

Duke Ellington School of the Arts THEATER ORGANIZATION AND MANAGEMENT

Instructor: Ronald Lee Newman, OPERATIONS & LOGISTICS MANAGER
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Class Meets: M-T-TH @ Period 8th

I. Course Description

This is a course designed to prepare the student with the necessary skills to organize and manage an arts organization and examine the nature and structure of arts organizations and the knowledge and skills required to be an effective manager. Syllabus includes: the spectrum of the arts; arts management and leadership; group dynamics and leadership skills; dealing with conflict; communication and presentation skills; HR management; self management; industrial issues; organizational structures and boards of management. It includes the study of arts administration, accounting practices, front-of-house procedures, publicity and personnel from both a commercial and non-profit point of view, theatrical production, including organization, delegation, scheduling, and personnel management. Through a working knowledge of arts administration, the student shall understand theatre hierarchy and the importance of an arts manager in the professional and educational theatre.

This course will focus on box office operations, production meetings, advertising, ticket sales, rehearsals, accounting practices, front-of-house procedures, publicity and personnel from both a commercial and non-profit point of view, theatrical production, including organization, delegation, scheduling, and personnel management, promotion and marketing, literary management, sponsorships, legal affairs, government relations, financial affairs, written reports, financial planning, season planning, partnerships, affiliate companies, banking affairs, bookkeeping, purchasing affairs, budgeting, staffing, management technology, maintenance, audience services, house auditorium management, files and record keeping, management telecommunication

II. Introduction and Expectations

This course is a survey of arts administration and management. Topics to be studied include stage management, theatre administration, professional unions, production management, publicity/marketing, and box office and house management. Although this course is primarily an overview, it assumes the student has a professional interest in Arts management. This class may serve as preliminary formal training toward becoming an Arts manager in the future.

Readings for each week should be done in advance so class discussions may be informed by the textbooks (and supplemental material as it arises). Students are expected to bring questions, insights and disagreements about the assigned readings to class for group exploration. Students will complete weekly activity assignments relevant to the topics studied, as well as a professional development project that may take the form of a research paper or creative inquiry. This course includes quizzes, test, a midterm and a final examination.

Exam dates are unchangeable and late assignments will not be accepted. Exceptions may be considered only with official verifiable special needs documentation from the office of the Principal, Board of Education or a licensed physician. Any requests for learning disability or special accommodations must be made during the first two weeks of class, and documentation is required.

A Note on Journaling, Press Releases, Research Papers:

Journaling

Students are required to write at least two journaling entries per week beginning September 21, 2009. A composition book must be used for all entries.

Press Releases

In an effort to promote the senior class activities (Variety Show and Fashion Show) students will develop press releases based on in class discussion and examples.

Research Papers

Each student is required to complete two papers over the course of the school year.

Paper #1, due on **Thursday, January 21st, 2010** with an outline due **Thursday, October 22nd, 2010**, should focus on the birth of the Non-profit Theatre movement in America. **START YOUR RESEARCH NOW!!!** A minimum of 5 doubled spaced typed pages of text using font Times New Roman size 12. This does not include cover page, table of contents or bibliography pages. No graphics Please!

Paper #2 will be due on **Tuesday, May 4th, 2010** with an outline due **Tuesday, March 23rd, 2010**; its focus should be relevant to the arts. While the student has autonomy over her/his topic for paper #2, the topic must first be presented to the instructor for approval. A minimum of 7 doubled spaced typed pages of text using font Times New Roman size 12. This does not include cover page, table of contents or bibliography pages. No graphics Please!

Paper #1 and #2 should include:

Cover page with title center on page and students name, date, class and instructors name listed at the bottom right hand corner. {Without a page number}

PAPER SAMPLING

{FOR ASSISTANCE WITH YOUR PAPER SEE THE INSTRUCTOR}

<p style="text-align: center;">TITLE</p> <p style="text-align: right;">Student Name January, 20, 2009 Internship Ronald Lee Newman</p> <p style="text-align: center;">No page number</p>	<p style="text-align: center;">Table of Contents</p> <p>Title page.....1 Topic.....2 Topic.....3 Topic.....4 Topic.....5 Topic.....6 Topic.....7 Bibliography.....8</p> <p style="text-align: center;">No page number</p>	<p style="text-align: center;">TITLE</p> <p style="text-align: center;">Body of the paper begins here. This is page one of your paper.</p> <p style="text-align: center;">Start your research now.</p> <p style="text-align: center;">-1-</p>	<p style="text-align: center;">Bibliography</p> <p>Mcgotti, Dapill. "Deep" <u>Water</u>. Johnson. New York: Pepp, 2004</p> <p style="text-align: center;">Last page of your paper</p>
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Additionally, you will be required to develop several press releases, program notes, and dramaturgy analysis and findings for use as marketing tools for Ellington sponsored events. You will be required to keep a Journal of your work as an arts manager. Focus on your best achievements and your mistakes. Evaluate what you would do differently to improve your skills. Do not use your Journal as a complaint box.

WRITING RESOURCES:

Students should make every effort, and take every opportunity, to improve their writing skills. It is imperative that you take the time now, rather than later, to improve your grammar, usage, construction, etc. I recommend the following free resources.

- <http://webster.comnet.edu/grammar/index.htm>
- <http://owl.english.purdue.edu>

If you need assistance, see me IMMEDIATELY.

III. PLAGIARISM

As a college student I was wrongly accused of plagiarism by a professor and suffered through several weeks of depression prior to my commencement day. Although, the charges were dismissed and the professor reprimanded, I'm still bothered by the accusations and have become very particular and careful with my writing and my assessment of my students writing.

Plagiarism violates the expectations of honesty among scholars and artists. I will not tolerate plagiarism. Any student found guilty of plagiarism will receive an "F" as the final grade for the course.

As you prepare your writing assignments, be careful of the internet and other resource materials as they may lead you astray. Allow your own thoughts to be expressed on paper, thus making for a more interesting and compelling manuscript. If you need assistance see me IMMEDIATELY.

Please study the policy on PLAGIARISM in your community handbook.

IV. ATTENDANCE / LATENESS:

Punctuality is a critical characteristic of a good arts manager. Being late for anything undermines effective stage management at the most fundamental level. Train yourself to be on time and prepared. **Arriving late for any regular class meeting will count as 1/2 of an absence.**

Unexcused absences and lateness for calls are certain to have a negative effect on your evaluations, and are the single easiest way to undermine your effectiveness as an arts manager. Severe or habitual problems of this nature (as judged by the instructor) will result in your dismissal from your assignment, and harsh penalties on your final grade.

My policy on attendance should be taken to be clear and unambiguous. To preempt complaint and to avoid confusion DON'T BE LATE, DON'T BE ABSENT!!!

Please review the policy on ATTENDANCE in your community handbook.

V. EATING, CELL PHONES AND THINGS THAT MAKE NOISE

No Eating or Drinking
Turn Cell Phones and IPODS Off Completely
Turn Two-Ways and Pagers Off Completely
Other Devices That Make Noise, Turn Them Off Completely

VI. TEXTBOOKS/READING MATERIAL

Selections from various *Arts Management* books, periodicals and other relevant resources will be provided to the student. Additionally, supplemental material provided by the instructor will also be studied, including union rulebook excerpts, management tools and other articles of interest. Students must also select and acquire plays as a study text to be used as the subject of practical assignments.

Please note: The instructor reserves the right to require students to obtain a textbook following at any point during the school year. Prior to making such decree, the instructor will perform a financial assessment to determine if the cost fits within the students family budget.

Students with an advanced interest in Arts Management are encouraged to start building a personal library of resources.

VII. PROFESSIONAL DRESS

Each student is required to dress for success every Tuesday, starting September 22nd, 2010. Your attire should be business attire. Men are required to wear a suit and tie; ladies may wear suits or a blouse and skirt. Only dress shoes - No tennis shoes. If you have difficulties acquiring clothes, please see me and we will select items from the costume shop.

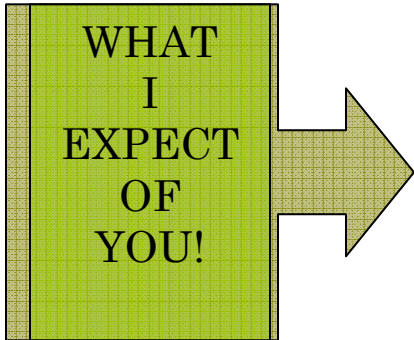
VIII. GRADING

Weekly assignments/Professional Dress Day	10%
Quizzes and test	10%
Midterm examination	20%
Participation/attendance/journal entry	20%
Final examination	20%
Professional development project	20%

Your written work will be graded by professional academic assessment of grammar, spelling, insight and clarity of expression.

Your in-class participation work will be assessed by professional academic observation of your engagement with the material, your efforts to use critical analysis and problem-solving skills, and your cooperative interaction with colleagues during discussions.

For additional explanation of grading policies, please consult your Community Handbook.



My expectations are simple: Be the Best YOU. In turn I hope to help you obtain the master key to success; a success that can only be determined by you and where you are and where you would like to be. It is my belief, that the master key is the foundation for continued growth. Many people - to no avail - search their entire life for this master key, and many people have it stored within and never use it. I'm making no promises, nor am I claiming to have all the answers, I'm simply affirming my commitment to providing each of you an opportunity to be the best you can be without limitations or barriers!

Ronald Lee Newman

Subject to change.