

**THE 4930, Sect. 4F47 (21630): THEATRICAL PRODUCING:
DEVELOPMENTS & TRENDS
MASTER CLASS SPRING 2020
Thursdays, Periods 3-5 (9:35-12:35)**

3 Credit Hours

Location: G015 Miles C. Wilkin Acting Studio

Instructors: Miles Wilkin, Lisa Dozier King and Jerry Dickey

Office: 224 McGuire Theatre and Dance Pavilion

Telephone: 352-273-0505 Email: jdickey@arts.ufl.edu; mileswilkin@ufl.edu

Office Hours: Mondays 1:55-2:45, Wednesdays 1:55-3:50 and by appointment

Course Description: An examination of commercial theatrical producing, focusing on current developments and trends on Broadway, Off-Broadway and in Broadway touring. Analysis of case studies featuring guest speakers from leadership positions in Broadway management, production, and artistic roles. Participation in a field study of a national touring production.

Course Objectives: By the end of this course, students will have developed a preliminary understanding of the organization, process and roles in commercial theatre production. Students will develop an understanding of specific organizations, strategies and challenges associated with recent commercial theatre productions. Students will gain a greater understanding of employment opportunities while developing their postgraduate theatre career path.

Attendance Policy: Regular and punctual class attendance is essential. No assigned work is excused because of an absence, no matter what the cause. Records of class attendance will be kept. If it becomes necessary for a student to miss a class for any reason, the instructor must be contacted directly via email or phone prior to class time.

One unexcused absence is permissible. Each unexcused absence beyond the first will result in a 50% reduction in your participation/attendance grade. Three late arrivals or early exits will equal one unexcused absence.

Please note: If you make 0 points in participation/attendance, you may fail the course, regardless of actual total points.

Only those absences deemed excused according to UF policy will be exempted from this policy. Appropriate documentation is required for excused absences. Absences related to university-sponsored events must be discussed with the instructor prior to the date that will be missed. The full UF policy on absences, including religious holidays, illness policy, and the 12-day rule, may be found at:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

If absent, it is your responsibility to obtain information about missed course content. If an assignment is missed due to an excused absence, the assignment will be due by the next class period following the excused absence. Exams must be made up within one week following the excused absence.

Laptops and cell phones are strictly prohibited from class unless another arrangement has been made in advance with instructors pertaining to learning needs.

Email Notification and Policy: Only the official UF student email address will be used for course communication. It is the student's responsibility to check UF email on a regular basis. All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. If the instructor deems any of them to be inappropriate or offensive, they will be forwarded to the Dean of the College of the Arts and appropriate action will be taken, not excluding expulsion from the course.

Grading:

30 % Class Participation & Interaction with Guest Lecturers

The success of this course depends on active participation and discussions. It is imperative, therefore, that you attend class *promptly*, have read the assigned material, and express your analysis of this material in class. As an active contributor to a collaborative art form such as

theatre, you must be willing to share your views with clarity, confidence, and consideration of others.

The following actions contribute positively to your participation grade (see *rubric* under “Grading Scale” for assessment of participation)

- Attendance and promptness
- Demonstrated completion of assigned readings and activities
- Comments and questions that convey reflection on course content
- Demonstrated engagement with large and small group discussions
- Respect for the opinions held by others

30% Midterm Exam

In-class exam scheduled for February 27.

20% Student Project Paper Comparing Two Productions Presented by Lecturers

All written assignments should be formatted in MLA style, 12-point Times New Roman font, double-spaced with 1-inch margins and pages numbered. Unless otherwise specified, all written assignments are due at the beginning of the class period on the date listed on the course schedule. Submission of late assignments without penalty requires a valid and documented reason, such as an excused absence. Otherwise, 10% of the total possible points for the assignment will be deducted for each school day that assignment is late (holidays and weekends excepted). No written assignments may be submitted after the university-specified final exam date and time, May 1, 2020, 12:00 p.m.

10% Participation in Class Field Trip

The class will travel to Orlando on Saturday, February 1 for a performance of Aladdin and to meet with its producing team. There are no additional student costs for this trip. Transportation and food will be provided. Students must report to the classroom 30 minutes prior to the announced departure time.

10% Bio Statements and Pitch Presentations

Prepare a 50-word written bio of yourself. Use the words wisely. Think of it as a combined résumé/cover letter. Highlight your strengths and individuality. You will have one minute to make a pitch about yourself in class; why you would make a good hire/team player/addition to the company. Do not recite your résumé or bio; expand beyond what is on the page.

GRADING SCALE

Percent	Grade	Grade Points
93.4-100	A	4.00
90.0-93.3	A-	3.67
86.7-89.9	B+	3.33
83.4-86.6	B	3.00
80.0-83.3	B-	2.67
76.7-79.9	C+	2.33
73.4-76.6	C	2.00
70.0-73.3	C-	1.67
66.7-69.9	D+	1.33
63.4-66.6	D	1.00
60.0-63.3	D-	0.67
0-59.9	E	0.00

More information on grades and grading policies may be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Rubric for Evaluation of Class Participation				
Participation Area or Criteria	Exemplary (90-100%)	Proficient (80-89%)	Developing (70-79%)	Unsatisfactory (0-69%)
Frequency of Participation	Proactively and regularly contributes to class discussion; initiates discussion on issues related to class topic	Sometimes contributes proactively to class discussion; asks questions and responds to direct questions	Rarely contributes to class discussion; seldom volunteers but responds to direct questions	Never contributes to class discussion; fails to offer relevant responses to direct questions
Preparation	Consistently well-prepared with all assignments completed; demonstrated preparation with notes, observations, & questions	Arrives fully prepared with some frequency; partially prepared at other times; inconsistent demonstration of preparation through notes, observations & questions	Demonstrates infrequent completion of assignments and readings; often has not completed assignments or prepared notes or observations	Exhibits little evidence of having read or thought about assigned material

Listening Skills	Listens attentively when others present material & perspectives, as indicated by detailed comments that incorporate & build on others' remarks	Listens and appropriately responds, as indicated by basic comments or questions in reaction to others' remarks	Listens very infrequently and without attention to concept or detail, as indicated by comments that are often loosely related to others' remarks	Rarely or never listens when others talk; interrupts or makes inappropriate or disrespectful comments; engages in activity unrelated to class topic
Quality & Relevance of Contribution	Comments always insightful & constructive, balanced between general impressions, opinions, & thoughtful analysis; uses appropriate terminology	Comments mostly insightful & constructive, occasionally too general or not relevant; mostly uses appropriate terminology	Comments are sometimes insightful & constructive, with occasional signs of insight; comments often general and rarely use appropriate vocabulary	Comments are uninformed and counter-productive; almost never uses appropriate vocabulary; heavy reliance on uninformed opinion & personal taste

Student Honor Code: Adoption and General Principles

Preamble: In adopting this Honor Code, the students of the University of Florida recognizes that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The 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 by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Course Schedule/Syllabus: This syllabus represents current plans and objectives. As the course proceeds through the semester, those plans may need to change to enhance the class learning opportunity. Such changes are not unusual and should be expected. A list of topics and activities will be posted on Canvas. Consult this course site regularly during the term for updates and announcements.

DATE	TOPIC	ASSIGNMENTS DUE
1/9	Introduction to Producing	None
1/16	General Management	Review the budget under announcements. Podcast: Search Nancy Gibbs on https://www.theproducersperspective.com/
1/23	Production Marketing	Watch show spots and fill out survey: https://www.dropbox.com/sh/imbs14eyhal8642/AACTuhDDUGzsquNUdFn41SaVa?dl=0 Podcast: Search Drew Hodges on https://www.theproducersperspective.com/ CTI Chapter - Nancy Coyne: Vogel, F. and Hodges, B. (2007). Commercial Theater Institute Guide to Producing Plays and Musicals. New York: Applause Theatre & Cinema Books, pp.310. OPTIONAL: Podcast: Search Damien Bazadona on https://www.theproducersperspective.com/
2/1 Sat.	Orlando Field Trip	Review ALADDIN broll/spot: https://www.dropbox.com/sh/5sxmk29zv9gijq7/AAAIrd6XUimsZCXc96vT07Rba?dl=0 Review of ALADDIN website: https://www.aladdinthemusical.com/
2/6	Broadway Guest Lecturer	Review THE COLOR PURPLE spot: https://www.youtube.com/watch?v=HbL73Nml7LU Podcast: Search David Stone on https://www.theproducersperspective.com/
2/13	Off-Broadway/Regional Theatre Guest Lecturers	Review the evolution of BE MORE CHILL from regional theatre to Broadway and mission statements from the nation's leading regional theatres: https://www.dropbox.com/sh/aun6ko8owhex1kx/AADPjEsFEj7pHA3VDXhochSUa?dl=0
2/20	Mid-term review	Come prepared with questions for midterm review

2/27	Mid-term exam	
3/5	Spring break	No class
3/12	Broadway Guest Lecturers	Review Oklahoma!, Jagged Little Pill video footage and NY times article: https://www.dropbox.com/sh/r5okknq37ltqmjk/AACTrlw2HLk-5sB0W3xbnKBIA?dl=0 Podcast: Search Eva Price on https://www.theproducersperspective.com/
3/19	Broadway Guest Lecturers	Watch the following videos: https://www.dropbox.com/sh/23bnjnik3cm4flo/AADiJ1VfcBZsSFJ-rJdisBx1a?dl=0 https://www.cbsnews.com/video/to-kill-a-mockingbird-jeff-daniels-aaron-sorkin-harper-lee-comes-to-broadway-60-minutes-2019-06-02/
3/26	Broadway Guest Lecturers	Review the SING STREET article: https://www.dropbox.com/sh/kc0rvi2i2rwatio/AABmaI9hBbPNP89rtEwmDsCAa?dl=0
4/2	Broadway Guest Lecturers	Review MOULIN ROGUE! videos: https://www.youtube.com/watch?v=SxefJ8jTqe0 https://www.youtube.com/watch?v=PGeiVBV_QQ
4/9	The Art of the Pitch	Prepare a 50-word bio about yourself. Rehearse a one-minute pitch to present in class.
4/16	Final class	

Required Texts/Assigned Reading/Listening:

Michael David Vogel, F. and Hodges, B. (2007). *Commercial Theatre Institute Guide to Producing Plays and Musicals*. New York: Applause Theatre & Cinema Books.

Michael David Vogel, F. and Hodges, B., pp.51.

David Binder, pp.35+.

Daryl Roth, pp.96+.

Kevin McCollum, pp.78+.

Elizabeth Williams, pp.127+.

Neil Mazzella, pp.150+.

Adrian Bryan Brown, pp.301+.

Nancy Coyne, pp.310+.

This book is available from Amazon in hard copy or kindle format

The Producer's Perspective Podcast (as listed in the course schedule above, plus:)

Podcast: Search **Kristen Caskey** on <https://www.theproducersperspective.com/>

Articles (as listed on the course schedule above, plus:)

Soloski, A. (2019) "You Oughta Know': The Road to Making a '90s Anthem a Broadway Hit." *The New York Times*. Available at:

https://www.dropbox.com/s/3i50ywsrufe7jab/%E2%80%98You%20Oughta%20Know%E2%80%99_%20The%20Road%20to%20Making%20a%20%E2%80%9990s%20Anthem%20a%20Broadway%20Hit%20-%20The%20New%20York%20Times.pdf?dl=0

Seymour, L. (2019). Broadway Investors Set To Lose \$100 Million As A Dozen Shows Close. [online] *Forbes*. Available at:

<http://bway.ly/svzo5c#https://www.forbes.com/sites/leeseymour/2019/07/11/investors-set-to-lose-100million-as-broadway-undergoes-huge-market-correction/#184c2c2d47d2>.

Marks, P. (2019). "How 'Dear Evan Hansen' became one of the most remarkable shows in musical-theater history." [online] Available at:

https://www.washingtonpost.com/entertainment/theater_dance/dear-evan-hansen-the-trail-of-a-musical-comet/2017/06/06/bff6d580-4579-11e7-98cd-af64b4fe2dfc_story.html?noredirect=on.

Attendance at live theatrical performance: By decision of the faculty in the School of Theatre and Dance, the following statement is included on all departmental syllabi:

- *Since production is the laboratory for all theatre courses, attendance at all mainstage School of Theatre and Dance productions is required of students enrolled in class with the following prefix designations: THE, TPA, TPP, ORI. Critiques of and/or responses to these productions may be required. Attendance at all related events is encouraged.*

Writing Resources:

- The UF Writing Studio is committed to helping University of Florida students meet their academic and professional goals by becoming better writers. The Writing Studio is staffed by consultants with extensive writing backgrounds. Most have graduate degrees, and many teach in the University Writing Program or English Department. Visit the Writing Studio online at <https://writing.ufl.edu/writing-studio/> or in 2215 Turlington Hall, (352) 846-1138, for one-on-one consultations and workshops.

Course Evaluation:

The text below regarding the online course evaluation process is in accordance with the UF Policy on Course Syllabi:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

Students Requiring Accommodations:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) 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.

Counseling and Wellness Center:

Contact information for the Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575

University Police Department:

392-1111 or 9-1-1- for emergencies; <http://www.police.ufl.edu/>

Library Support:

To receive assistance with using the libraries for finding resources, consult <http://cms.uflib.ufl.edu/ask>