

East-West Players, Inc.

(Los Angeles, CA)

Asian American Theatre Conference

To support *Asian American Theatre Conference* to increase the visibility of Asian American theatre and provide a forum for Asian American performing arts organizations. NCF supported a gathering of leaders of theaters of color at White Oak in 2003 and a follow-up gathering of the same group in 2004. Many of the Asian American theater leaders were meeting colleagues who lived in neighboring communities for the first time. The proposed conference has been designed to facilitate cooperation and maximize resources on the part of this growing constituency. The Asian American Theatre Conference will be hosted by the East-West Players in Los Angeles, California in June of 2006. The goal of the conference is to identify external and internal challenges; examine what it means to give voice to the Asian American experience; consider issues of sustainability such as fiscal management, marketing, audience development and artists cultivation; consider the lessons that can be learned from the African American, Latino and other ethnic theater communities; and develop a strategic plan of what this community could and should look like in five years. East-West Players will hire a facilitator who will organize the event.

Program Contribution Breakdown:

\$75,000 Arts and Culture Program: *Objective I, Strategy 4*

Total Award: \$75,000 over 1 year