

School of Theatre and Dance at The University of Florida

Summer 2025 THE 4950 – Production Workshop– Publicity

Instructor: Colleen Davoli, Publicist and Archivist / House Manager

Office: Nadine McGuire Pavilion, Box Office

Office Hours: By appointment

Office Phone: (352) 273-3238

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Meeting times:

- Constans Theatre Conference Room (CON 212)
- Monday, Wednesday, Friday
- Periods 3-4 (11AM-1:45PM)

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 sector of theatrical performances by assisting with publicity materials and marketing strategies to promote the College of the Arts' 50th Anniversary and upcoming production season.

Course Objectives:

- By the end of this course, students will be able to:
 - Develop and execute promotional strategies for the College of the Arts' 50th Anniversary, including digital, print, and social media campaigns.
 - Collaborate on the creation of publicity materials (potentially including press releases, posters, social media content, video promos, etc.) to support the upcoming production season.
 - Apply principles of arts marketing and audience engagement to real-world promotional efforts.
 - Demonstrate organizational, time management and communication skills as part of a team

Course Requirements & Expectations:

- Complete the required 75 hours of lab time by 4 p.m. on Friday, August 8, 2025
- Come prepared to work with a positive attitude.

Attendance:

- 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. If you are unable to attend due to sickness or emergency, you must call or e-mail me to let me know that you will not be there.

Information on UF attendance policies can be found at

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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 on time, 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

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completed in an unacceptable manner. Failure to complete the minimum number of require 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. Students can complete evaluations in three ways: 1. The email they receive from GatorEvals. 2. Their Canvas course menu under GatorEvals, or 3. The central portal at <https://my-ufl.bluera.com/>

Guidance on how to provide constructive feedback is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

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.

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](#).