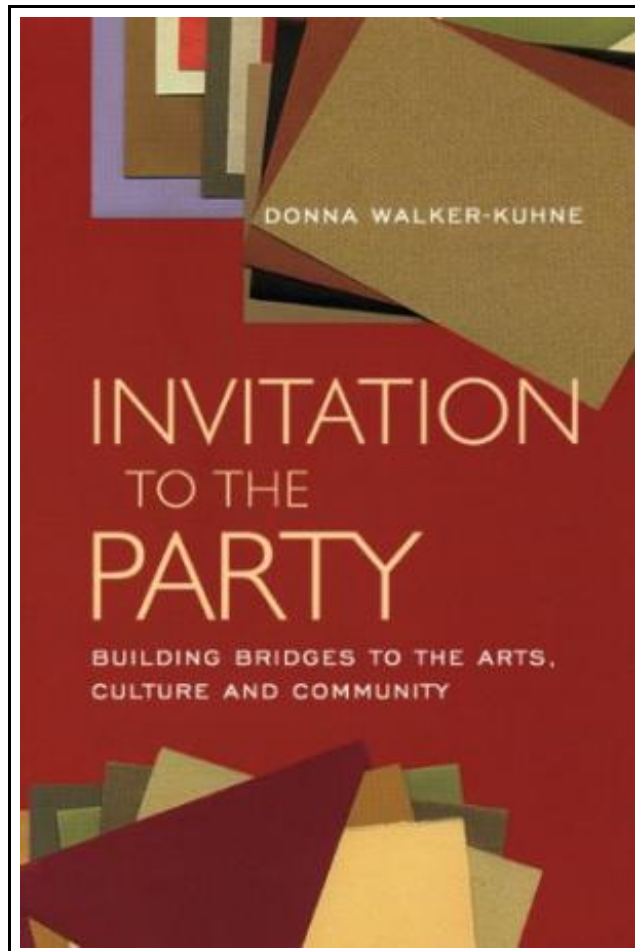


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Theatre Communications Group. Paperback. Book Condition: New. Paperback. 192 pages. Dimensions: 8.9in. x 5.9in. x 0.5in. Acknowledged as the nations foremost expert on audience development involving Americas growing multicultural population by the Arts and Business Council, Donna Walker-Kuhne has now written the first book describing her strategies and methods to engage diverse communities as participants for arts and culture. By offering strategic collaborations and efforts to develop and sustain nontraditional audiences, this book will directly impact the stability and future of Americas cultural and artistic landscape. Donna Walker-Kuhne has spent the last 20 years developing and refining these principles with such success as both the Broadway and national touring productions of *Bring in Da Noise, Bring in Da Funk*, as well as transforming the audiences at one of the U. S. s most important and visible arts institutions, New Yorks Public Theater. This book is a practical and inspirational guide on ways to invite, engage and partner with culturally diverse communities, and how to enfranchise those communities into the fabric of arts and culture in the United States. Donna Walker-Kuhne is the president of Walker International Communications Group. From 1993 to 2002, she served as the marketing director for the Public Theater in New York, where she originated a range of audience-development activities for children, students and adults throughout New York City. Ms. Walker-Kuhne is an Adjunct Professor in marketing the arts at Fordham University, Brooklyn College and New York University. She was formerly marketing director for Dance Theatre of Harlem. Ms. Walker-Kuhne has given numerous workshops and presentations for arts groups throughout the U. S. , including the Arts and Business Council, League of American Theaters and Producers, the Department of Cultural Affairs, and the National Endowment for Arts to name a few. She has been nominated for the Ford...



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