

MEDIA CONTACTS

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FOR IMMEDIATE RELEASE

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BLACK THEATRE AUDIENCES SAY THEY ARE READY TO BE BACK IN-PERSON FOR LIVE THEATRE THIS FALL

A recent survey by Karamu House, America's oldest Black producing theatre, reveals the majority of Black theatre patrons are ready for live performances to resume by the end of 2021

(Cleveland, Ohio)—A new study, conducted by America's oldest African American producing theatre, shows that Black theatre audiences are ready for live performances to resume by the end of the calendar year, with 80.5% indicating comfort with in-person, indoor theatre attendance by December 2021. Nearly half (47.0%) are even ready to attend now (if it is something that they want to see). This study—designed specifically to assess the readiness of Black theatre audiences to return to live, indoor theatre—also suggests that a majority of Black theatre patrons (80.5%) are looking to attend theatre at the same or increased frequency in 2022. More than three-fourths (77.7%) have attended online theatre programming while theatres remain closed.

The study, conducted online by more than 1,000 Black theatre patrons, also found that the desired in-person, Black theatre experience largely hinges on the individual's vaccination status: 76.1% will not attend until fully vaccinated from COVID-19. The study also found that Black theatre patrons—a largely African American, female audience over the age of 55—are currently most comfortable going to a museum or to a shopping mall and least comfortable going to a gym or traveling abroad.

Full results of this return-to-Black-theatre study, including demographic data, can be obtained by emailing media@karamuhouse.org.

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About Karamu House

Recognized as the oldest African American performing arts institute in the nation, Karamu House is listed on the U.S. National Register of Historic Places and featured in the Smithsonian's African-American Museum. Legendary artists including Langston Hughes, Ruby Dee, Robert Guillaume, Ron O'Neal, Bill Cobbs, James Pickens, Jr., Vanessa Bell Calloway and Imani Hakim have been associated with the 106-year-old "place of joyful gathering" (the meaning of "Karamu" in Swahili.)

Today, Karamu is a beating heart for the entire community, regardless of race, ethnicity, sexual orientation, gender identification, or age. Core programs include socially relevant and professional quality theatre; arts education programming for all ages; and community programming, such as comedy, live jazz, and spoken word performances, that invites participation and engagement, reflection, and a re-commitment to cultural values.

For more information, visit www.karamuhouse.org.