

Lesson Plan 1

Hannah Formella Zdroik
Theatre Management

Behind the Curtain: Discovering Non-Profit and Commercial Theatre

SLO: In what ways will the student discover the cultural impact of non-profit theatre and commercial theatre and develop a mission statement to collaboratively accomplish an impactful goal?

VITAL INFORMATION	
Subjects (s) & Topic(s) Covered	Theatre (T)
Grade/Level	9-12
Standard(s)	<p>Wisconsin Content Area Standard:</p> <p>Content Area: Theatre Production (D)</p> <p>Standard 1 - CREATE: Students will generate, develop, and refine artistic work.</p> <p><u>TD.Cr.15.h: Management Plan</u> Create a timeline for executing production elements for a hypothetical or realized show.</p> <p>Standard 4 - CONNECT: Students will relate prior knowledge and personal experience with theatre to cultural and historical contexts.</p> <p><u>TD.Cn.15.h: Career Connections</u> Explain what knowledge or training is required for theatre production careers, and how theatrical skills translate to other fields.</p> <p><u>TD.Cn.16.h: Cross Disciplinary</u> Evaluate the historical and cultural relationships between theatre and other disciplines and how it can impact society.</p>
Objective(s) I can...	<ul style="list-style-type: none">• I can identify the differences between commercial theatre and non-profit theatre.• I can develop and write a mission statement that reflects a goal, or a purpose related to theatre.• I can identify the role of an investor and the impact they make in the culture of theatre.• I can collectively use the knowledge acquired from the structure of non-profit theatre and commercial theatre to gain a broader understanding of theatre operations.
Assessment/Rubrics	Students will be assessed based on their participation, effort, and contribution. See below for the assessment rubric.

Collaboration/Student-Centered Learning	<ul style="list-style-type: none"> • Students have the autonomy to choose which medium they would like to pitch their ideas to the investors with (presentation slides, posterboard, written paper, etc.) • Students get to collaboratively decide which show they will pitch to investors while making decisions based on their developed mission statement. • Student groups get to collaboratively make decisions to develop teamwork skills. • This lesson plan could be modified to have students which group they'd like to be in, if possible.
Time Allotment	90-120 minutes; May take 2-3 class periods
Materials	<p><u>Teacher Materials:</u> Laptop, Smartboard or white board, access to the internet, posterboard, markers/coloring utensils, <i>Theatre Management: Producing and Managing the Performing Arts</i> by David M. Conte & Stephen Langley (optional printouts of Chapter 4 + 5 to help students), access to PowerPoint Slides, handouts for groups (attached below this lesson)</p> <p><u>Student Materials:</u> Laptop, access to the internet, PowerPoint or presentation software, pencil/pen, journals, access to PowerPoint slides</p> <p><u>Space:</u> Standard classroom space with either desks or worktables</p>
Resources	Wisconsin Academic Standards for Theatre Education
IMPLEMENTATION	
Focus of Lesson	<p>The focus of the lesson is to teach students about the similarities and differences between non-profit and commercial theatre, which positions are involved and what roles they play in the process, and the interaction between the two types.</p> <p><i>Note: This lesson plan can be used more than once in the semester by either randomizing groups again or switching the group roles so that each student can participate in a different role.</i></p> <p><i>Note: An instructor could assign roles within the three groups even further (See Chapter 4 & 5 of <i>Theatre Management: Producing and Managing the Performing Arts</i> by David M. Conte & Stephen Langley)</i></p>

<p>Discussions & Topics to Explore</p>	<table border="1"> <tr> <td data-bbox="506 98 824 275">Non-Profit Theatre</td> <td data-bbox="824 98 1136 275">A theatre company centered towards a mission of accomplishing artistic and organizational goals; could be related to love of arts, education, charity, etc.</td> </tr> <tr> <td data-bbox="506 275 824 426">Commercial Theatre</td> <td data-bbox="824 275 1136 426">A theatre company based on the foundation of business and building revenue; the aim is to make a profit.</td> </tr> <tr> <td data-bbox="506 426 824 577">Investors</td> <td data-bbox="824 426 1136 577">A person who contributes financially toward a theatre production in the hopes of receiving a profit or advantage.</td> </tr> <tr> <td data-bbox="506 577 824 699">Mission Statement</td> <td data-bbox="824 577 1136 699">A summary of a statement of purpose that drives an organization's motivation towards a goal.</td> </tr> </table>	Non-Profit Theatre	A theatre company centered towards a mission of accomplishing artistic and organizational goals; could be related to love of arts, education, charity, etc.	Commercial Theatre	A theatre company based on the foundation of business and building revenue; the aim is to make a profit.	Investors	A person who contributes financially toward a theatre production in the hopes of receiving a profit or advantage.	Mission Statement	A summary of a statement of purpose that drives an organization's motivation towards a goal.
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<p>Introduction/Anticipatory Set</p>	<p><u>Making Connections</u></p> <ol style="list-style-type: none"> <u>Flash Quest:</u> Students, in groups (near those sitting next to them) will have 5 minutes to investigate Non-profit and Commercial Theater. They should write down as much information as possible. <p><u>Verbal Discussion:</u></p> <ul style="list-style-type: none"> • What did you learn? • How are both types of theater beneficial? • What type of theatre do you follow? 								
<p>Procedures</p>	<p><u>Direction Instruction (I Do):</u> The instructor will go over the input/vocabulary. The instructor will give examples of commercial and non-profit theatre companies in the real world by visiting these websites, talking about their “about” and “mission statement” sections, and having a class-wide discussion:</p> <p>Non-Profit Theatre: Northlight Theatre, Skokie, IL Commercial Theatre: Ensemble Theatre Company, Santa Barbara, CA</p> <p>Wisconsin specific companies: Two Crows Theatre Company, Spring Green WI American Players Theatre, Spring Green WI</p> <p>If time allows, cover specific-mission/population theatre companies: TYA Deaf West Theatre</p> <p><u>Let's learn about Investors!</u> Video to watch: How Broadway Makes Millions</p> <p>Discussion:</p> <ul style="list-style-type: none"> • What are similarities and differences between the mission statements of companies, even if they are from the same area of the state? 								

- What did you learn about investors? How do investors play a role in theatre, even if they are behind the scenes?
- What populations or target audiences are to be considered within a company?

Guided Practice (We Do):

With the class, the instructor will create a white board/Smartboard “mind map” of the roles of non-profit theatre and commercial theatre and investing, what main ideas/bigger pictures stand out. A Venn Diagram may work well for this. The instructor may ask student volunteers to help write these out in front of the class. Students are encouraged to verbally answer and create their own mind map in their journals.

Collaborative Independent Practice (You Do Together):

The instructor, prior to class, will create slips of paper that have either, “Investor,” “Non-profit Theatre Producer,” or “Commercial Theatre Producer” which will then split them up into random groups.

The instructor will describe the scene for the students: “The upcoming summer production is vacant at The Up & Coming Theater. The owners of the theater are hoping to bring something exciting to this theater’s summer season. However, they need your help picking out what production should take the summer slot! They have worked with non-profit companies and commercial companies in the past. They do not have any requirements and are not worried about making money. Their focus is to see what exciting opportunities could be provided with this new collaboration. They are eager to see what possibilities are in store!

Up & Coming Theater’s Mission Statement: Up & Coming Theater is dedicated to making theater accessible to all people by creating opportunities for engagement and enjoyment.

If you are a Non-Profit Theatre Producer: You and your team will develop a name for your organization, mission statement, budget, and population for the foundation of your organization. You will choose a show that fits your mission and pitch your production to the investors!

If you are a Commercial Theatre Producer: You and your team will develop a name for your organization, mission statement, budget, and population for the foundation of your organization. You will choose a show that fits your mission and pitch your production to the investors!

If you are an Investor: The theater owners have hired you to pick the next summer’s production. Given your expertise, they are counting on you to pick a production that is exciting and provides new opportunities for theatre! After each company pitches their production idea to you, you will collaboratively pick on which show will get the summer slot at Up & Coming Theater! Remember, making money is not the objective, but rather what exciting show can make a difference in the theatre community that fits the mission!

Each group will be given a handout with all the required elements needed for your endeavor. The commercial and non-profit theater groups will pitch their shows to the investors by a presentation. You may choose how you would like to pitch your idea: slideshow, posterboard, video/commercial, written paper, or another acceptable form (please see the instructor to get it approved). The investors will choose which show they will decide to move forward with for Up & Coming Theater's summer show!

Instructor can use any form of randomization. The name [randomizer online](#) is fun, or they can pick a role from a hat.

**Students may ask questions about the circumstances, but it may be best to leave answers vague so there is less bias.*

Required included elements (given to members via handout – See Below):

Non-Profit Theater Questions:

- Include a mission statement.
- What is your budget? Think about the big picture. Who needs to get paid? What about scenery and tech needs?
- What show will you choose? How will this show benefit Up & Coming Theater (does not have to be about money, but could be)?
- How does this show maximize the mission of your company?
- What population of actors will you need? Will you feature anyone or anything?
- Who is your target audience? How do you plan to attract and retain your audience?
- What is the timeline you will need (from rehearsals to performances)?
- Who are the members of the production team?
- What marketing strategies will you implement?
- What partnerships or collaborations do you plan on creating?
- How will this show impact the community? What makes it unique so that investors should choose this show?
- How might this production be a more beneficial choice than a commercial theater production?
- Have there been any other successful productions of this show, or is it an original?

Commercial Theater Questions:

- Include a mission statement.
- What is your budget? Think about the big picture. Who needs to get paid? What about scenery and tech needs?
- What show will you choose? How will this show benefit Up & Coming Theater (does not have to be about money, but could be)?
- How does this show maximize the mission of your company?
- What population of actors will you need? Will you feature anyone or anything?
- Who is your target audience? How do you plan to attract and retain your audience?
- What is the timeline you will need (from rehearsals to performances)?

	<ul style="list-style-type: none"> • Who are the members of the production team? • What marketing strategies will you implement? • What partnerships or collaborations do you plan on creating? • How will this show impact the community? What makes it unique so that investors should choose this show? • How might this production be a more beneficial choice than a non-profit theater production? • Have there been any other successful productions of this show, or is it an original? <p><u>Investors Team Requirements:</u></p> <ul style="list-style-type: none"> • As a team, what is your investors mission statement? • What opportunities do you hope to bring to Up & Coming Theater? • What will the show need to align with the values of Up & Coming Theater? • What are you looking for in a show that differentiates from other productions? • Is money/revenue important to your team? How much does that influence your decision? • What are the current trends in theatre, and what would you be looking for as far as appeal? • What marketing strategies would catch your eye? • What partnerships/collaborations do you think would benefit Up & Coming Theater? • What are the long term and short-term benefits of investing in a summer show? • What audiences are you hoping to attract with this new opportunity? • Is your investment team focusing on any type of advocacy in this collaboration? If so, what? • What are the benefits and risks of non-profit and commercial theater that may affect Up & Coming Theater? • Do you prefer a popular show, an original production, a revival, or a show that may not be widely known/performed? <p><u>Group Presentations/Pitches</u></p> <ul style="list-style-type: none"> • Pick at random either commercial or non-profit theatre to pitch first. • The other will follow. <p><u>Investors – The Pick!</u></p> <p>Investors have time to talk about and vote on their pick for the Up & Coming Theater Summer Show.</p> <p>The Investors will present their mission statement and requirements as an investment team. They will then reveal their pick and their reasoning.</p>
Check for Understanding	<ul style="list-style-type: none"> • The instructor will pause and ask if the students have questions during direct instruction and guided practice. • After the explanation of the collaborative independence project, the instructor will ask if clarification is needed.

	<ul style="list-style-type: none"> The instructor will go around the classroom during collaborative independence to see if student groups need help.
Closure	<p><u>Reflection – Pick 1</u></p> <ol style="list-style-type: none"> <u>Verbal Discussion</u> – Class wide discussion <ol style="list-style-type: none"> Did you learn anything from being in the position you were placed in? Would you want to switch roles with the one you were given today? Why or why not? Which role do you want to try? What are some final takeaways? <u>Reflection Journals</u> – The last few minutes of class, the students will write in their journals any takeaways from the class, how their perspectives have changed about theatre and company structure, and how they will use this information in the future.
Differentiation: Remediation & Enrichment Activity	<p><u>Remediation:</u> Closed captions will be enabled for videos for students who are Deaf and Hard of Hearing. For students who need assistance with developing ideas, the instructor may help groups by asking them probing questions to develop personalized answers.</p> <p><u>Enrichment:</u> Student groups in the non-profit and commercial theatre groups can design a poster for their proposed production. Students in the investor group can create a poster/ad asking for companies to submit their proposed shows.</p>
Homework Assignment(s)	<p><u>Extra Credit:</u> Students can watch this YouTube Discussion about Managing and Producing Theatre. They do not have to watch it in its entirety, but rather pick a segment and write a two-paragraph paper of the topics discussed and what they have learned from the discussion from people who are currently working in the field.</p>
Students’ Questions – to improve the lesson plan	<p>Clarification Questions from students:</p> <p>Questions during Discussion:</p>
Resources/Ideas from Students	
To Note for Next Year (or the next time the lesson is done)	

Assessment/Rubric:

Name: _____

Journal & Verbal Discussions /20 Points

The student actively participated in discussion through writing and verbal group discussions. The student contributed ideas towards the prompted discussion questions and collaborative aspects of planning the performance.

Participation/Collaboration /30 Points

The student participated in the discussion, activities, and decision-making process for the performance. The student, with a group, created a mission statement for their group while collaboratively answering the required questions and elements. The student displayed teamwork and a positive attitude towards the project.

Creation/Visual Aid /40 Points

Each student in the group contributed ideas towards the pitch or investment group. The student group created and developed a pitch/vision for the Up & Coming Theater and displayed effortful participation. The presentation includes all

Presentation /50 Points

The student, with their group, performed their pitch/vision successfully in front of an audience. The presentation was provided with a corresponding visual aid of choice. The presentation was successfully given with all group members contributing within the presentation.

Reflection /20 Points

The student participated in a thoughtful reflection after the performance, and made connections between non-profit theatre, commercial theatre, and the role they play in theatrical culture.

Total: /160 Points

Non-Profit Theater Handout

The upcoming summer production is vacant at The Up & Coming Theater. The owners of the theater are hoping to bring something exciting to this theater's summer season. However, they need your help picking out what production should take the summer slot! They have worked with non-profit companies and commercial companies in the past. They do not have any requirements and are not worried about making money. Their focus is to see what exciting opportunities could be provided with this new collaboration. They are eager to see what possibilities are in store!

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Requirements:

- Organization Name
- Include a mission statement.
- What show will you choose? How will this show benefit Up & Coming Theater (does not have to be about money, but could be)?
- Provide any additional information that you would like to add to your pitch/vision.

Answer at least 5 of the bullet point questions below in your pitch/vision:

- What is your budget? Think about the big picture. Who needs to get paid? What about scenery and tech needs?
- How does this show maximize the mission of your company?
- What population of actors will you need? Will you feature anyone or anything?
- Who is your target audience? How do you plan to attract and retain your audience?
- What is the timeline you will need (from rehearsals to performances)?
- Who are the members of the production team?
- What marketing strategies will you implement?
- What partnerships or collaborations do you plan on creating?
- How will this show impact the community? What makes it unique so that investors should choose this show?
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Investor Team Handout

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Investors Team Requirements:

- What is your investor company name?
- As a team, what is your investors mission statement?
- Is money/revenue important to your team? How much does that influence your decision?
- Provide any additional information that you would like to add to your pitch/vision.

Pick at least 5 of the bulleted points to answer:

- What opportunities do you hope to bring to Up & Coming Theater?
- What will the show need to align with the values of Up & Coming Theater?
- What are you looking for in a show that differentiates from other productions?
- What are the current trends in theatre, and what would you be looking for as far as appeal?
- What marketing strategies would catch your eye?
- What partnerships/collaborations do you think would benefit Up & Coming Theater?
- What are the long term and short-term benefits of investing in a summer show?
- What audiences are you hoping to attract with this new opportunity?
- Is your investment team focusing on any type of advocacy in this collaboration? If so, what?
- What are the benefits and risks of non-profit and commercial theater that may affect Up & Coming Theater?
- Do you prefer a popular show, an original production, a revival, or a show that may not be widely known/performed?