

THE 4905: INDIVIDUAL STUDY, PRODUCING FOR REGIONAL THEATRE
FALL SEMESTER 2021

3 Credit Hours

Fall Semester 2021

As scheduled

Location: Norman 1020

Instructors: Miles Wilkin & Lisa Dozier King

Lisa Dozier King

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Office Hours: Following class and by appointment

Course Description: THE 4905 provides an overview of producing and business management of nonprofit regional theatre in the United States. Topics of study covered include fundraising, marketing and advertising, season selection, budgeting, public relations, grant writing and industry trends. This course will include an in-depth study of two Florida based regional theatres, through case studies from professionals at Miami New Drama and Asolo Repertory Theatre, with guest instruction by Corinne G. Deckard, the General Manager at Asolo Repertory Theatre. This course will also include a cumulative project detailing the foundations of creating a nonprofit regional theatre in the United States.

Course Objectives: By the end of this course, student will attain a working knowledge in in the business aspects of nonprofit professional theatre in the United States. Toward that goal, the student will study marketing, creative strategies, maximizing earned revenues through dynamic subscription ticket sales, advertising and public relations, grant writing, and successful fundraising from individual, corporate, foundation and government sources. Student will learn how to create, promote and develop American regional theatre.

Weekly Course Units:

- Building Blocks of Non Profits- 501c3 status, federal/state/local jurisdictions
- Origins of the American Regional Theatre- History of the formation of the culture of regional theatre; leading institutions
- Management & Budgeting- Management positions/careers; building a company and production budget
- Development- Development positions/careers; grant writing; Interview with Benjamin Luczak (Development Director, Asolo Repertory Theatre)
- Marketing- Marketing & PR positions/careers, graphic design, social media, company logos; Interview with Angela Lakin (Marketing & Communication Director, Asolo Repertory Theatre)
- Education & Community Engagement -Education positions/careers; internship structures and opportunities; Interview with Sara Brunow (Muriel O'Neil/Community Foundation of Sarasota County Education & Engagement Director, Asolo Repertory Theatre)
- Season Selection & the Role of the Artistic Director- Artistic producer/director careers; factors in selecting a season at a regional theatre
- Career Development Session- Intensive career work session, referencing source material of Working in the American Theatre; Interview questions and resume review
- Regional Theatre: A Case Study Panel- Zoom interview with management of Miami New Drama
- Trends in the American Theatre- Theatre Communications Group statistics and trends, including artist and audience development inclusion

- Production Management & Virtual Tour- Virtual tour, production management details; Interview with Michael Rodgers (Associate Production Manager, Asolo Repertory Theatre)
- NYC Non Profit Theatres-NYC non profit interview with leading executive producer; similarities and differences of NYC non profits and US regional theatre

Attendance Policy: Regular and punctual class attendance is essential and that no assigned work is excused because of an absence, no matter what the cause. 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. 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.

More than two absences will result in a reduction in your grade. Three unexcused absences are not permissible. Each unexcused absence beyond the third will result in a 50% reduction in your participation/attendance grade. Three late arrivals or early exits will equal one unexcused absence. Please note: 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/>

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:

Class project (30%) Grading will be based on the depth and quality of detail, integration of classroom knowledge into the project, as well as grammar and spelling.

Quizzes and assignments (15%) There will be a number of unannounced quizzes during the semester. To be safe, the student should review all material covered in the previous two class sessions. Quizzes might also be on outside reading assignments for that class. If you miss a quiz because of an excused absence, you will be permitted to make up the quiz. If you miss a quiz due to an unexcused absence, you will receive a zero for that quiz.

Two tests (20% each = 40% total) Tests will cover all lecture material, class discussions and any outside reading assignments. Each test covers only that unit and is not cumulative.

Class participation (15%) Class participation means asking questions, answering questions related to the material covered, actively listening, not sleeping, and participating in discussions while at the same time respecting your classmates' opinions and right to speak. You will be required to actively participate during guest lectures that will occur regularly during the semester.

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>

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 shifts are not unusual and should be expected.

*****This syllabus is a contract. If you read this information and return to class, then you have agreed to the terms provided and are expected to abide by them. Do not ask for special exceptions to be made.*****

Required Texts/Assigned Reading:

Required Texts:

Volz, Jim. *Working in American Theatre: A Brief History Career Guide and Resource for over 1000 Theatres*. Methuen Drama, 2011. 2nd Edition.

FINAL BUSINESS:

Regarding Students with Disabilities:

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.

Student Honor Code: Adoption and General Principles

Preamble: In adopting this Honor Code, the students of the University of Florida recognize 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."

Online 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. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.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.aa.ufl.edu/public-results/>."

Class Recordings:

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.