

**Stagecraft: Presence and Professionalism 57-454 / 57-754**  
A practical approach to establishing yourself as a “first call” musician

Fall 2016  
**Syllabus**

**Time & Location:** Tuesdays 12 – 1:20. Kresge Recital Hall  
First day of class: August 30  
Last day of class: December 6

**Faculty:** Monique Mead  
Director of Music Entrepreneurship  
mmead@andrew.cmu.edu

**Office Hours:** MM 118 by appointment. Please send an email request.

**Course Website:** <http://www.cmu.edu/blackboard/>

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**Course Description**

This is the class professional musicians wish they had taken, so congratulations on your wise choice. As a practical laboratory for stage presence, etiquette, and communication, this course is designed to make you think and act like a “first call” professional.

**Course objectives**

By the end of the semester, you should be able to...

- articulate what contribution you hope to make as a musician
- demonstrate public speaking skills
- negotiate a contract
- walk, bow, and move with poise on stage
- feel comfortable with the format and language of professional email
- demonstrate proper etiquette relating to attire, introductions, small talk, timeliness, payment, telephone, and thank-you notes
- have the essentials of a professional portfolio

**Course structure**

You will select a “real gig” at the beginning at the course and will be responsible for managing details with the presenter via email. This “gig” will provide a context

for the bio, business card, invoice, and other portfolio items you will create, as they will be requested by the presenter.

Class time will be used to discuss the progress of your gig, practice stage presence, public speaking, and professional behavior, and to workshop your portfolio documents. Guest speakers will join us at times to support your efforts.

As a six-unit course with 80 minutes of class time you should expect to spend at least 3 hours per week on assignments.

## **Assessment**

<b>Item</b>	<b>% of Grade</b>	<b>Due</b>
Attendance & Participation	15%	Weekly
Preparedness	15%	Weekly
Portfolio	45%	Weekly, as announced
Gig Evaluation*	20%	By November 29
Email Chain	15%	By November 29

\*Evaluation sheet for this item is included at the end of the syllabus.

There are no final exams or papers due for this class.

## **Assessment Details**

### **ATTENDANCE & PARTICIPATION 15%**

Your presence as an active, engaged team member is essential. You will be working on group tasks that are not possible to complete outside class, so be sure you show up prepared and ready to work.

#### Be On Time:

In the interest of learning professionalism, the door to Kresge closes at noon. If you need to open it to get in, you are late (but still welcome!) If you have a class conflict or need special consideration, please let me know.

#### Don't Skip Class:

If you need to miss a class for any reason, send a brief e-mail informing me of your absence by the beginning of class. You are permitted two absences (excused or unexcused) per semester.

### **PREPAREDNESS 15%**

Assignments will be posted weekly. First drafts of portfolio documents and an understanding of the reading material is essential for the activities and discussions. You may bring documents as a hard copy or view on your laptop. Cell phones are not suitable.

## **PORTFOLIO 40%**

You'll be adding essential documents to your professional portfolio nearly every week. By the end of the semester, it should include:

1. Your WHY statement
2. Short/long bio
3. Look Book
4. Email signature
5. Thank you note
6. Business card or publicity card
7. Concert flyer/program
8. Contract
9. Invoice
10. Endorsements
11. Fan list

Your Portfolio resides on the Stagecraft Google Drive. You'll be responsible for commenting on documents of fellow students and storing your finished versions in the Final Draft folder by the announced due dates. Documents completed on time receive up to 4 points. Late submissions lose one point per week.

## **YOUR GIG(S) 20%**

At the beginning of the semester you will choose one or more performance opportunities from the "Gig List". You may perform solo or ask other students to join you, but you alone will manage the emails with the presenter, negotiate the details, and follow up. We will practice all of these steps in class so that you feel comfortable communicating via email and in person.

You need 20 points to fill this requirement. A customized program counts as 20 points, but a background music gig counts as 10 points (so you'll need two).

You will be evaluated by the presenter on your communication, stage presence, and performance, as outlined in the Evaluation Form at the end of this syllabus.

Since you are performing for class credit, you will not receive a fee for this performance. However, you may graciously accept a travel stipend or any gratuities from the presenter.

## **EMAIL 15%**

Your email chain with the presenter will serve as the basis for my grade on your professional communication skills. This can be forwarded to me via email at the end of the semester. Excellent communication receives 15 points.

## **EXTRA CREDIT**

### Introducing Guest Speakers 3%

You may volunteer to introduce one of our guest speakers. Instructions on how to do this graciously are posted on the drive under Resources. Such an introduction earns you 3 extra credit points.

### Additional gigs 10%

You may perform extra gigs for 10 points of extra credit.

## **FINAL GRADE**

Your final grade will appear as a letter grade according to the following scale:

90-100%	A	60-69%	D
80-89%	B	under 60%	R (failing grade)
70-79%	C		

## **GETTING HELP**

**Coaching and Consultation:** I'm happy to meet with you to discuss your coursework or any performance-related issue. Catch me before/after class or send me an email at [mmead@andrew.cmu.edu](mailto:mmead@andrew.cmu.edu). Office hours by appointment in MM 118. Bobby Fisco [bfisco@andrew.cmu.edu](mailto:bfisco@andrew.cmu.edu) is my graduate assistant. You may contact him for technical issues using Google Drive or general questions regarding the class.

## **TEXTBOOKS**

The Cutler and Beeching books will be your primary reference for examples and instructions for creating the documents for your portfolio. You're welcome to work in groups and use the internet, as needed.

### **Required**

"The Inner Voice," Renée Fleming. **AND** "Beyond Talent: Creating a Successful Career in Music," Angela Beeching **OR** "The Savvy Musician," David Cutler.

### **Recommended**

"Start With Why," Simon Sinek. Penguin Books 2009.

"Stage Performance," Livingston Taylor. Mentor Publishing 2011.

## **POLICIES**

**Cell Phones, Laptops, and Related Technology:** Please bring a notebook and pen to class for taking notes, and only use laptops when instructed for specific activities. Please switch your cell phone off and resist the urge to text.

**Food and Drink:** You are welcome to bring water in a closed container to class. Aside for medical reasons, food/snacks/gum are not permitted in class. Please make me aware if this exception applies to you.

## **LAST BUT NOT LEAST**

***Far more than your performance in my class, I care about your wellbeing as a person.***

***Please, take care of yourself.*** Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.

*All of us benefit from support during times of struggle. You are not alone. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is often helpful.*

*If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. Counseling and Psychological Services (CaPS) is here to help: call 412-268-2922 and visit their website at <http://www.cmu.edu/counseling/>. Consider reaching out to a friend, faculty or family member you trust for help getting connected to the support that can help.*

*If you or someone you know is feeling suicidal or in danger of self-harm, call someone immediately, day or night:*

***CaPS: 412-268-2922    Re:solve Crisis Network: 888-796-8226***

*If you have questions about this or your coursework, please let me know.*

# Course Schedule

Subject to Change RED denotes "Skill Drill" Activity

Date 2016	Class Topic & Etiquette Drills	Assignments Due at the beginning of each class
August 30	Course Introduction  <i>Stand calmly on stage Introduce Yourself</i>	Complete the Pre-Test Purchase Cutler: Savvy Musician <b>OR</b> Beeching: Beyond Talent, <b>AND</b> Fleming: The Inner Voice
September 6	Start With Why  <i>Introduce Others</i>	<u>Read Fleming: Chapter 13 "Coda"</u> Watch Simon Sinek's Ted Talk, Be prepared to give at least one example in class of an organization and an individual that demonstrates the Start with Why principle. Pick Your Gig(s).
September 13 David Mead	Why Discovery Expert <i>Small talk</i>	<u>Read Fleming: Chapters 1 and 2</u> Prepare your list of life stories Research your presenter (gig contact)
September 20	Email Communication Signatures Meetings in Person  <i>Walk and Bow solo 1</i>	WHY statement due. Study the Email Presentation for quiz. Print you email signature, bring to class. Write an introductory email to your presenter. Post your gig on the class calendar.
September 27 Alisa Garin Kate Hatmaker	Publicity Photos Business Card What do Sponsors Want? <i>Walk and Bow solo 2</i>	Email Signature due. Post your photo in Publicity Photos Editing folder. Bring four business cards to class.
October 4 Elaine Stolick	Your Bio Building your fan base <i>Offering a Business Card</i>	Photo and Business card due. Read links on writing a good bio. Bring in a printed bio based on your WHY.
October 11	Artist Etiquette on Site Programming  <i>Walk and Bow ensemble</i>	Comment on 2 bios in editing folder by Friday. Long (200 word)/short (50 word) bios due.
October 18	What Do I Wear? Look Book Public Speaking Basics	<u>Read Fleming: Chapters 9</u> Email checkup: submit chain to <a href="mailto:mmead@andrew.cmu.edu">mmead@andrew.cmu.edu</a> .
<b>MIDTERM GRADES</b>		Grades posted based on attendance, preparedness, portfolio, and email chain.
October 25 Design School	Flyer/Program	Look Book Due.

faculty	<i>Talk about music</i>	
November 1	Contract Invoice Money talk <i>Accepting/Offering payment graciously</i>	<u>Read Fleming: Chapter 7</u> Comment on 2 concert flyer/programs by Friday. Concert flyer/program due.
November 8	<b>Performance Drills</b>  <i>Stage presence</i>	Comment on two contracts by Friday. Contract due. Invoice due. View Power Poses video
November 15	<b>Performance Drills</b> <i>Stage presence</i>	<u>Read Fleming: Chapters 5 and 6</u>
November 22	Thank You Notes Adding Value <i>Private Dinner Invitation</i> <i>Business Lunch/Dinner</i>	<u>Read Fleming: Chapter 12</u>
November 29	Fan list Endorsements <i>Compliments, Autographs, Photos</i>	Thank you note due. Bring to class.
December 6	Conflict Resolution  <i>Apologies</i>	Fan list due. Endorsements due. Final gig email chain due to <a href="mailto:mmead@andrew.cmu.edu">mmead@andrew.cmu.edu</a> Take Post-Quiz.
<b>FINAL GRADES</b>	HAVE A GREAT WINTER BREAK!	NO FINAL EXAM