



ISSUE #7

# THE GREEN SHEET

*A Publication of the Broadway Green Alliance*

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Broadway Kids Go Green!



Winter weather hasn't slowed the Broadway Green Alliance - with two recent winter events the BGA is continuing to educate and engage the Broadway community about reducing our industry's impact on the environment.



The BGA was on hand at Kids' Night on Broadway 2010. Kids performing in Broadway shows and young patrons created "eco-art" displaying why they feel the BGA is so important. Similarly, the Broadway community braved the cold on December 16th to join us for our Times Square E-Waste Collection Event.

*Above: Corbin Bleu of In The Heights and Meredith Vieira are joined by members of B'Way Kids Care and Camp Broadway at Kids' Night on Broadway 2010.*

*Below: An E-Waste Event collection pile, courtesy of event sponsor WeRecycle!*



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## In This Issue

### Going Waterless

#### Water-Saving Technology

Learn how theaters on Broadway and across the country are playing their part to conserve water.

### MTC Finds Green

#### Theatre Manager Joseph Leads Way

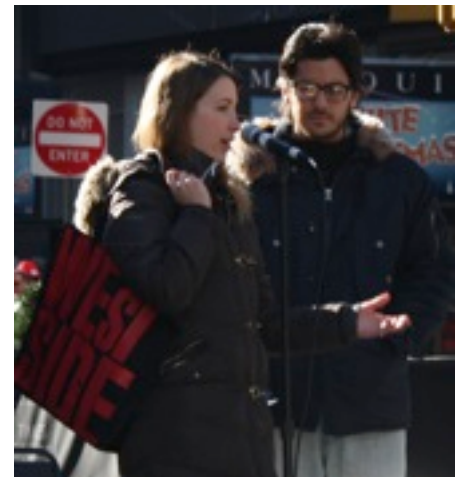
Find out how MTC is saving energy (and money) by using energy efficient HVAC and lighting technology.



### BGA Memory Board

#### Check Out Pics From Recent Events

See the back page of *The Green Sheet* for photos of the BGA Times Square E-Waste Event and BGA activities at Kids' Night.



*Above: Dorothy Manning and George Akram from West Side Story share their show's eco-tips at the BGA E-Waste Event.*

# MTC Friedman Theatre Manager Finds Green

Prior to serving as Theatre Manager for Manhattan Theatre Club's Samuel J. Friedman Theatre, Jim Joseph worked at the New Victory Theater, a landmarked theater that has aggressively instated various energy-saving programs and technologies. When Joseph arrived at MTC in August, he already had an email waiting for him from the BGA. Joseph quickly responded, and listened as the BGA offered advice for converting the Friedman marquee to energy-efficient lighting.

Says Joseph, "The BGA's advice was outstanding. They had price quotes for energy-efficient lighting providers and had done all of the contact work." Using the BGA's research, Joseph presented MTC's management with his own cost analysis of converting the Friedman's marquee. After calculating a cost-saving breakpoint of six months from the up-front investment in the lighting conversion, Joseph and MTC agreed that the swap "made sense." A week before the first preview of MTC's *Time Stands Still*, new bulbs were installed.

When the Friedman (formerly the Biltmore) was renovated in 2003, an efficiency HVAC unit was installed, saving energy on the intensive acts of heating and cooling the stage and audience. Joseph built upon the theater's green features by ensuring that all backstage area lights have been changed to CFL bulbs, helping save money on energy and air-conditioning bills due to the excessive heat from traditional bulbs. Joseph is now working to extend backstage recycling programs to the lobby, where he would also like to explore green cleaning alternatives. When a new cast inhabits the Friedman, Joseph ensures that green policies are included in their orientation, explaining that "we only have one Earth - we've gotta keep it around."



Left: Workers swapping out old light bulbs with energy-efficient cold-cathodes while changing the theatre marquee sign.

Below: The updated Friedman marquee.



## BGA Town Hall

April 22 (Earth Day), 2010  
2:30pm - 4:30pm  
Gershwin Theatre, NYC

BGA members and industry professionals are invited to join us on Earth Day to discuss the BGA's efforts to date and share ideas about industrywide environmental goals. We've got easy ways for you to help - please stop by and find out how!

2010 



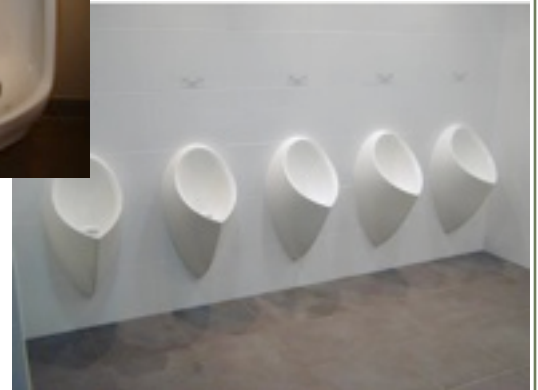
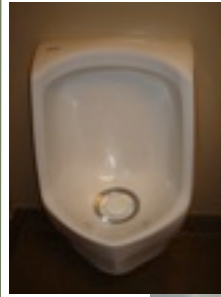
Join At Hand Theatre Company on **April 18th @ 7pm** for an evening of Broadway stars performing songs cut from musicals - songs that shouldn't go to waste! A portion of proceeds from the evening will benefit the BGA.

Visit [www.joespub.com](http://www.joespub.com) for more info.

# Reducing Water Use in Venues



Companies on Broadway and across the country are starting to use waterless urinals in front-of-house and backstage areas, to save water and reduce their impact on local ecosystems. Eliminating flushing conserves 1-3 gallons of potable water per flush, translating to tens if not hundreds of thousands of gallons of water saved annually. Along with other green features, Roundabout Theatre Company's Henry Miller's Theatre and Disney's New Amsterdam Theatre both utilize waterless technology for their male patrons. At BGA member Theatrical Outfit in Atlanta, the theater management of the LEED-certified Balzar Theater at Herren's installed educational signage above their waterless and low-flow devices, to introduce patrons to new technology they may want to use in their own homes or businesses.



*Above left: Waterless urinal at Atlanta Theatrical Outfit's Balzar Theater; Above: A row of urinals similar to those used in venues.*

NRDC Senior Scientist and BGA Adviser Dr. Allen Hershkowitz discussed the benefits of waterless technology in his NRDC blog: "Water scarcity will undoubtedly rival sea level rise as one of the consequences of global climate change. About 1.2 billion people,

or almost one-fifth of the world's population, live in areas of water scarcity, and 500 million more people are approaching that situation. Lack of safe drinking water and sanitation is the single largest cause of illness in the world. So why are [we] flushing scarce drinking water down urinals when healthier, cost-competitive alternatives exist in the form of waterless urinals? Here is NRDC's challenge: We challenge you to save money. We challenge you to make your restrooms less infectious. We challenge you to conserve water. We challenge you to replace your water-wasting urinals with waterless urinals."



*Above: Hershkowitz speaking at the BGA E-Waste Event in Times Square.*

To read the entire blog, please visit: [www.switchboard.nrdc.org/blogs/ahershkowitz](http://www.switchboard.nrdc.org/blogs/ahershkowitz).



BGA members receive a **20% discount** on BGA EcoPlum merchandise! To receive your discount, visit the "Theatre Fans" section of [www.broadwaygreen.com](http://www.broadwaygreen.com) and click on the EcoPlum link. Be sure to **use code BGAMEM** at checkout.

**Net proceeds from the sale of EcoPlum's BGA items will be donated to the BGA.**



*Above: 18" x 14.5" BGA Chico Bag folds up into a tiny 3" x 4" pouch and will help you drop the plastic bag habit forever!*



*Right: 18oz stainless steel water bottle customized with the BGA logo, from Back2Tap.*



## GREEN THEATER CHOICES TOOLKIT

In Fall 2008, Mo'olelo Performing Arts Company of San Diego received a TCG "A-ha! Think it, Do it" Grant to develop a tool to measure the environmental impact of theater materials. Mo'olelo partnered with Brown & Wilmanns Environmental Consulting to create a "green choices" methodology for theaters. Find the toolkit at: [www.electrictemple.net/green.php](http://www.electrictemple.net/green.php).



*Above: Mo'olelo Artistic Director Seema Sueko.*



Photos: 1) Sarah Rosenthal from *Ragtime*, Laurissa Romain from *South Pacific* and Katherine McNamara from *A Little Night Music*; 2) Kids' Night participants show off their eco-art and sustainable totes and water bottles from *EcoPlum*; 3) The Late Show with David Letterman's Alan Coulter posing with a pile of Broadway's e-waste; 4) E-Waste Event Co-Host Valerie Smaldone; 5) Brandon Wardell, *Rock of Ages*' Kerry Butler (also an event Co-Host) and Clarke Thorell performing an adjusted version of *It's Not Easy Being Green* directed by John Carrafa; 6) Bye, Bye Birdie's Brynn Williams with her show's e-waste; 7) A Kids' Night participant showing off her depiction of the BGA's