

- A. According to author S. Lock on Theatre & Broadway in the U.S. - Statistics & Facts website, “Broadway generated over 1.43 billion dollars in revenue during its 2018/2019 season”
- B. According to a 2016 Broadway Budget breakdown on New Musical Theatre by Olivia Rubino-Finn, “A typical production budget for a Broadway musical will fall anywhere from \$8-12 million”
- C. According to an estimation MTI, the most popular website used to purchase rights by productions, a musical like Beauty and the Beast has rights that cost anywhere between \$5,746 - \$7,774. There are a lot of factors that go into this estimate.
- D. A forum started by researcher Chana Wilczynski on Educational Theatre Association discussed Theatre Program budgets from around the country with real high school and college level directors. Out of 11 responses regarding budgets (or lack thereof), 6 noted that they received no help from the school. They relied primarily on ticket sales and student fundraising.
- E. The Theater & Broadway in the U.S. - Statistics & Facts website cites a survey “conducted ... in spring 2016” finding that “Over 47 million Americans had attended a live theatre event within the past month”
- F. According to an article published on Stop Ad, “the average modern person is exposed to around 5,000 ads per day.” However, this number is from 2007
- G. Dr. Louis E. Catron from Appalachian State University lists 25 special skills and advantages that theatre majors have. Here are some: “Oral Communication Skills, Willingness to Work Cooperatively, The Ability to Work Under Pressure, Acceptance of Disappointment--And Ability to Bounce Back, and Leadership Skills”