

Cover Sheet: Request 14436

THE 4XXX THE COMMERCIAL THEATRE INDUSTRY

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Stanley Kaye stankaye@ufl.edu
Created	11/8/2019 2:05:35 PM
Updated	12/20/2019 2:08:10 PM
Description of request	Commercial theater Industry course as port of the new degree specialization in theater management

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Theatre and Dance 011304000	Peter Carpenter		12/9/2019
No document changes					
College	Approved	CFA - College of Fine Arts	Jennifer Setlow		12/20/2019
Rubric for Class Participation_final.pdf					12/20/2019
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/20/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 14436

Info

Request: THE 4XXX THE COMMERCIAL THEATRE INDUSTRY

Description of request: Commercial theater Industry course as part of the new degree specialization in theater management

Submitter: Jennifer Setlow jsetlow@ufl.edu

Created: 12/20/2019 2:07:30 PM

Form version: 2

Responses

Recommended Prefix THE

Course Level 4

Course Number xxx

Category of Instruction Advanced

Lab Code None

Course Title Commercial Theatre Industry

Transcript Title Commercial Theatre

Degree Type Baccalaureate

Delivery Method(s) On-Campus

Co-Listing No

Effective Term Spring

Effective Year 2021

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description The course will provide an overview of the theatre as an industry in America today. Major topics include Broadway, Off Broadway, project development from both creative and business management aspects, touring, and other types of theatre ventures.

Prerequisites THE3XXX Arts Administration

Co-requisites none

Rationale and Placement in Curriculum The course will provide an overview of the theatre as an industry in America today, with a special focus on new project development for Broadway, Off Broadway, touring, and other theatre venues. The course complements other courses in the Theatre Management specialization by examining both the creative and business management aspects of project development. It is placed on the 4000-level so that students will have completed lower-division practice-based required courses, as well as the course prerequisite.

Course Objectives Through a series of lectures, speakers, and a cumulative project, students will learn how to secure theatrical performance rights as well as how to plan, budget, finance, market, staff and manage a theatrical production.

Textual analysis (Critical Thinking): Analyze a theatrical body of work utilizing business concepts and practices. History and Theory (Content): Examine the artistic history and theatrical business structures of Broadway, Off Broadway and regional theatre in the United States through research and analysis. Communication (Communication): Analyze and discuss theatre industry history through writing assignments and class presentations. Application of Craft (Critical Thinking): Apply historical and current theatre industry practices through a cumulative project simulating industry practices.

Course Textbook(s) and/or Other Assigned Reading There is no required text for this course, however the course requires the student to read articles that are posted on the course website and are related to each area of the course. Readings are to be completed prior to each class as specified.

Broadway and New York, General www.livebroadway.com "The Official Website of Broadway" by The

Broadway League www.ibdb.com A database of Broadway shows. Excellent research tool.
www.playbill.com A site on Broadway and regional theatre run by the publishers of the Broadway playbill
www.backstage.com The site of the weekly trade periodical Backstage
www.nvttheatre.com A site that features reviews of current productions (both Broadway, Off- and Off-Off) and other NYC theatre information
www.broadwav.com A commercial ticket broker site. Check out the "Broadway Buzz" section
www.talkinbroadwav.com A comprehensive site for both Broadway and Regional Theatre.
 Broadway Producers/The Road
www.shubertorganization.com Site for the Shubert Organization
www.nederlander.com Site for the Nederlander Organization.
www.dodger.com A site for the Dodger organization, producer of Broadway shows and tours
www.disneyonbroadway.com Covers Disney shows on Broadway and touring, such as The Lion King
www.broadwayacrossamerica.com Website for Live Nation, owner operator of over 40 Road Houses in the US and Canada.
 Off-Broadway and Off-Off Broadway
www.offbroadwayonline.com A very thorough site for information and links to most Off- and Off-Off Broadway theatres.
www.oobr.com Reviews and news about Off-Off Broadway. www.offoffonline.com More reviews and info on Off-Off.
 Regional Theatres on Broadway
www.roundabouttheatre.org Roundabout Theatre Company, producer of Cabaret and many others
www.manhattanatreclub.org Manhattan Theatre Club, producer of Proof and many others
 Regional Theatre
www.tcg.org Theatre Communications Group with links to over 400 regional theatre websites. www.americantheaterweb.com. An excellent site that links to over 2,300 theatres in all 50 states.
www.guidestar.org The national database of nonprofit organizations. Look here for financial data for regionals.
 Community Theatre
www.aac.t.org American Association of Community Theatre represents over 7,000 theatres. Good site for starting your own theatre and some good information on starting and running a non-profit theatre company.
 National Arts
www.nea.gov The National Endowment for the Arts
www.artsusa.org Americans for the Arts
 Play Licensing Companies
www.dramatists.com Dramatists Play Service
www.samuelfrench.com Samuel French
www.mtishows.com Music Theatre International
www.tamswitmark.com Tams Witmark
www.rnh.com Rodgers and Hammerstein Music Library
SUGGESTED READING: Theatre Management: Producing and Managing the Performing Arts and Production in America. David M. Conte and Stephen Langley, EntertainmentPro, Hollywood, Cal., 2007.
 Management and the Arts. 3rd ed. William J. Byrnes, Focal Press, Boston, 2003.
 On Broadway: Art and Commerce on the Great White Way. Steven Adler. Southern Illinois University Press., Carbondale, 2004.
 Broadway Theatre. Andrew B. Harris, Rutledge, New York, 1994.
 Producing Theatre: A Comprehensive Legal and Business Guide, 2nd Rev. Ed. Donald C. Farber, Limelight Editions, New York, 1997.
 Periodicals: American Theatre Variety
 NY Times Playbill on line
Weekly Schedule of Topics 1. Introductions: Course Objectives; Theatre as an Industry; Basic Business Concepts and Terms; For Profit or Nonprofit?; Professional or Nonprofessional?; Producers and Managers

2. Broadway: What is Broadway?; The League; Capitalization and Running Expenses; Re-couping; Weekly Break-Even; Broadway Venues; Tours

3. Off-Broadway: What is Off-Broadway?; League and Affiliations; History; Venues

4. Developmental Productions: Off-Off-Broadway; Readings and Concerts; Festivals; Developing a Show

5. Regional Theatre: Nonprofit and Professional; History; Characteristics & Advantages of Nonprofit Theatre; League of Resident theatres (LORT); Theatre Communications Group (TCG)

6. Theatre Careers: Behind the Scenes; Administrative; To The Public

7. Producers as a Business: Individual; Partnership; Limited Liability Company

8. Unions: Overview of Labor History; Actors Equity Association (AEA); SDC; USA; IATSE; The Dramatists Guild; Other Unions

9. Performance Rights and Theatrical Law: Intellectual Property Rights; Patents and Trademarks; Public Domain; Performance Rights; Licensing Agencies

10. Budgeting and Accounting: Fiscal Year/Calendar Year; Accounting Made Simple; Writing a Budget; Tracking Income and Spending; Cash Flow

11. Payroll: Employees vs. Independent Contractors; Paying Wages and Calculating Withholding

12. Development: Unearned vs. Earned Income; Foundations; Corporations; Government; Individual Donors; National Endowment for the Arts

13. Marketing: Defining Markets; Demographics; Advertising and Public Relations; Branding

14. Selling Tickets: Single Tickets; Season or Subscription Tickets

Grading Scheme Class Participation (20%)—Class participation means asking questions, answering questions related to the material covered, actively listening, and participating in discussions while at the same time respecting your classmates' opinions and right to speak. Quizzes and outside 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 session. 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. There will also be assignments for you to complete outside of class, including research presentations required on various topics.

Three tests (15% each = 45% total)—See the dates below. Tests will cover all lecture material and any outside reading assignments. Each test covers only that unit and is not cumulative. Cumulative Project

(20%)—Grading will be based on the depth and quality of detail, integration of classroom knowledge of the chosen subject for this research project and presentation to the class. A separate sheet will be posted on Canvas detailing the cumulative project requirements and deadlines.*Dates and assignments are subject to change. Please keep your own e-copy file of all assignments submitted.

Instructor(s) Miles Wilkin & Lisa Dozier King

Attendance & Make-up Yes

Accommodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes

Rubric for Evaluation of Class Participation				
Participation Area or Criteria	Exemplary (90-100%)	Proficient (80-89%)	Developing (70-79%)	Unsatisfactory (0-69%)
Frequency of Participation	Proactively and regularly contributes to class discussion; initiates discussion on issues related to class topic	Sometimes contributes proactively to class discussion; asks questions and responds to direct questions	Rarely contributes to class discussion; seldom volunteers but responds to direct questions	Never contributes to class discussion; fails to offer relevant responses to direct questions
Preparation	Consistently well-prepared with all assignments completed; demonstrated preparation with notes, observations, & questions	Arrives fully prepared with some frequency; partially prepared at other times; inconsistent demonstration of preparation through notes, observations & questions	Demonstrates infrequent completion of assignments and readings; often has not completed assignments or prepared notes or observations	Exhibits little evidence of having read or thought about assigned material
Listening Skills	Listens attentively when others present material & perspectives, as indicated by detailed comments that incorporate & build on others' remarks	Listens and appropriately responds, as indicated by basic comments or questions in reaction to others' remarks	Listens very infrequently and without attention to concept or detail, as indicated by comments that are often loosely related to others' remarks	Rarely or never listens when others talk; interrupts or makes inappropriate or disrespectful comments; engages in activity unrelated to class topic
Quality & Relevance of Contribution	Comments always insightful & constructive, balanced between general impressions, opinions, & thoughtful analysis; uses appropriate terminology	Comments mostly insightful & constructive, occasionally too general or not relevant; mostly uses appropriate terminology	Comments are sometimes insightful & constructive, with occasional signs of insight; comments often general and rarely use appropriate vocabulary	Comments are uninformed and counter-productive; almost never uses appropriate vocabulary; heavy reliance on uninformed opinion & personal taste