

Musical Theatre Auditions and Business Management

class: TPP 2220

location: G15

time: Tues Periods 6-7 (12:50 - 2:45pm)

instructor: Andrew Cao (he/him/his)

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office: McCarty C 305

office hours: Thurs 3pm - 5pm or by appointment

Course Overview:

A professional musical theatre artist is the founder and C.E.O. of their very own business. The product they sell is themselves: their talent, work ethic, look, reliability, teamwork skills, etc. Navigating this product through the intricacies of the profession's business landscape—auditions, agents, managers, the union, marketing, advertising, networking, social media, etc.—is paramount to success in the industry. This class gives students the opportunity to explore the profession from the other side of the table and better understand how their career depends on much more than just being a good singer, dancer, and actor.

Course Objectives:

The student will learn how to...

- enter an audition room confidently and competently
- prepare different types of in-person auditions: open call, season call, callback, non-union, union, ECC, EPA...
- use A.I. to help run your performing arts business -
- produce professional quality digital media and self-tapes for video submissions and - online advertising content
- navigate the union (AEA) and its affect on auditions, rehearsals, and performances
- design and maintain a performer's website and explore the impact of social media
- actively seek representation and the role of agents and managers
- manage finances: expenses, budgeting, taxes, retirement, etc.

Schedule

week 1	Intro - Seeing Musical Theatre as a Business
week 2	Casting Director Insight
week 3	Mock Casting Part 1 - Logistics
week 4	Mock Casting Part 2 - Advertising/Marketing/Publicity
week 5	Mock Casting Part 3 - Audition Day
week 6	In Person Audition Cut Workshop
week 7	Using A.I., Recording Digital Media, Building a Website
week 8	Guest Speaker #1, Video Audition Workshop
week 9	Guest Speaker #2, Video Audition Workshop
week 10	Equity, Taxes, and Money for the Actor
week 11	Tara Rubin Casting Workshop - Spencer Gualdoni
week 12	No Class - Veterans Day
week 13	Website Presentation Prep
week 14	No Class - Thanksgiving
week 15	Website Presentation

* subject to change *

Mid-Term Check-In: Half-way through the semester, students will be notified if their "Daily Classroom Participation" grades or attendance record are on track to negatively affect their final grade. Please see the next page for a complete "Daily Classroom Participation" breakdown.

Policies

Cell phones, Tablets, Computers, Etc. may only be used to take notes. Using your devices to check social media, browse the internet, or work on projects from another class is disrespectful to your classmates and detrimental to your learning potential. Students will be given 2 warnings. The 3rd and subsequent infractions will result in a 4 point deduction from your Daily Participation Grade (-1 point for each category).

Leaving the Classroom - We will structure in a short break every class period, about half-way through. Students are expected to remain in the room during classtime as it is disruptive and unprofessional to come and go as you please. Please feel free to talk with me if there are extenuating circumstances.

Video-ing In Class Work: UF strictly prohibits publicly sharing any videos taken during the official classtime.

Grading

Letter Grade	Total Points	GPA Equivalency
A	100-94	4.0
A-	93-90	3.67
B+	89-87	3.33
B	86-84	3.00
B-	83-80	2.67
C+	79-77	2.33
C	76-74	2.00
C-	73-70	1.67
D+	69-67	1.33
D	66-64	1.00
D-	63-60	.67
E, I, NG, S-U, WF	59-0	0.00

Semester grade is based on a

100 point scale:

Attendance: 40 points

<u>Absences</u>	Total Deductions from Semester Grade	Best Grade Possible
1	Ok!	A
2	-5%	A
3	-15%	B
4	-25%	C
5	automatic failure	

<u>Late</u>	Total Deduction from Semester Grade	Best Grade Possible
1	Ok!	A
2	-5%	A
3	-10%	A-
4	-15%	B
5	-20%	B-
6	-25%	C
7	automatic failure	

Daily Classroom Performance: 40 points

<p>Attitude: Student is positive, optimistic, and supportive of other students...</p> <p>Motivation: Student demonstrates focus, a desire to learn, and a willingness to implement the lessons we study in class...</p> <p>Preparation: Student has learned any material we covered in the previous class, has done any required reading/research/homework, and is ready to present material as assigned...</p> <p>Discussion and Collaboration: Student participates in classroom discussions and collaborates with classmates and faculty...</p>	<p>Each category on the left is worth 10 points</p> <p>10 - Always 7.5 - Most of the Time 5 - Sometimes 2.5 - Rarely 0 - Never</p>
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Website Presentation: 20 points

<p>Design/Layout: Material is clear and organized...</p> <p>Content: Photos, headshots, and digital media represent an understanding of professional standards</p> <p>Overall: Website is ready to launch and is an effective promotional tool</p> <p>Sales Pitch: Student presents a "pitch" for his/her/their product which demonstrates a confidence in themselves, a clear representation of what their product provides, and an awareness of the business side of the industry.</p>	<p>Each category on the left is worth 5 points</p> <p>5 - Completely agree 4 - Mostly agree 3 - Somewhat Agree 2 - Agree very little 1 - Do not agree at all 0 - Student has no site or content</p>
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University Policies

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click here to get started with the Disability Resource Center: <https://disability.ufl.edu/students/get-started/> It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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/>

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: <https://sccr.dso.ufl.edu/process/student-conduct-code/>. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi Honor Code and Student Conduct Code.

Academic Resources

E-learning technical support: Contact Uf Helpdesk (helpdesk.ufl.edu) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center (career.ufl.edu): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support (cms.uflib.ufl.edu/ask): Various ways to receive assistance with respect to using the libraries or finding resources.

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

Writing Studio (writing.ufl.edu/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 (<https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>)

On-Line Students Complaints: View the Distance Learning Student Complaint Process (<https://distance.ufl.edu/getting-help/student-complaint-process/>)

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu, 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 counseling.ufl.edu or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the shcc.ufl.edu/

University Police Department: Visit police.ufl.edu/ 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; Visit ufhealth.org/emergency-room-trauma-center

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the <https://gatorwell.ufsa.ufl.edu/> or call 352-273-4450.