

**Special Collections and University Archives  
University of Victoria**

**AR010  
Bastion Theatre Company  
Acc. No: 1991-069  
28 Boxes, ca. 200 photographs**

**SERIES 4. MARKETING RECORDS. -- 1963-1988. -- 97 cm (94 files).**

Series consists of five sub-series:

- 4.1 Campaign Management
- 4.2 Print Media
- 4.3 Programs
- 4.4 Audio/Visual Media
- 4.5 Posters and Displays

Note: Records for the Marketing Committee commence in 1977, and it is from this point on that Marketing records are reasonably coherent. The Administration Series contains early correspondence and checklists regarding promotion and publicity, see Organization subseries, file (5.1.1.).

**BOX 5 & 6**

**4.1 Campaign Management. -- 1965, 1969-1988. -- 28 files (10 in Box 5, 18 in Box 6).** Subseries consists of season brochures, show leaflets, press scrapbooks and public relations folios, subscription campaign literature, subscriber newsletters, new releases, marketing committee correspondence and notes, as well as sundry advertising items. Marketing Committee minutes and reports for the period 1977-1988 appear piecemeal in the subscription campaign and Committee files, all dealing with audience development. Records for the 1970s are few, and this probably reflects the lack of an entrenched marketing executive. See the Administration Series for items related to subscriber list management. See the Fundraising Series for promotional publications and photographs pertaining directly to fundraising special events. Subseries files are arranged chronologically.

4.1.1 BTC letterhead and its mock-up, December 1965.

4.1.2 Biography release re Edwin Stephenson, ca. 1974.

4.1.3-4 Season subscription brochures and 2 printed leaves, 1969-1988, comprising 2 copies for some seasons, not chronologically arranged

4.1.5 Show leaflets, 1975.

4.1.6 Sample tickets and benefit cards, 1976-1986,

4.1.7 Advertising schedules, Committee minutes and reports, 1977-1988, photocopied tss., not chronologically arranged, with some years missing.

4.1.8 SPR reports, 1977-78.

4.1.9 Subscriber newsletters, 3 cm, some in magazine format, 1978-1988, not chronologically arranged, but a very complete, and thorough record of audience development activities.

4.1.10 PR materials, notes, and forms for subscription campaigns, 1979-1988, 4 cm.

4.1.11 Tickets for the BTC dinner club, 1980.

4.1.12 Marketing brochure, ca. 1980-81.

4.1.13 Marketing committee report, with TV scripts, 1980-81.

4.1.14 BTC buttons, 1980-81.

4.1.15 Advertising rate cards, 1981-82, 1983-84, 1986-1989.

4.1.16 Canadian Theatre Review Yearbook forms, 1981-1983.

4.1.17 IPR report for *Confusions*, February - March 1982.

4.1.18 BTC fact sheet, 1982-83.

4.1.19 Minutes and notes from a marketing committee seminar, April 1983.

4.1.20 Speeches from the stage, 1983-1986.

4.1.21 Show stickers, 1984-85.

4.1.22 Photographs of special events during the mid-1980s, most unidentified, but pertaining to the Kite Auction, and Chocolate Festival, see Fundraising Series.

4.1.23 PR material and a report re youth mainstage bookings, 1985-1987.

4.1.24 Correspondence re Moyes Marketing Ltd., 1986.

4.1.25 Workpads with hol., 1986, with marketing notes.

4.1.26 PR photos of BTC artistic directors, 1987-88.

4.1.27 Correspondence re student subscription, 1988.

4.1.28 Photographs of BTC press conference, March 1988.

## BOX 6

### 4.2 Print Media. -- 1971-1988-- 22 files.

Subseries consists of press folios and scrapbooks, arranged chronologically. Records prior to the 1985/86 season are sparse, the folios kept thereafter are very complete and exhaustive. Some mainstage productions have their own folios, 1983-1985, which is significant in particular for *What The Butler Saw*, 1983, because of the furor caused among conservative audience members.

4.2.1 News releases, 1970s.

4.2.2 Press articles, 1976-1977.

4.2.3 Press folio for *Deathtrap*, 1979/80, a production starring Douglas Rain which sold out, 1 cm, in soft cover.

4.2.4 News releases, 1980s, not arranged in chronological order.

4.2.5 Press clippings, 1980s.

4.2.6 Folios for *Jitters* and *Cat On A Hot Tin Roof*, 1979/80, in soft covers.

4.2.7 Folio for *The Miracle Worker*, October 1980, in soft cover.

4.2.8 Folio for *Black Comedy*, April 1981, in soft cover.

4.2.9 Press releases for the tour of *The Importance Of Being Earnest*, 1981.

4.2.10 Folio for *What The Butler Saw*, 1983, in hard cover.

4.2.11 Folio for *Candida*, 1983, in hard cover.

4.2.12 Folio for *Beauty' and the Beast*, in hard cover.

4.2.13 Folio for *Table Manners*, 1984, in hard cover.

4.2.14 Folio for *AndWhen I Wake*, 1984, in hard cover.

4.2.15 Folio for *Betrayal*, 1985, in hard cover.

4.2.16 Folio for *The School For Scandal*, 1985, in hard cover.

4.2.17 Folio for *Sweeney Todd*, 1985, in hard cover.

4.2.19-20 Folio, 1986-88, indexed for all BTC activities, 4 cm, previously ring-bound,

and should be handled with care so as not to disrupt the original order.

## **BOX 7**

4.2.21 As above (4.1.19-20), 1988/89, handle with care.

4.2.22 *Monday* magazine article re BTC closure November 1988.

### **4.3 Programs. -- 1963-1988. -- 27 files**

Subseries consists of printed theatre programs for individual mainstage and studio BTC productions, as well as a season of Belfry Theatre productions. Documentation post 1973 is almost complete, and serves as a clear introductory guide to the company, its repertoire and sponsors, 1974-1988. Files consist of programs for the following seasons:

4.3.1-19 Programs for 1963 to 1983.

4.3.20 Programs for 6 Belfry Theatre production programs, 1982/83.

4.3.21-24 Programs for 1983 to 1987.

4.3.25 Programs for 3 BTC studio productions under the "Chances" banner, 1987/88, including Marilyn Bowering's *Anyone Can See I Love You*.

4.3.26 Programs for 1987/88.

4.3.27 Silver Jubilee Gala program, 7 October 1988, for *See How They Run*, with hol. signatures (2 copies), and 1 standard program of same; and a bromide PMT mock-up of a program for BT C's final production, *Pack Of Lies*, which was not printed.

### **4.4 Audio/Visual Media. -- 1978-88. -- 7 files.**

Subseries consists of promotional copy for radio and television, a letter from the du Maurier Council for the Performing Arts regarding an audiovisual presentation, and three boxed files of recorded tapes. The recorded material includes audio tapes and videotapes of some complete shows, and tapes of radio advertisements or interviews, all used for promotional purposes. Audio-visual items prior to 1978 are located in Peter Mannering's personal records, including a 30 minute 16mm film, 1964, featuring an overview of the Bastion Theatre Studio, and a 10 inch 8 mm film reel, with spliced content featuring approximately 30 shows.

4.4.1 Advertising and radio copy, 1981-82.

4.4.2 A/V scripts, 1981, 1983.

4.4.3 Letter from the Du Maurier, February 1983.

4.4.4 Radio copy, August 1988.

See also 5.1.1 and 5.1.2.

### **BOX 8:**

4.4.5 Videotape tape (broadcast standard), *The Importance Of Being Ernest*, December 1980, 14 mm. 33 sec.; 1 broadcast standard videotape, *Behind Scenes With Bastion*, March 1981, 29 mm. 50 sec.; and audiotapes on 5 in. reels featuring: a 10th BTC (professional) anniversary soundtrack, 1981; *Otherwise Engaged*, 1978; *The Importance Of Being Ernest*, 1980; a brief interview with the BTC Board, ca.1979 (see copy cassette in file for listening); and an advertising clip for performer, Joelle Rabu.

4.4.6 Cassette tapes (19), unidentified dates.

4.4.7 As above (4.4.6), 17 tapes.

### **OVERSIZED BOX 28**

**4.5. Posters and Displays.** -- 1982-1988. -- 1 file.

Subseries consists of displayed items: a b&w photograph of Barry MacGregor and the Mayor of Victoria, Gretchen Brewen, proclaiming Bastion Theatre Week, 3-9 October 1988, 40 by 60 cm; 33 posters, including duplicates, of productions, 1982-1988, a season poster for 1983/84, and a season poster for 1988/89, hol. with signatures; an Equity certificate, 21 October 1983, mounted in card, 29 by 31 cm; a P.A.C.T. certificate, 1987/88, mounted in card, 29 by 31 cm.  
order.