseph Wesley: *Regional Theatre: The Revolutionary Stage* (Available new and used at Amazon.com)

You also should get into the habit of reading the following periodicals:

2. *Variety* (theater coverage, which this weekly calls ‘Legit’ 😊)
3. *American Theatre* (monthly magazine published by Theatre Communications Group)
4. *You’ve Cott Mail* (a daily email cultural news digest, high percentage of must-read items; sign up at [http://mysite.verizon.net/vze1k115/id2.html](http://mysite.verizon.net/vze1k115/id2.html)).