

# UF School of Theatre and Dance

THE 4950  
Production and Performance  
Publicity

Instructor: Chris Kozak  
Phone #: 352-214-5257  
Office Hours: By appointment

## Summer 2017

### **Course Objectives:**

This course will help the student develop an understanding for the discipline required to produce quality Publicity and House Management in a theatre setting. This includes distributing posters, House Management and ushering. Upon successful completion of this course, the student will have a better understanding of the organization and effort involved in a successful Publicity campaign and in successful Front of House Management.

\*If you signed up for this Production and Performance credit, you are obligated to work on shows

### **Dress Requirements:**

On the evening of a show, when working as a House Manager or an usher the dress requirements are as follows.

*House Manager-* Dress casual or professional attire is required  
(This includes closed-toed shoes)

*Ushers-* White button down dress shirt and black pants or skirt required  
(This includes closed-toe shoes)

### **Grading:**

Students cast in School of Theatre and Dance season shows can receive up to **50 hours** for their performance work, even if cast in more than one season show.

A maximum of 50 performance hours are available no matter how many shows you are cast in.

Completion of 100 hours through the course of the semester is required to qualify for a passing grade of "C".

### **In order to earn a higher grade the following will be evaluated.**

**"A"** – Excellent: Demonstrates a desire to learn and develop his/her skills. Takes interest and initiative in assigned projects. Meets all deadlines and arrives early or on time for all meetings and House Management/Ushering shifts. Displays a courteous and positive attitude.

**"B"** – Above Average: Shows initiative in assigned projects. Takes responsibility for their assigned projects and covering their House Management/Ushering shifts if an absence is unavoidable. Displays a cooperative attitude.

**"C"** – Average: Completes all assigned projects satisfactorily and on deadline.

Hours can and will be docked from time card if you are unable to meet the deadlines you are given. Course work will consist of a combination off the following assignments:

1) House Managing or Ushering

House Managers are required to work every performance and attend a dress rehearsal to qualify for the block of hours. Ushers can work as man or as few shows as they choose.

2) Poster distribution- Posters are to be distributed for every show

### **\*Important Information**

-Students are **required** to distribute posters for every show.

-If unable to show up for your House Management or Ushering shift, the student is responsible for having their shift covered.

- Failure to cover your shift will result in the loss of hours already accrued and the lowering of your grade.

-**You** a responsible for tracking and maintaining your hours. Your Hours should be turned in at the end of the semester in either an excel or word document tallying hours for each shift worked.

# Class Accommodations, etc.

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## Ticket Exchange Policy

There will be times when we will have patrons who will need to exchange their tickets. This does not happen often, but in the event, there is protocol to follow. You will use a few letters to denote on the back of the ticket(s) with a sharpie, and then they will bring the ticket(s) back up to the box office:

**E** - Writing an E on the back of the ticket means that we are going to be able to let them exchange their ticket for another evening during the run of the show.

**E/R** – You will only write E/R for a person who purchased a Standby ticket, which occurs most often during our Black Box shows and on a show by show basis in the Constans.

**R** – Writing an R on the back of the ticket means a straight refund. This is used in extreme cases and will need to be deemed ok by myself and the box office team.

**\*Standby tickets are only able to be purchased 45 minutes prior to the beginning of the show and is limited to 8 in the Black Box Theatre. The patrons who purchase these tickets are not guaranteed a seat and once the show starts, if they have not received a seat, we will write E/R on their tickets and they will take them back up to the box office to be exchanged for another evening or refunded**

## Academic Honesty

Students are required to be honest in all of their university class work. Faculty members have a duty to promote ethical behavior and avoid practices and environments that foster cheating. Faculty should encourage students to bring incidents of dishonesty to their attention. A faculty member, in certain circumstances, can resolve an academic dishonesty matter without a student disciplinary hearing. The procedures and guidelines are available from the [Student Guide](#).

-In the fall of 1995, the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. (See UF Rule [6C1-4.017](#))

-Faculty Honor Pledge: *We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

-Student Honor Pledge: On all work submitted by students at the university, the following pledge is either required or implied: *On my honor, I have neither given nor received unauthorized aid in doing this assignment.*

## Accommodations for Students with Disabilities

Support services for students with disabilities are coordinated by the [Disability Resource Center](#) in the Dean of Students Office. All support services provided for University of Florida students are individualized to meet the needs of students with disabilities. To obtain individual support services, each student must meet with one of the support coordinators in the Disability Resources Program and collaboratively develop appropriate support strategies. Appropriate documentation regarding the student's disability is necessary to obtain any reasonable accommodation or support service. (352-392-8565, or [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/))

## Religious Holidays

The university calendar does not include observance of any religious holidays. The Florida Board of Governors and state law govern university policy regarding observance of religious holidays. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

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Show	Options	Potential Hours
<i>The Magnificent Revengers</i>	June 7-11	
7 Performances		
	House Management /Usher	28 hours
	Poster Distribution	Actual Hours Accrued
<i>10 Out of 12</i>	July 20-23	
4 Performances		
	House Manager/Usher	18 hours
	Poster Distribution	Actual Hours Accrued
<i>Swamp Dance Fest</i>	Mar. 17-26	
3 Performances		
	House Manager/Usher	9 hours
	Poster Distribution	Actual Hours Accrued

**55 Hours + 15 hours for postering**

### **Additional Responsibilities for Publicity Production and Performance**

Creating Press Release templates for 2017-2018 season shows **(Two shows per person)  
5 hours per template**

Panza Usher Testing (testing the app for our first summer show **4 hours**

Come up with 3 marketing ideas unique to that show **10 hours for all 3 shows total**

Reconfiguring the studios and dressing rooms at the **4 hours**  
Beginning and end of the semester (Dates to be addressed at a meeting with me)

Help create templates for House Management report, preshow/post show protocol **2-3 hours**

**Total Hours** **100 hours**

**\*\*PLEASE NOTE THAT HOUR ESTIMATES MAY CHANGE DEPENDING ON THE LENGTH OF SHOW!**