# Greenville Chautauqua Society's 2011 Chautauqua Festival

Materials for the festival included direct mail, rack cards, outdoor board, posters, e-blasts, online ads (with video), festival web site and press kit. Radio and television appearances also were arranged, as were feature articles and an op-ed piece in the Greenville News.

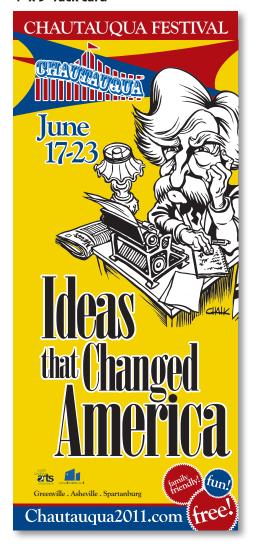
#### Megaboard outdoor board - Wade Hampton Blvd., Greenville



### 4-page 8.5" x 11" newsletter - direct mail



#### 4" x 9" rack card





Record-breaking turnout for the June 17 Falls Park performance where approximately 1,100 people attended Lee Stetson's interpretation of conservationist John Muir.

## The Chautauqua experience: back to the future



e it all began. Assembly hall, Chautauqua, in NY state 1890s. Glass negative by William Henry Jackson.

The first Chautauqua began as an The first Chautauqua began as an outloor adult education program on Chautauqua Lake in upstate New York. Similar assemblies sprung up across North America and, from 1904 through 1932, evolved into massive Chautauqua tent shows that toured nationally.

These wildly popular tours featured music, entertainment, and great speakers of the day. These Chautau qua tours regularly visited Greenville, SC where they set up their distinctive

tents in City (now McPherson) Park.

Today, local communities across America continue the Chautauqua tradition by presenting scholarly perform-ers who bring to life historic characters in free and open public forums.

George Frein, PhD, a founder of the George Frein, PhD, a founder of the National Chautauqua Tour revived in the 1970s, teturned Chautauqua to Greenville in 1999. The Asheville and Spartanburg Chautauqua festivals are outgrowths of his work.