

School of Theatre and Dance at The University of Florida

Fall 2020 THE 4950 Production & Performance – Publicity

Instructor: Peter Carpenter, School Director

Supervisor: Colleen Davoli, Publicist and Archivist / House Manager

Office: Nadine McGuire Pavilion, Room 213B

Office Hours: By appointment

Office Phone: (352) 273-3238

E-mail: cdavoli@arts.ufl.edu

Over the course of this semester, you will be assigned to a group where you will work on publicity for two different shows—one theatre/musical theatre performance and one dance performance. Within these groups, you will have weekly check ins as a group on Zoom and will have to submit a biweekly activity report to me.

Course Objectives and Student Outcomes

- To introduce the practice of audience development and marketing for arts performances
- Demonstrate organizational, time management and communication skills as part of a team
- Check-in weekly as part of your marketing group
- Submit biweekly activity reports to me detailing what work you have done in that time relating to the shows you have been assigned
- Submit an end-of-semester reflection paper

Required Materials:

- Access to a computer with Microsoft Word and Zoom programs
- Access to a computer with internet connectivity to access the course E-Learning site
- Recommended, but not required: computer design software such as Adobe Photoshop and Adobe InDesign or Publisher.

Course Requirements & Expectations:

- Actively participate in discussions and Zoom check-ins with your marketing group.
- Respectfully communicate and collaborate with all members of the artistic and production team
- Foster teamwork, collaboration, and respect within your marketing team
- Sustain a favorable and proactive attitude
- Submit biweekly activity reports to me detailing what work you have done in that time relating to the shows you have been assigned.
 - Some of the tasks that you may be completing as part of the group are:
 - Discussions regarding marketing tactics for each individual show
 - Developing poster ideas for upcoming shows
 - Writing press releases for shows
 - Writing blurbs about upcoming shows and events
 - Submitting events to local calendars
 - Creating “e-blasts” or emails to be sent out to the SoTD
- Complete an end-of-semester reflection paper (1000 words)
 - What did you learn?
 - What did you like about this course?
 - What would you change?
 - Additional thoughts?

School of Theatre and Dance at The University of Florida

Fall 2020 THE 4950 Production & Performance – Publicity

Attendance:

The success of this course is based on full participation. Attendance is vital. Unexcused absences are not permitted. Unexcused absences will lower your grade. Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>) and require appropriate documentation.

Online Learning:

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Grading:

Weekly Zoom Check ins	30%
Biweekly Reports	30%
Performance appraisal / implementation of tasks	20%
End of Semester Reflection Paper	20%

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%

A Grade = Outstanding

Always collaborates in a positive manner
Proven desire to learn and further develop skills
Attends and actively participates in all weekly Zoom check ins and discussion boards
Meets deadlines for tasks as well as the biweekly report turn-ins
Excels in leadership and time management
Excellent written and verbal communication with other team members
Consistently performs beyond the minimum requirements

B Grade = Above Average

Collaborates in a positive manner
Has a desire to learn and further develop skills
Attends and actively participates in all weekly Zoom check ins and discussion boards
Meets the majority of deadlines for tasks as well as the biweekly report turn-ins
Strives toward strong leadership and time management
Good written and verbal communication with other team members
Aims to perform beyond the minimum requirements

School of Theatre and Dance at The University of Florida

Fall 2020 THE 4950 Production & Performance – Publicity

C Grade = Average

Usually collaborates in a positive manner
Sometimes demonstrates a desire to learn and further develop skills
Attends and actively participates in all weekly Zoom check ins and discussion boards
Meets half of deadlines for tasks as well as the biweekly report turn-ins
Satisfactory leadership and time management
Adequate written and verbal communication with other team members
Mostly meets minimum requirements

D Grade = Below Average

Rarely collaborates in a positive manner
Little desire to learn and further develop skills
Not available for all weekly Zoom check ins and discussion boards
Often fails to meet deadlines for tasks as well as the biweekly report turn-ins
Little effort toward leadership and time management
Poor written and verbal communication with other team members
Meets some but not all minimum requirements

E Grade = Insufficient

Fails to collaborate in a positive manner and disregards collaborators
No desire to learn or further develop skills
A pattern of absences or late arrivals for weekly Zoom check ins and discussion boards
Fails to meet deadlines for tasks as well as the biweekly report turn-ins and/or work is unacceptable. Lacks preparation
No effort toward leadership and time management
Fails to communicate with other team members
Does not meet the minimum requirements

University Policies and Resources:

Course Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner.](#) 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 ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here.](#)

UF Honesty Policy: UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code.](#) Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Health and Wellness:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

School of Theatre and Dance at The University of Florida Fall 2020 THE 4950 Production & Performance – Publicity

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608

Academic Resources:

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#).