

School of Theatre and Dance at The University of Florida

Spring 2020 THE 4950 Production & Performance – Publicity

Instructor: Peter Carpenter, School Director

Supervisor: Colleen Davoli, Publicist and Archivist / House Manager

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, one hour before curtain.
- Black Box Theatre & G-06 Lobby, one hour before curtain.

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 and house management sectors 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 unless otherwise stated:
 - House Manager: Dress casual or professional attire with closed-toed, closed-back shoes are required.
 - Usher: White, non-patterned shirt (a white button down is preferred) and black pants with closed-toed, closed-back shoes are required.

Course Requirements & Expectations:

- **Complete the required 75 hours of lab time by 4 p.m. on Wednesday, April 22, 2020.**
- Students are **required** to distribute posters for every show. Points will be deducted from participation if this requirement is not met.
- Come prepared to work with a positive attitude.
- If unable to show up for your House Management or Ushering shift, you are responsible for having your shift covered. Failure to cover your shift may result in the loss of hours already accrued and the lowering of your grade.
- If you arrive to work without the appropriate attire you may be asked to leave, and you will not receive credit for time not worked.
- **As House Manager:**
 - Assure that the theatre is clean and presentable for the audience before and after a show.
 - Act as a liaison to the Box Office as well as to the Stage Manager.
 - Be sure that all notices relevant to a production are posted, i.e. no flash Photography, use of prop guns, strobe lights, etc.
 - Ensure that the proper steps are taken to resolve an emergency and give pertinent information to Ushers as needed.

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- **As Usher:**

- Take tickets from patrons
- Give any pertinent verbal warnings to guests and distribute playbills
- Show patrons to their seats
- Communicate any information to the House Manager as needed throughout shift

Attendance:

- **Ushering and House Management shifts begin one hour before curtain and end when the last patron leaves the lobby.**
- Students are required to complete 75 hours within the semester **in order to pass** the class.
- 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 – 40 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 and is present and available until dismissed by the House Manager. Displays a courteous and positive to patrons and peers.

39 – 30 pts (Above Average): Mostly arrives to shifts on time in uniform. No more than one instance of absence from a shift without prior contact about sickness or emergency. Tasks completed as assigned. Arrives to work in a positive manner with patrons and peers.

29 – 20 pts (Satisfactory): Arrives late to shifts three or more times without prior contact. No more than one instance of absence from a shift without prior contact about sickness or emergency. Most tasks completed as assigned. Usually arrives to work in uniform, with a positive manner with patrons and peers.

19 – 10 pts (Below Average): Arrives late to shifts five or more times without prior contact. No more than two instances of absence from a shift without prior contact about sickness or emergency. Does not complete tasks as assigned or does so with a negative attitude. Sometimes displays negative attitude towards patrons and peers. Usually does not arrive to work in uniform.

9 – 0 pts (Poor): Arrives late to shifts five or more times without prior contact. Three or more instances of absence from a shift without prior contact about sickness or emergency. Often does not complete tasks as assigned. Often displays negative attitude towards patrons and peers. Usually does not arrive to work in uniform.

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Grading:

| | |
|------------------------------|--------|
| Fulfillment of 75 hours | 50pts |
| Attendance and Participation | 50pts |
| Total | 100pts |

The final course grade is based on the following percentages:

| | | | | | |
|-----------|-----------|-----------|----------|-----------|----------|
| 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% |

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/

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Spring Show Performance Calendar:

| | TUES | WED. | THURS. | FRI. | SAT. | SUN |
|----------|---|------------------|------------------|------------------|------------------|----------------------------|
| | <i>...And Jesus Moonwalks the Mississippi</i> (January 24 – February 2) | | | | | |
| JANUARY | | | | 24 7:30pm | 25 7:30pm | 26 2pm |
| | 28 7:30pm | 29 7:30pm | 30 7:30pm | 31 7:30pm | | |
| FEBRUARY | | | | | 1 7:30pm | 2 2pm |
| | <i>Dance 2020</i> (February 7-16) | | | | | |
| | | | | 7 7:30pm | 8 7:30pm | 9 2pm |
| | 11 7:30pm | 12 7:30pm | 13 7:30pm | 14 7:30pm | 15 7:30pm | 16 2pm |
| MARCH | <i>Eurydice</i> (March 19 - 29) | | | | | |
| | | | 19 7:30pm | 20 7:30pm | SPLENDOR | 22 2pm |
| | 24 7:30pm | 25 7:30pm | 26 7:30pm | 27 7:30pm | 28 7:30pm | 29 2pm |
| APRIL | <i>Spring BFA Dance Showcase</i> (April 1-5) | | | | | |
| | | 23 A – 7:30pm | 24 B – 7:30pm | 25 A – 7:30pm | 26 B – 7:30pm | 27 A – 2pm / B – 4pm |
| | <i>Macbeth</i> (April 9-19) | | | | | |
| | | | 9 7:30pm | 10 7:30pm | | |
| | 14 7:30pm | 15 7:30pm | 16 7:30pm | 17 7:30pm | 18 7:30pm | 19 2pm |

Semester hour breakdown:

| Show Name | Show Run | Location | Number of Performances | Position | Hours that can be received |
|---|-------------------------|---|------------------------|---------------------|----------------------------|
| <i>...And Jesus Moonwalks the Mississippi</i> | January 24 – February 2 | Constans Theatre, Nadine McGuire Pavilion | 9 | Poster distribution | Actual time accrued |
| | | | | House Manager | ~39* |
| | | | | Usher | ~36.5* |
| <i>Dance 2020</i> | February 7 – 16 | Black Box, Nadine McGuire Pavilion | 9 | Poster distribution | Actual time accrued |
| | | | | House Manager | ~30* |
| | | | | Usher | ~28* |
| <i>Eurydice</i> | March 19 – 29 | Black Box, Nadine McGuire Pavilion | 9 | Poster distribution | Actual time accrued |
| | | | | House Manager | ~30* |
| | | | | Usher | ~28* |
| <i>Spring BFA Dance Showcase</i> | April 1 – 5 | G-6 Studio, Nadine McGuire Pavilion | 6 | House Manager | ~21* |
| | | | | Usher | ~18* |
| <i>Macbeth</i> | April 9 - 19 | Constans Theatre, Nadine McGuire Pavilion | 8 | Poster distribution | Actual time accrued |
| | | | | House Manager | ~35* |
| | | | | Usher | ~32.5* |

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.