

School of Theatre and Dance at The University of Florida

Spring 2022 THE 4950 – Production & Performance – Publicity

Instructor: Peter Carpenter, School Director

Supervisor: Colleen Davoli, Publicist and Archivist / House Manager

Office: Nadine McGuire Pavilion, Box Office

Office Hours: By appointment

Office Phone: (352) 273-3238

E-mail: cdavoli@arts.ufl.edu

Meeting times:

- 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.
- To introduce the practice of audience development and marketing for arts performances
- Demonstrate organizational, time management and communication skills as part of a team

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 20, 2022.**
- Students are **required** to distribute posters for every show. Points will be deducted from participation if this requirement is not met.
- The majority of your hours will come from ushering shows, plan accordingly.
- 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.
 - Ensure that the proper steps are taken to resolve an emergency and give pertinent information to Ushers as needed.
 - 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.
- **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

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- **Marketing:**

Some of the tasks that you may be completing in terms of marketing may include:

- 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 list serv
- Developing stories about classes or events

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.

Grading:

Grading evaluation is based upon the following: attitude, professionalism, promptness, attendance, effort, ability to complete assigned tasks, adherence to safety procedures, positive collaborations with the ensemble, arriving in appropriate attire for work, and overall quality of work. Failure to arrive on time for a shift will significantly impact the final grade.

A = Excellent. Demonstrates a desire to learn and develop skills. Takes interest and initiative in planning, executing, and completing assignments. Displays an interest and ability to work with minimal supervision. Consistently available for job assignments that require performance above and beyond the minimum requirements.

B = Above Average. Learns from job assignments. Demonstrates knowledge of techniques and/or shop equipment and facilities procedures. Takes interest and initiative in participating in crew or lab activities. Displays a collaborative and positive demeanor.

C = Average. Attends all scheduled activities, labs and performances on time. Is properly dressed for the work environment. Observes all safety rules and completes assignments satisfactorily.

D = Not available. Does not constitute a passing grade for School of Theatre and Dance majors.

E = Failure. Failure to complete the minimum number of required hours. Pattern of tardiness and lack of preparation. Disregard for other collaborators. Negligence in regard to safety procedures. Failure to meet established project deadlines. Work completed in an unacceptable manner. Failure to complete the minimum number of required hours will result in failure of the course, regardless of whether or not other criteria have been met.

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.bluer.com/ufl/. [Summaries of course evaluation results are available to students here](#).

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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.

COVID- 19: If you are experiencing [COVID-19 symptoms](#), please use the [UF Health screening system](#) and follow the instructions on whether you are able to attend class. Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

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.

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](#).

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Link to Spring Performance Schedule:

<https://calendar.google.com/calendar/u/0?cid=Y19mZGlrM3Y5bmdjNHY3YXVyZzFkaDFvdmM1a0Bncm91cC5jYWxlbmRhci5nb29nbGUuY29t>

Semester hour breakdown:

Show Name	Show Run	Location	Number of Performances	Position	Hours that can be received
<i>As You Like It</i>	January 19 – February 6	Hippodrome State Theatre	16	Poster distribution	Actual time accrued
				Will Call (1 per performance)	1.25 hours per performance
<i>Antigone</i>	February 4 – 13	Black Box Theatre, Nadine McGuire Pavilion	9	Poster distribution	Actual time accrued
				House Manager	~40 hours possible
				Usher	~36 hours possible
<i>Dance 2022</i>	February 24 – 27	Constans Theatre, Nadine McGuire Pavilion	4	Poster distribution	Actual time accrued
				House Manager	~17.5 hours possible
				Usher	~14 hours possible
<i>Reader's Theatre Festival</i>	March 24 – 27	Black Box Theatre	4	Poster distribution	Actual time accrued
				House Manager	~20 hours possible
				Usher	~14 hours possible
<i>Spring BFA Dance Showcase</i>	March 30 – April 3	G-6 Studio, Nadine McGuire Pavilion	6	Poster distribution	Actual time accrued
				House Manager	~24 hours possible
				Usher	~21 hours possible
<i>Marisol</i>	April 8 – 15	Constans Theatre, Nadine McGuire Pavilion	7	Poster distribution	Actual time accrued
				House Manager	~34 hours possible
				Usher	~31.5 hours possible

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 guestimate, not a certainty.