

The Green Sheet

Issue Three

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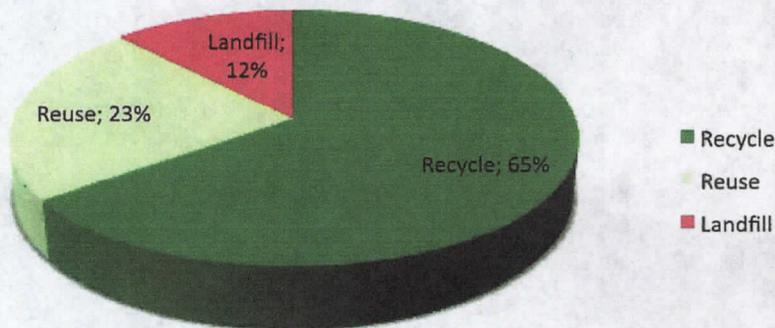
Green Broadway Momentum Grows

The Broadway community continues to identify and adopt ecologically-aware methods. From improved methods for handling loaded out scenery, to carbon offsets for touring productions, to theater owners who are taking the lead on eco-practices, the momentum continues for the greening of the Great White Way.

Green Load-outs

Just about everyone in the theater community knows that over a dozen shows closed after Christmas. But did you also know that the vast majority of the scenery was recycled or re-used? Bob Usdin, of Showman Fabricators, tracked all of this in detail and shares the following:

Broadway Loads-out Green 2009



As he explained: "The reality is that there has always been a fair amount of reuse for Broadway. Recycling has been a factor for many years as dumping costs became higher. Now it's being all put together because it makes sense environmentally as well as economically. This is a good case to show that being green does not have to cost more. I will say that because of the Broadway Goes Green initiative, the reuse efforts have been really stepped up with numerous local NYC non-profits benefitting. It is worth noting the tremendous efforts by MaryEllen Etienne at NYC Wastematch who has done a great job connecting John Okun at Meserole Recycling with all of the reuse groups. Rob Augliera, who has been doing trucking on Broadway for years, has also stepped up to find creative ways to dispose of this scenery besides the landfill."

Green Touring

Inspired by "An Inconvenient Truth" and the green movement in general, Clark Transfer President Norma Deull wanted to reduce the amount of carbon emissions from her trucks. After much research, she decided to go with carbon offsets and chose to use NativeEnergy as their offset provider. The program has been in place for under a year, but already a majority of Clark's Broadway tours are participating. At a cost of 1.5 cents per mile, a show can offset its entire carbon emission for each move.

Broadway Shows that are part of Clark Transfer's "Touring Green" program include:

Camelot
Lion King
Drowsy Chaperone
Mamma Mia
How the Grinch Stole Christmas
Spamalot
[title of show]
9 to 5

Check out Clark Transfer's website for more details: www.clarktransfer.com/green

Are you on a "green" show? Send us your ideas at

Greenbroadway.com



Making a Choice

By Caroline Ranald Curvan

Along with the Shubert and Nederlander Organizations, Jujamcyn Theaters is a leader in the Greenification of Broadway. I recently spoke with Jennifer Hershey, Director of Operations for Jujamcyn Theaters

Q. What is Jujamcyn doing to be greener?

We're aggressively trying to recycle more. Throughout our theaters, we're recycling paper, glass, aluminum & plastic. I've put three garbage cans in each dressing room and have been working with Allen Hershkowitz of the NRDC to improve our recycling program. My goal is to recycle 75% of our solid waste. Right now, at the St. James Theatre we have three dumpsters and one recycling bin. I'd like to see one dumpster and three recycling bins.

We've also switched out all of our exterior marquee lights from conventional light bulbs to CFL's, LED's or cold cathode bulbs. While the upfront cost is significant, the long term gain will more than make up for it. We've gone from using 25w bulbs to 5w bulbs. Imagine the savings. The Shuberts and the Nederlanders have also switched over about 75% of their exterior lights too and plan to switch 100% by 2010.

About a year ago, we made the change to eco-friendly cleaning supplies throughout our theaters. We have dilution centers in each theater for the various cleaning solutions. We use the same bottles over and over again for cleaning floors, carpets, glass and use very little bleach.

Q. What else do you hope to improve?

Every actor should have their own power strip and get in the habit of turning them off every night. Don't leave chargers plugged in when they're not charging anything!

In wardrobe the trend now is to use fans to air dry the clothes. It's great for the clothes, but they don't need to run over the day off or even overnight.

In some areas, we're waiting for technology to catch up with us. There still aren't any non-conventional dimmable bulbs that we can put in our decorative fixtures like the chandeliers and sconces inside the theaters. I'd also love to install waterless urinals, for example, but so far haven't been impressed with what I've seen on the market.

One of the biggest drains of energy is the use of air conditioning and heat for onstage rehearsals. I'd like to come up with a happy medium for those onstage understudy rehearsals that wouldn't require us to chill the theater down to 68 degrees for 10 people.

Q. Any other thoughts?

I think each show should designate a Green Captain to help set up recycling centers in the theater and educate the rest of the cast and crew. We'll do whatever we can on our end to help out.

Most important is education, changing the way people think about conservation and the environment. Doing nothing is just not an option.

Did you know?

* If every household in the United States replaced just one box of virgin fiber facial tissues with 100% recycled ones, we could save 163,000 trees.

* If every household in the United States replaced just one roll of virgin fiber toilet paper with 100% recycled ones, we could save 423,900 trees.

Check out
NRDC.org for
more tips

Backstage reminders:

1. Turn off lights when you leave your dressing room or office.
2. Turn off air conditioners when leaving for long periods of time.
3. Unplug chargers and computers when not in use. Use power strips for simple shutdowns.
4. Report any water leaks or electrical problems promptly.
5. Use available recycling receptacles and separate as instructed.