

BLACK THEATRE DAY, September 17

In keeping with course goals, our class will participate in the social media campaign to amplify Black theatres on September 17, the third annual Black Theatre Day.

“On September 17, 1821, the African Theater launched their first season in New York City. They produced multiple seasons including the first extant play by a Black American and launched the career of Ira Aldridge, a Black actor who toured Europe as the greatest Shakespearean tragedian of all times. As the heirs of this illustrious legacy, 21st century Black theatres in the U.S. are still working to build sustainable, institutional wealth. Black Theatre Day is an opportunity to increase the visibility of Black Theatre institutions in support of those efforts.”

“This official day will become an annual opportunity to celebrate Black Theatre by creating awareness of our organizations and generating contributions of money, time, and service while amplifying the work of Black theatre institutions.”

– The CRAFT Institute website www.thecraftinstitute.org/black-theatre-day

Things you can do today (and due by Sept. 17):

1. Read about the event: <https://www.thecraftinstitute.org/black-theatre-day>
2. Identify a Black Theatre institution in your home or origin city/town/region and follow them on social media. Your goal is to repost and bring attention to the organization.
3. Follow @thecraftinstitute and @blacktheatreday on Facebook, Instagram, and/or Twitter.
4. Play the CRAFT Educational Video about the African Grove Theatre
https://www.youtube.com/watch?v=e4sZXKkmS6Y&ab_channel=TheCRAFTInstitute
5. Learn more about ways to support Black theatres using the resources below. These lists are not comprehensive.

Lists

“Black Theatre Matters” www.blacktheatrematters.org/black-theatre-companies/

“Black Theatres Across the U.S.” www.americantheatre.org/2019/02/26/black-theatres-across-the-u-s/

Articles

“Black Theatres in the U.S.: Building, Surviving, Thriving”

www.americantheatre.org/2019/02/26/black-theatres-in-the-u-s-building-surviving-thriving/

“7 Theatres Form National Association of Black Theatre Building Owners”

www.americantheatre.org/2021/06/15/7-theatres-form-national-association-of-black-theatre-building-owners/

“The Black Seed Unveils Generous Grant Program for Black Theatres”

www.americantheatre.org/2021/01/18/the-black-seed-unveils-generous-grant-program-for-black-theatres/

Assignment Report on BLACK THEATRE DAY, September 17

1. Identify a Black Theatre institution in your home or origin city/town/region and follow them on social media.

Name of Theater:

Location (city, state):

Artistic Director(s):

Website:

Facebook:

Instagram:

Twitter:

2. Which list of Black Theatres did you consult? What did you discover? Was there anything that surprised you? Resonated with you?

3. Which article did you consult? What did you discover? Was there anything that surprised you? Resonated with you?

4. Did you create an original social media or Tiktok post for your chosen theater? If so, please include the hyperlink and/or image of the post.

5. Did you follow The CRAFT Institute and Black Theatre Day on Instagram? (Supplemental; Recommended but not required)

6. Write a brief reflection (100-150 words) on this assignment. Possible questions to consider. Feel free to create your own question.

- Why even have a Black Theatre Day?
- How can students of theater use digital platforms for advocacy?
- How does this engagement exercise relate to theater history and cultural memory? • Did you learn something new about your home or origin city/town/region?
- Did you learn something new about Black theater that you were surprised you didn't know – and what are you going to do now that you know?

This educational resource guide was developed in collaboration with Dr. Monica White Ndounou (Founder and Executive Director, The CRAFT Institute) and Dr. Eunice Ferreira (President, Black Theatre Association 2022-2024). If you would like to join a collective effort of developing and sharing annual Black Theatre Day assignments for your classes with the field please contact info@thecraftinstitute.org.