

# COLUMBIA SPECTATOR

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Columbia Daily Spectator, Volume CXXI, Number 32, 7 March 1997 — Broadway Tonite to kick off Sunday night [ARTICLE]

## Broadway Tonite to kick off Sunday night

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The Columbia community will be treated to performances by entertainers from some of Broadway's most popular shows this Sunday at 8:30 p.m. in Miller Theatre, at the opening of Broadway Tonite, a benefit performance for Broadway Cares, Equity Fights AIDS hosted by Barnard's Student Government Association (SGA) and the Barnard College Activities Office.

The show will feature performers from shows including *Grease*, *Rent*, and *Sunset Boulevard*. A reception in lower-level McIntosh for ticket holders and the stars will follow the show.

The campus acapella group Notes and Keys, the Barnard

Gospel Choir, a singing and dancing group of 12 to 14 students, and a student chorus will also perform in the show.

The idea of bringing the performance to Barnard originated last semester after SGA Vice President of Student Affairs Elena Salkovskaya, BC '98, said she saw a similar show at NYU and thought it would be a worthwhile project for Barnard.

"It's a good program," Salkovskaya said. "It's making student government seem active on campus, and it's a good cause. This is going to change things."

Concrete work on the project began at the beginning of this semester. Barnard administrators were "overwhelmingly supportive," according to SGA President Michelle Katz, BC '97.

According to Katz, she and Salkovskaya divided up the preparation into specific duties "so we could get more people involved" in the few weeks they had before the performance.

Katz emphasized the importance of participation by all the members of SGA.

"It was very important that the whole SGA get involved in this because too often two or three people run the show," she said.

SGA members volunteered to fundraise by contacting corporations and University organizations for sponsorship, to help with advertising and ticketing, to buy gifts, and to organize the reception.

According to Katz, the sponsorship from campus groups has been

“amazing,” with help from the Columbia College Student Council, the Engineering Student Council and the InterGreek Council, to name a few.

Cooperation with these groups was one of the benefits of hosting Broadway Tonite, according to Salkovskaya.

“We’re going to have a number of these things,” she said, “because one of the main purposes is to strengthen inter-school relations.”

By yesterday afternoon, Katz reported that almost all of the tickets had been sold, for both the performance and the 500-person reception (the food for which was donated by Aramark, Barnard’s food services provider).

SGA provided all the necessary funds initially, but its final contribution will be determined by how many other contributions are made, Salkovskaya said. She estimated that SGA will end up paying around \$10,000 for the event, adding that the total might be slightly less.

Aside from the prospect of raising money for AIDS research, Katz is excited about bringing Broadway Tonite to Barnard because she said it should help create a more vibrant Barnard community.

“This entire year [SGA’s] motto has been making changes in the campus,” Katz said. “Barnard has never seen any event like this. Everyone in the community is so charged about this.”

Director of College Activities Joe Bertolino, who has played the role of adviser to SGA in its preparation for the event, said credit for this event should be given to the SGA.

The administration has been “overwhelmingly positive,” he said, “but the emphasis should be on the fact that this is a student-run event.”