

School of Theatre and Dance at The University of Florida
Spring 2019 Production & Performance THE 4950 Publicity
• 1 Credit Hour • McGuire Pavilion

Instructor: Dr. Ralf Remshardt

Assisted by: Publicist and Archivist / House Manager, Colleen Davoli

Office: Nadine McGuire Pavilion Room 214A

Office Hours: By appointment

Office Phone: (352) 273-3238

E-mail: cdavoli@arts.ufl.edu

Meeting Time & Meeting Room:

Constans Theatre Lobby, time based on show schedule.

Course Description/Purpose:

THE 4950: Production & Performance – Publicity, is a course for undergraduate School of Theatre and Dance (SoTD) students that is designed to give students experience in the publicity sector of theatrical performances by serving as House Manager or Usher, as well as distributing poster advertisements for SoTD productions.

Course Objectives:

- Demonstrate organizational, time management and communication skills.
- Develop an understanding of the importance of House Management as well as the professionalism necessary to work in the industry as a House Manager. This is the first interaction patrons will have with the event they are attending, so their views of the Front of House are important.
- Gain insight into potentially liable situations in the theatre and how best to avoid hazards.
- Explore the marketing and public relations aspects to working in a theatre.

Required Materials:

- While working as a House Manager or Usher, the dress requirements are as follows:
 - House Manager: Dress casual or professional attire with closed-toed, closed-back shoes are required.
 - Usher: White, non-patterned button down dress shirt and black pants with closed-toed, closed-back shoes required.
- Due to the sensitive nature of handling UF ID numbers, a confidentiality agreement and a FERPA training video will need to be required if you want to work a Good Life performance of *Red Velvet*.
 - To access this training: <https://my.ufl.edu> → My Self Service → Training and Development → My Training. From there, you will do an activity search for FERPA Basics (UF_PRV802_OLT).

Course Requirements & Expectations:

- As House Manager:
 - Assure that the theatre is clean and presentable for the audience before and after a show.
 - Be sure that all notices relevant to a production are posted, i.e. no flash photography, use of prop guns, strobe lights, etc.
 - Act as a liaison to the Box Office as well as to the Stage Manager.
 - Ensure that the proper steps are taken to resolve an emergency and give pertinent information to Ushers as needed.
- As Usher:
 - Take tickets from patrons
 - Handout programs to incoming patrons
 - Show patrons to their seats

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- Complete the required 75 hours of lab time by 4 p.m. on Wednesday, April 24.
- Come prepared to work with a positive attitude and cheery disposition.
- Students are **required** to distribute posters for every show. Points will be deducted from participation if this requirement is not met.
- If you plan to work a *Red Velvet* Good Life performance ushering shift, you will be required to fill out a confidentiality agreement and complete a FERPA training video due to the sensitive nature of handling UF ID numbers. You will receive one hour for fulfilling this requirement.
- 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.
- Must wear dress clothes and closed toe, closed back shoes. If you arrive to work without the appropriate attire you will be asked to leave and you will not receive credit for time not worked.

Attendance:

- Students are required to complete 75 hours within the semester in order to pass the class.
- It is essential that all students establish their availability schedule for distributing posters and performances for *Red Velvet* by Wednesday, January 16. Some tweaks may be made up to prior to opening night, but any changes after opening have to be approved by me.
- This class is a weekly time commitment that is expected to be fulfilled by each student. Production schedules are based upon availability given to the instructor. We encourage you to plan for 3-4 hours on average for each performance during the run of a show. If you are unable to be at a performance due to sickness or emergency, you must call or e-mail me to let me know that you will not be there. If you are unable to be at performances or for distribution of posters for other reasons, you must get permission from me in advance and make arrangements to make up the hours.

Information on UF attendance policies can be found at
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Participation:

House Management, which includes both House Manager and Ushers, must be prepared for any possible emergency, so it is crucial to be focused and to limit cell phone use to emergencies only. Proper dress is required and if you arrive to work without the appropriate attire you will be asked to leave and you **will not** receive credit for that shift.

50-30 pts: Excellent. Demonstrates a desire to learn and develop skills relating to House Management. Takes interest and initiative in assigned projects. Arrives early or on time for all shifts appropriately dressed. Displays a courteous and positive to patrons and peers.

29-16 pts: Satisfactory. Arrives on time for all shifts appropriately dressed. Displays a cooperative attitude to patrons and peers.

15-0 pts: Poor. Is often late for shifts or does not show up at all with no prior contact about sickness or emergency. Displays a bad attitude with patrons and / or peers.

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University Policies and Additional Information:

- Please view the Academic Calendar for important dates including holidays and drop/add deadlines: <https://catalog.ufl.edu/ugrad/current/Pages/adfall1617.aspx>
- Students are required to adhere to the UF Honor Code. Visit the Student Conduct and Honor Code website for policies on academic integrity and student conduct: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>
- Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of the assessments are available to students at <https://evaluations.ufl.edu/results/>
- If you anticipate challenges related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in the course. Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

352-392-8565

<http://www.dso.ufl.edu/drc/>

- UF's Counseling and Wellness Center is available to assist you. Please feel encouraged to reach out to them for assistance if needed:

Counseling and Wellness Center

3190 Radio Rd.

352-392-1575

www.counseling.ufl.edu/cwc/

Grading:

Fulfillment of 75 hours	50pts
<u>Attendance and Participation</u>	<u>50pts</u>
Total	100pts

The final course grade is based on the following percentage:

A 94-100%	B- 80-83%	D+ 67-69%
A- 90-93%	C+ 77-79%	D 64-66%
B+ 87-89%	C 74-76%	D- 60-63%
B 84-86%	C- 70-73%	E 0-59%

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Show Name	Show Run	Number of Performances	Position	Number of hours that can be received
<i>Red Velvet</i>	January 25 – February 10	14	Poster distribution House Manager Usher	Actual time accrued ~51* Up to ~49*
<i>Dance 2019</i>	February 22 – February 24	3	Poster distribution House Manager Usher	Actual time accrued ~12.5* Up to ~10.5*
<i>White Guy on the Bus</i>	March 21 – March 31	9	Poster distribution House Manager Usher	Actual time accrued ~33.5* Up to ~31.5*
<i>Fall BFA Dance Showcase</i>	April 3 – April 7	6	Poster distribution House Manager Usher	Actual time accrued ~21* Up to ~18*
<i>Rough Magic</i>	April 12 - 19	6	Poster distribution House Manager Usher	Actual time accrued ~23* Up to ~21*

Please note that House Managers are **required** to attend a dress rehearsal and work every show to qualify for the block of hours. No exceptions will be made. House Managers receive more hours for this commitment.

*Hours estimates may change depending on the true length of the show. The amount listed is a guesstimate, not a certainty.