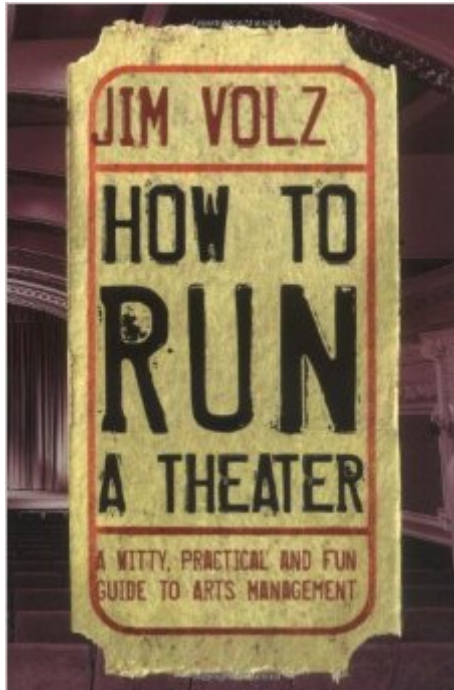


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# How To Run A Theater: A Witty, Practical And Fun Guide To Arts Management



## Synopsis

"If other theaters across America had the opportunity to work with Jim Volz, there would be a flowering of American theater unparalleled in our history."- Rosary H. O'Neill, Artistic Director, Louisiana's Southern Rep  
"All of us in the arts field are hungry to improve our skills in life and arts management. The grim tenor of the times makes this witty and fun guide even more valuable to us all. A joy, not a chore, to read!"-Ben Cameron, Executive Director, Theatre Communications Group  
The definitive arts management guide, this book is written with tremendous insight and humor and packed with dozens of lists, such as "22 Wonderful Ways to Improve Your Life in the Theater" and "20 Distractions that Erode Productivity." It provides information on improving an organization by building audiences, bolstering fundraising, and tightening finances. Also covered are tips for solidifying relationships with boards, volunteers, communities, and colleagues. It's all here, from managing one's own life, working with a board of trustees, and managing a team to negotiating, fundraising, marketing, and financial management. This resource will appeal to all those who work in arts management-from novices to veteran middle managers and executive directors. Here are the Lists Included in this Wonderful Book: 10 Timely Tips for Savvy Arts Administrators 20 Distractions that Erode Productivity 30 Ways to Seize Control of Your Life 12 Ways to Endear Your Theater to Your Community 15 Ways to Infuriate Your Community 22 Ways to Improve Your Life in the Theater 18 Notes Actors Would Give to Artistic Directors 5 Tips for Starting a New Job 14 Survival Skills for Theater Professionals Young and Old An ideal source for anyone aspiring to work behind the scenes in the arts Full of breakout boxes, quotes, and helpful lists Useful for music groups, art house movie theaters, and all arts management venues Available in both paperback and hardcover [Click here to view the hardcover edition of this book](#)

## Book Information

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## Customer Reviews

Volz' How to Run a Theater should be required reading for anyone working in the field of arts management -- be they artists or managers or artist/managers -- and anyone training to work in this challenging field. Written in the "witty" style that the subtitle suggests, this text offers an extensive overview of the many challenges that theatre managers face today, and more importantly, sound advice on how to succeed in spite of them. Volz offers us in-depth insights into such real managerial dilemmas as: season planning, budgeting, and audience development and such life management issues as: goal setting, networking and surviving in the competitive field of arts management. Using knowledge gained through over three decades of work as a nationally-recognized arts consultant and university professor, Volz not only inspires his readers to make their artistic dreams into reality, but, like any good consultant, teaches them how to do so. Perhaps best of all, this advice is offered with an appropriate blend of humor and perspective, encouraging readers to pursue their artistic goals, and to enjoy the process of reaching them along the way.

This book tells how to do a traditional board of directors type theater. I am making a more rudimentary theater and needed to know how to create a board that would protect my investment in a building, help me with guidance, some fund raising, some outreach, but not saddle me with its own philosophical pronouncements that might hurt ticket sales in favor of their whim. I actually, skimmed through every page, searching for the practical knowledge I needed. This book has no nuts and bolts about theaters. It could be about many kinds of non-profit enterprises. Not a word about anything hands-on and maybe I was mistaken to expect that, except the title is "How to Run a Theater" so maybe I did have reason to think it would describe scheduling rehearsals alongside scheduling set building, or how to research building codes, how to build a stage from scratch, what to look for in a building, what certified professionals I would have to hire, or profit vs non-profit theatering. And the mild humor and Dear Abby suggestions lightened it but got repetitive. I presume most people don't read the whole book but at least 4 times he tells me to be on time and be respectful of other people. Well, who can argue?

Our staff continues to use this book. Jim Volz makes things simple and clear, and he saves us boatloads of time trying to figure out how to do things ourselves from scratch. HOW TO RUN A

THEATER is also a great training tool for new staff. We are using various chapters as preparatory reading for our strategic planning meetings. I am proposing that our management classes use this text. I am so happy Jim wrote this book. Cindy Melby Phaneuf Founder/Artistic Director, Nebraska Shakespeare Festival  
Isaacson Professor of Theatre, University of Nebraska-Omaha

This book is amazing. I have been teaching graduate level theatre management courses for 18 years. I have also managed several professional theatres. I discovered this book at the beginning of this year; too late to require it for my students...but I have used much of the information and insights in this book for class lectures. Next year, it will be required reading for my students. Volz covers every major area of theatre management in a fun, succinct and educational manner. I love it!

This book was great for my theatre and I gave one to each of my Board Members to help them with their fund raising and theatre support! This guy obviously understands theatre and his writing style is hilarious.

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