

ARTS POLICY, ADVOCACY, AND PUBLIC RELATIONS

TH674

Three (3) Credit Hours

Tuesday and Thursday 9:30am – 10:45am

Room 138 Rowand-Johnson Hall

SYLLABUS

Fall 2005

Instructor: Thomas Adkins
Assistant Professor of Theatre and Dance

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Office Hours: M/W/F 8:30 – 9:30
T/Th 1:00 – 2:00
Or by appointment

Course Description:

This course examines the principles, practice, and policy of governments' involvement with the cultural sector, and the relationships among individual artists, arts organizations, the public, and all levels of government. Additionally, we will explore the nature of arts advocacy and the public relations tools used to influence governmental policy creation as it relates to the arts.

Prerequisites:

Graduate student status.

Required Text:

The Politics of Culture: Policy Perspectives for Individuals, Institutions, and Communities, (Center for Arts and Culture, 2000). Edited by Gig Bradford, Michael Gary, and Glenn Wallach. Other materials will be handed out during the course of the semester.

Helpful Websites include www.artsjournal.com, <http://fdncenter.org/>, <http://www.nasaa-arts.org/nasaa/news/nga.shtml>, <http://www.vanderbilt.edu/curbcenter/>. Many more resources are out there and you are encouraged to create your own "library" of materials.

Topic Overview:

We will discuss cultural policy in its many different forms and venues. Among the topics addressed will be the changing nature of cultural policy, governmental funding of the arts, tax policy and ramifications on the arts, municipal art, censorship, and legislative means of influencing the cultural landscape of the city, state, and nation. We will also discuss advocacy and proactive influence on cultural policy that can be undertaken by arts administrators, organizations, and individuals.

Divergent opinions during discussions may occur, in which case each student is expected to accept differing opinions with respect and in the spirit of intellectual exploration and growth. Through these different opinions and perceptions, we will all expand our understanding of cultural policy and its impact on various members of society.

To the extent possible, we will take advantage of the class falling during a Federal election year to examine any cultural policy issues addressed during campaign process.

Expectations:

Each student will be expected to attend all class sessions, prepared for a full and informed discussion of all reading material assigned. It will be important that each student offer his or her own experience, opinion, and impressions on the topics discussed, since policy and advocacy are highly dependent on various points of view and various environments.

Each student will be required to complete an in-depth research paper (minimum of 20 pages, typed and double spaced with appropriate citations) on an actual arts organization or agency that has faced a challenge that threatened its future growth and/or existence, or one that capitalized on an opportunity through advocacy. This project will be comprehensive, and will include a complete outline of the challenge and the public relations and/or advocacy strategy undertaken by the organization to address the challenge/opportunity. The student will be expected to demonstrate a full body of research and understanding of the problem, policy, issues, and solution. Preliminary reports will be due during the course of the semester.

Each student will present his or her paper to the class. Classmates will be expected to listen with a discerning ear and be prepared for a discussion following the presentation.

Graduate students will not be expected to take midterms or final exams in this class.

Attendance Policy:

Attendance is required and will be recorded. You will be allowed two unexcused absences during the semester, and every unexcused absence beyond those two will result in the final grade by one half letter grade. Presentations and due dates of assignments can not be rescheduled, except with doctor's written excuse. Any exceptions to this would involve the most dire of circumstances and will be made at the instructor's discretion.

Grading:	Attendance and class participation	25%
	Research Paper	40%
	Preliminary Reports	15%
	Final Presentation	20%

Americans With Disabilities Accommodations Statement: To request disability accommodations, please contact Disabilities Services (348-4285). After initial arrangements are made with this office, contact your professor.

Academic Misconduct: All acts of dishonesty in any work constitute academic misconduct. This includes, but is not limited to, cheating, plagiarism, fabrication of information, misrepresentations, and abetting of any of the above. The Academic Misconduct Disciplinary Policy will be followed in the event that academic misconduct occurs. Students should refer to the Student Affairs Handbook, which can be obtained in the Office of Student Life and Services in the Ferguson Center.

TH 674

Arts Policy, Advocacy, and Public Policy

Fall 2005

August

Thu, Aug 25 Course introduction & syllabus distribution
 Tue, Aug 30 discussion of Wallach & Bradford introductory essays

September

Thu, Sep 1 discussion of Williams and Dominguez essays
 discussion of DiMaggio
 Tue, Sep 6 essay
 Thu, Sep 8 discussion of The American Assembly report and The President's
 Committee on the Arts and the Humanities Report
 Tue, Sep 13 discussion of Lewis and Wyszomirski essays
Due: Research paper topics selected and turned in
 discussion of Frames for
 Support
 Thu, Sep 15 discussion of Frames for Support (continued)
 Tue, Sep 20 Field trip to Tuscaloosa Arts Council (tentative)
 Thu, Sep 22 discussion of Valdes and Alexander essays
 Tue, Sep 27 discussion of Arthurs and Brustein essays
 Thu, Sep 29

October

Tue, Oct 4 discussion of Bennett essay
 Thu, Oct 6 discussion of Becker and
 Lovell essays

Holy Ghosts
 By Romulus Linney
 October 4 – 9, 2005
 Marian Gallaway Theatre

Tue, Oct 11 discussion of
 Cleveland/Baca and
 Seaman essays
 Thu, Oct 13 Special topic discussion

Assasins
 Music by Stephen Sondheim
 Book by John Weidman
 October 11 – 16, 2005
 Allen Bales Theatre

Tue, Oct 18 Research day (no class)
 Preliminary report
 Thu, Oct 20 presentations
 Tue, Oct 25 Special topics discussion
 discussion of Stern and
 Thu, Oct 27 Seifert essay

Dance Alabama!
 October 18 – 21, 2005
 Morgan Auditorium

November

		<i>Alabama Repertory Dance Theatre</i> November 1 – 5, 2005 Morgan Auditorium
Tue, Nov 1	Special topic discussion	
	discussion of New Policy	
Thu, Nov 3	Frontiers	
Tue, Nov 8	discussion of New Policy Frontiers (continued)	
Thu, Nov 10	Special topic discussion	
		<i>A Flea In Her Ear</i> By Georges Feydeau November 15 – 20, 2005 Marian Gallaway Theatre
Tue, Nov 15	Research day	
Thu, Nov 17	Research day	
Tue, Nov 22	Research day	
	THANKSGIVING	
Thu, Nov 24	HOLIDAY	
		<i>Something Cloudy, Something Clear</i> By Tennessee Williams November 29 – December 4, 2005 Allen Bales Theatre
Tue, Nov 29	Special topic discussion	
<u>December</u>		
	Class presentation of final	
Thu, Dec 1	reports	
Tue, Dec 6	Class presentation of final reports (continued)	

Note: There is no final exam for this course.