

Partner Responsibilities

Each site partner is responsible for a number of the project's components. While each site will be unique and may organize things somewhat differently, the general division of responsibility will be as follows:

Presenter responsibilities:

1. Selecting artists from the season schedule (selections should be discussed with the **healthcare partner**)
2. Communicating with the artists or their agent/management about the program and residency schedule (a program description that can be sent to artists will be provided – usually created by **both partners**)
3. Obtaining a commitment from the artist/agent/manager and creating any contract addendum or other documentation if necessary
4. Following up with the artist/agent/manager to confirm the residency schedule and details, including special needs of the artist(s)
5. Working with the **healthcare partner** to create an appropriate schedule of events for each participating artist
6. Providing the healthcare partner with artist promotional images and text as needed for promotional materials
7. Arranging transportation to and from the hospital venue(s)
8. Communicating any special needs of the artist(s) to the **healthcare partner**
9. Undertaking PR within the local and regional press in coordination with the **healthcare partner** as well as within the national performing arts community
10. Obtaining photo documentation of the events in coordination with the **healthcare partner**; and sharing photos with the partner and UF *AIM Together Florida* coordinators within 30 days following each event
11. Following up with artists/management for feedback

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Healthcare partner responsibilities:

1. Working with the **presenter** partner to select appropriate artists as needed
2. Selecting appropriate hospital or clinic venues for each artist
3. Providing the **presenter** partner with appropriate materials or information about the hospital and performance venues that can be given to artists/management as needed
4. Talking with artists/management **as requested** by the presenter partner to help prepare them for their hospital visit. *Please do not contact artists or management directly without the prior consent of the presenter*
5. Scheduling hospital performance events, including communicating with and cooperating with the following hospital departments/staff as needed:
 - a. Nursing (start with the nurse manager of the unit)
 - b. Child Life
 - c. Social Work
 - d. Volunteer Services
 - e. Safety and Security
 - f. Public Relations
 - g. Infection Control (for international artists)
6. Marketing the events within the hospital through posters, flyers, print, and electronic media
7. Organizing the appropriate set up in each venue including staff notification, room reservations as needed, volunteers, chairs, and sound equipment
8. Obtaining photo or media consents from participating patients in cooperation with your Public Relations department (see Example Patient Release Form)
9. Assisting patients and other audience members during events
10. Administering and collecting performance evaluation forms from audience members (see Sample Performance Evaluation Form).
11. Collating and reporting evaluation results to UF

Following are some questions that both partners should consider while planning events. Some considerations are included in the lists above, but some represent functions that should be assigned upon discussion and agreement by the partners.

- Who is the most appropriate target audience for the selected artist, and how will they best be served?
- What is the best setting for the event?
- What kinds of performances and what length will be most appropriate for the audience and the setting?
- What is involved in setting up the event?
- What does the performer need?
- What are your space options and restraints?
- Does furniture have to be moved? Who will move it?

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- Is a sound system needed?
- How will amplified sound affect patients or employees in the performance area?
- Who needs to be consulted, who needs to know, who will be affected by the performance, and who can help you?
- Who is the point person for the each event on the hospital side and on the presenter side?
- What is their line of communication within the hospital?
- Who will be designated to communicate with the artist/management? And with the various hospital contacts? The press? Others?
- Who is responsible for monitoring the artist's comfort and well-being? The pace of the residency?
- Who will be responsible for documentation and evaluations?

The most important consideration is the benefit to patients and caregivers. It is essential that you know your artists and your patient and caregiver populations so that you can plan events that will serve the needs of these individuals. This is somewhat opposite that of a “big stage” event where the attention or emphasis is primarily on the performer. **In the hospital setting, the emphasis must be on the patients.** Artists and coordinators must be able to read the audience carefully and determine the most appropriate content, pace, energy, volume, and duration of events.

One of the most unique and rewarding aspects of these residencies is the performer's ability to connect deeply with audience members. This may be a different experience than artists typically have in traditional performance venues, and may be challenging for some artists. We encourage artists to talk with patients during performances, to invite them to share their stories, and to respond very personally to the patients and their situations.