



# Theatre Virtual Learning

**Theatre Design & Production &  
Advanced Theatre Design & Production  
The Business of Theatre**

**Date: May 14, 2020**



Lesson: May 14, 2020

**Objective/Learning Target:**

Students will explore the activities associated with the business of theatre.

# The Business of Theatre

## Let's Get Started / Warm Up Activities:

Yesterday you were asked to share your dream musical or play that you would like your high school to produce. How would you convince your director to choose this show?



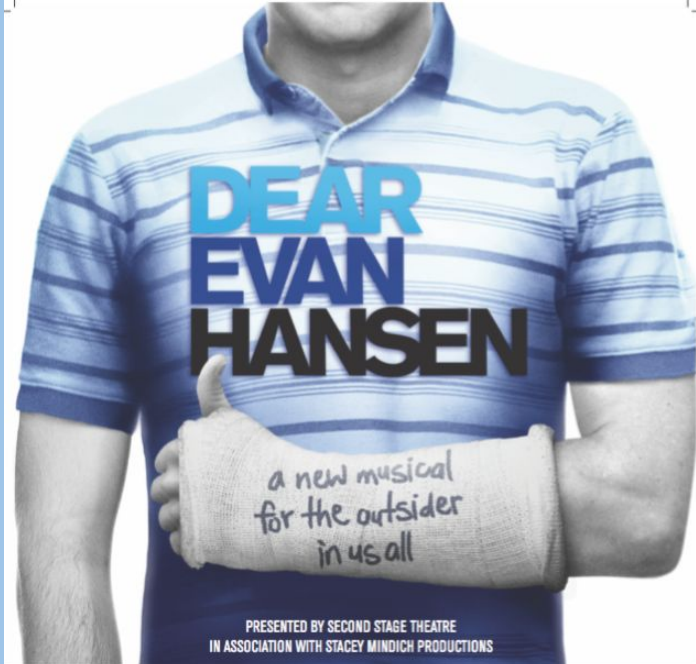


# Lesson/Activity

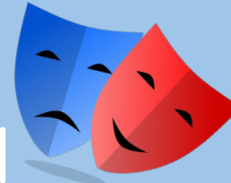
## PRODUCING A SHOW:

The first thing that has to be decided in producing a show is **WHAT** the show will be. When deciding a theatrical season, theatre companies will **PITCH** ideas about the shows they think they should produce that season.

Today, you will put together a pitch for your high school theatre department to produce your dream show!



BOOK BY **STEVEN LEVENSON**  
MUSIC AND LYRICS BY **BENJ PASEK & JUSTIN PAUL**  
WITH **JOHN DOSSETT, LAURA DREYFUSS, MIKE FAIST, RACHEL BAY JONES, KRISTOLYN LLOYD, BEN PLATT, WILL ROLAND, JENNIFER LAURA THOMPSON**  
SCENIC DESIGN **DAVID KORINS** COSTUME DESIGN **EMILY REBHOLZ** LIGHTING DESIGN **JAPHY WEIDEMAN** SOUND DESIGN **NEVIN STEINBERG** PROJECTION DESIGN **PETER WIGRINI**  
MUSIC SUPERVISOR & ORCHESTRATIONS **ALEX LACAMOIRE** VOCAL ARRANGEMENTS **JUSTIN PAUL** MUSIC DIRECTOR **BEN COHN** MUSIC COMPOSITOR **MICHAEL KELLER**  
CASTING **TARA RUBIN** CASTING **LINDSAY LEVINE, C.S.A.** PRESS **POLK & CO.** PRODUCTION STAGE MANAGER **JUDITH SCHOENFELD** STAGE MANAGER **MICHAEL MCGOFF**  
ASSOCIATE ARTISTIC DIRECTOR **CHRISTOPHER BURNEY** PRODUCTION MANAGER **JEFF WILD** GENERAL MANAGER **BETH SHEPSLE**  
CHOREOGRAPHED BY **DANNY MEFFORD**  
DIRECTED BY **MICHAEL GREIF**



# Lesson/Activity Continued

Formatting the pitch, combining business and theatre, SWOT analysis:

- **Strengths:** Characteristics of the show that give it an advantage over other shows.
- **Weaknesses:** Characteristics of the show that place it at a disadvantage relative to other shows.
- **Opportunities:** Elements in the environment (the class itself, the school, the stage, etc.) that the class could exploit to its advantage to produce the show.
- **Threats:** Elements in the environment (the class itself, the school, the stage, etc.) that could create obstacles for putting on the production.



PRESENTED BY SECOND STAGE THEATRE  
IN ASSOCIATION WITH STACEY MINDICH PRODUCTIONS

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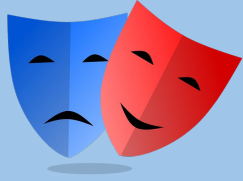
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CHOREOGRAPHED BY **DANNY MEFFORD**

DIRECTED BY **MICHAEL GREIF**

2ndStageTheatre **2ST**  
Carole Hoffman, Founder & Artistic Director  
Cathy Rice, Executive Director



# Practice: Create a Pitch

1. First, make a chart and do a SWOT analysis of your dream show to be produced on your high school main stage.
2. Next, consider the following questions:
  - a. Why do they like this show?
  - b. How big/small is the cast? (Do you have enough boys to do the show? If not, can you cross-gender cast some roles?)
  - c. Is it a musical or a play?
  - d. Where would they stage the show? (Does the show have any scenic limitations or challenges involved, like requiring a fly gallery or a trapdoor?)
  - e. What costs are involved in producing the show? (Think about things like rights and royalties, hiring staff, budget for props and costumes, etc.)
  - f. How would this show challenge the actors and backstage crew?
  - g. What is the students' vision for the show? (For example, do they want to do a show with a huge ensemble wearing period costumes, or a stripped-down version wearing rehearsal blacks?)
  - h. How would they market the show to an audience?
  - i. Is the show currently available for schools to produce? (There go your students' dreams of producing *Hamilton* at your school, for the foreseeable future...)
3. Now, after the analysis create a short 2-3 minute pitch. This can be a short video or written explanation. Have fun! Convince us!