

BOSTON COLLEGE

# ARTS Festival

**2012**

## **Boston College Arts Festival**

*Participant  
Information  
Handbook*

**14<sup>th</sup> Annual**

**BC Arts Festival**

**Thursday - Saturday,  
April 26-28, 2012**

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- PARTICIPANT ONE PAGE TO-DO LIST CALENDAR

### **I. MESSAGE FROM THE ARTS FESTIVAL OFFICE**

Welcome to the BC Arts Festival 2012. We hope that your group has an enjoyable experience participating in this event. With over 15,000 visitors in 2011, the Arts Festival brought the community together to celebrate the arts in a dramatic way. Since its founding, the festival has grown tremendously and become a vital part of the spring tradition on campus – something that people look forward to each year. Joining the university’s performing, literary, and visual arts programs focuses the attention of this campus and the community on the arts at Boston College – and the talents of our student artists – in a way that no single event alone can.

It is our hope that the Arts Festival, as its own entity, can help develop the audiences and the resources for the arts at Boston College. The Arts Festival committee members, the Arts Council, and the Arts Council staff commit to producing a spectacular event – one in which you will be proud to have your group participate. We also ask that you take your responsibility seriously – to put your best artistic product forward and to adhere to the guidelines and deadlines described in this handbook. Your fellow participants are counting on you – the better we all do, the better the event becomes for all of us!

In particular, we need your partnership in marketing the festival. It’s a two-way street ... if you promote the arts festival and the arts festival promotes your group, then both will benefit. And in the long run, the arts at Boston College will become something bigger and better than we can imagine. Boston College will become a destination for the arts – the off-campus community will come on campus and the on-campus community will choose music, theater, dance, readings, film screenings, and art exhibitions over the many other events competing for their time and interests. That’s what we are working toward!

We wish you the very best with your artistic endeavors this academic year and look forward to your participation in the Boston College Arts Festival 2012.

#### **Arts Festival Office**

Crystal Tiala, Arts Council Chair  
TBA, Arts Festival Director  
Savannah Sharp, Graduate Assistant  
Randi Dube, Graduate Assistant  
Ashley Kaner, Programming Coordinator  
Mary Sheehy, Volunteer Coordinator  
Victoria Sponsel, Production Manager  
Jon Arpino, Festival Dance Coordinator

142 Beacon Street  
2-4935 • [arts@bc.edu](mailto:arts@bc.edu) • [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival)  
Office Hours: Monday-Friday 9-4 pm

## A. Mission of the Arts Festival

To showcase Boston College student artists in the visual, performing, and literary arts.

## B. Goals for the Arts Festival

### *Internal*

- To bring the BC community together to **celebrate the arts** at Boston College.
- To **enhance recognition** for the different arts disciplines on campus.
- To increase the prestige of the arts within our own community.
- To **build a tradition** of celebration of the arts.
- To bring the different arts disciplines together, fostering collaboration and creativity among the visual, performing, and literary arts students and faculty/staff.

### *External*

- To **build an audience** for the arts at Boston College from the off campus community. It is our hope that from this festival audience, we will build audiences for arts events on campus throughout the year as well.
- To present a positive image of the university to the surrounding communities.
- To build an annual arts festival tradition that on and off campus community members look forward to every year.

*For each year of the festival, additional goals are developed based on previous results and experiences.*

**In the interest of condensing text and saving paper, the following ABBREVIATIONS are used in the handbook:**

AFD	Arts Festival Director
AFO	Arts Festival Office
PM	Production Manager
FDC	Festival Dance Coordinator
SD	Site Director (each performance location has a Site Director)
SM	Stage Manager

## **II. MARKETING**

The Arts Festival promotion will bring you some of your audience. But we count on your collaborative marketing efforts to bring an audience to your performances that will then spend some time at the art exhibits, other performances, and the rest of the festival schedule. **Don't assume that "the Festival" marketing will ensure that you have an audience – you need to do some of your own marketing as you would for any other event.**

### **A. Marketing Tasks:**

1. **Add the dates of the Arts Festival to your performance calendars, April 26-28, 2012.**
  - a. On-line web pages (Facebook, Twitter, Performance Schedules, etc)
  - b. Printed programs
  - c. Member schedules
2. **Link to the Arts Festival web site from your web page.**
  - a. [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) This link can remain permanently on your web pages. We can also put your organization on our links pages; just send an email to [arts@bc.edu](mailto:arts@bc.edu).
  - b. Become a FAN of the Arts Festival Page
  - c. Follow us on Twitter: [twitter.com/bcartsfest](https://twitter.com/bcartsfest)
3. **Contribute to the Arts Festival Facebook page-** tag us in your status updates to generate traffic.
4. **Contribute to the Arts Festival YouTube Channel** by emailing us with your video and audio material.
5. **Put the Arts Festival description or advertising in your spring concert or event programs.** You can also use this information on your web sites. Include the specific day/time for your performance when it becomes available.
6. **Announce your festival performance at your concerts and events.** You can point people to [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) for more information.
7. **Bring Arts Festival schedules (and other marketing materials) to your April events.** Pass them out, distribute them to friends, and have them available for your audiences.
8. **Wear your festival BUTTON.** We will have these available by the first week of April. Pick up enough for your group members as well to pass them out.
9. **Send announcements to your listserv** about your performance at the Festival. Set up facebook events for your performance.
10. **And of course, TALK, TALK, TALK.** Please "talk up" the arts festival among your friends and do your part to fill the house for your event, as well as to support your peers. If you generate the buzz, the audience will come!

### **B. Event Program**

The Arts Festival will distribute program information for the event in various ways – on the web, in print, and in announcements. Your group's description and contact information may be included (in addition to your listing in the schedule).

√ **All program text must be submitted/updated by Friday, February 3rd.** Your group's description should be around three sentences or around 35 words in length and explain the origin, significance and theme of your piece.

**C. Marketing Samples**

**Concert/Performance Stage Announcement**

\*YOUR GROUP NAME\* will perform in the 14<sup>th</sup> annual Boston College Arts Festival, which takes place the last weekend in April, on Thursday, Friday, and Saturday, April 26-28. There will be performances throughout the day and into the evening, from Noon to 11:00 PM, as well as art exhibits and demonstrations, literary readings, film screenings, and children's activities. Visit [www.bc.edu/artssfestival](http://www.bc.edu/artssfestival) for a complete schedule and further details. Don't miss our performance at \*YOUR GROUP'S PERFORMANCE TIME\* in \*YOUR GROUP'S PERFORMANCE VENUE\*.

**Print Announcement**

Boston College 14<sup>th</sup> Annual Arts Festival  
Thursday-Saturday, April 26-28, 2012  
Performing, Visual, and Literary Arts events, including children's activities  
Noon to 11:00 PM  
O'Neill Plaza, Event Center  
FREE admission  
[www.bc.edu/artssfestival](http://www.bc.edu/artssfestival) OR 617-552-ARTS

**Advertising Layout** (file available through [arts@bc.edu](mailto:arts@bc.edu))

**14<sup>th</sup> Annual**  
**Boston College Arts Festival**  
**Thursday-Saturday, April 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> 2012**

Don't miss  
**\*\*YOUR GROUP'S NAME\*\***  
at **\*\* LOCATION/TIME \*\***

For more information  
**[www.bc.edu/arts](http://www.bc.edu/arts)**



The logo features the word "ARTS" in a large, bold, black sans-serif font. Below it, the word "Festival" is written in a smaller, white sans-serif font, set against a solid black rectangular background.

### **III. PROGRAMMING**

#### **A. Artistic Content**

The BC Arts Festival Committee respects your artistry and your group's own unique expressiveness. However, please consider the venue and the time of day in which you will be performing. The Arts Festival audience is generally a family audience, so the committee will have to consider when and where to present material that is not appropriate for people of all ages. All programming in the Main Tent must be the equivalent of a film rated "G." Performances in the other venues with doors we can close can have "PG" content. Programming that would be considered "PG-13" or "R" rated by film standards MUST have appropriate signage, so you must address this with the AFD.

√ **Please notify the AFD as soon as possible if you think that your program might need special consideration.**

#### **B. Costuming and Concert Dress**

An outdoor festival can lend itself to a more casual performance approach. However, the festival draws significantly from the surrounding community, and the AFC feels strongly about creating an impression that the arts at Boston College are high quality, pre-professional endeavors. Therefore, **we require that group members are in coordinated dress, if not in costume or concert attire.** The "dress" plan should also consider movement required during the performance and the safety of the performers on changing floor surfaces (the solid concrete of O'Neill Plaza to the smooth, wood, stage floor). Group leaders may contact the AFD with concerns or questions.

Furthermore, please consider that in an outdoor performance venue, the unpredictable New England weather can create discomfort on stage. The main tent is heated for extreme cold, however, the heat is not always even throughout the venue, and there is no air conditioning for warmer weather. Therefore, **group leaders should consider planning alternatives for changing weather conditions.**

#### **C. Rehearsal**

Dress rehearsals are not automatically scheduled for festival venues at this time, however, groups with specific requests and/or needs should contact the PM no later than THURSDAY, MARCH 1<sup>ST</sup> to review options.

#### **D. Performing Arts Schedule**

The Schedule is based on last year's time slots and venues combined with last year's experience and post-festival feedback. Group contacts should diligently review their schedules with group leaders and members to make sure that your commitment to the schedule is firm. Please be sure to let the festival director know IMMEDIATELY if there are any scheduling concerns.

### IV. PRODUCTION PLANNING

#### A. Performance Flow

*30 minutes before performance time:*

- **Group contact arrives** and checks in immediately with SD.
- All members bringing large equipment/instruments arrive to unpack and prep backstage.
- Groups larger than five players with equipment, staging, or large instruments to set up should assign 2-4 members to arrive early and receive instructions and prepare for smooth stage movement.

*20 minutes before performance time:*

- **All group members must arrive** and assemble in their assigned tent/backstage area (you will be notified of your assignment in April). DO NOT report to the House and leave belongings there.
- Be sure that group members give professors proper notice to leave class – early enough to arrive at their assigned time. Consent forms can be provided (see Section IIIA).

*5-10 minutes before performance time:*

- **Group contacts should wait for clearance from the SM before moving the group on-stage.**
- The sound technician will have your group's sound requirements ahead of time and will set up your sound equipment. If necessary, there will be a short time for sound check.

#### B. Stage Notes

- **None of the performance or gathering spaces will have security, so please avoid leaving valuables.** Please tell your members to bring as little with them as possible – space is tight in the tents.
- **Please communicate to your group members that we need them to be quiet and respectful of the performances taking place on stage.** Hanging out in the Gasson Rotunda or backstage on the plaza can be misleading – just because you can't be seen by the audience, doesn't mean you can't be heard!
- **It is critical that groups are respectful of the festival schedule.** The time schedule is tight in all of the venues – it is purposely tight to encourage the audience to stick around for the next act. A smooth running festival puts our best foot forward and makes it easier for the audience to enjoy themselves – then they will come back! Please be diligent about following the requested reporting times.
- **Every effort will be made to make conditions on the stage comfortable for your members.** If your group needs something, please speak to the SD or SM. Do not adjust lights, unplug cords, use outlets or extensions, or move equipment without checking with the SD or SM first.

### C. Emcee

The Arts Festival will provide an emcee for the event, and he or she will make a brief introduction of your group. Descriptive information will be compiled in February for marketing purposes. Please note that the timing of the schedule does not allow for acknowledging individual senior members.

√ **Please send all announcement requests to the Arts Festival office by March 30.**

### D. Rain plan

All performances scheduled for the main tent will take place there unless otherwise noted. Much needs to be considered by the arts festival staff regarding performer and audience comfort. Please check in with the PM if you have any weather-related concerns.

## VII. TECHNICAL INFORMATION

√ **ALL GROUPS must fill out the technical request form on-line and return it to the AFO by Friday, February 3rd.** “Participant Technical Information Form” can be found online at [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) under “Information for Participants”

### A. Sound Equipment and Instruments

The following is a list of equipment and instruments we will provide. In order for the festival to run smoothly it is imperative that we know your technical needs well in advance so they can be planned for. In particular, any theatrical groups or speakers in the Main Tent **must use wireless microphones**--if you have any questions about your group's sound needs, **please contact the PM before** submitting your technical request form.

**The sound technician will set up for you based on his experience and direction from the festival director. If you have any specific requests you must submit them on your tech form.**

#### *O'Neill Plaza performances*

- An assortment of instrumental, choir, and vocal microphones with stage monitors
- Boom and straight stands for the microphones
- CD player and iPod/mp3 player connection
- Digital piano (88 keys, velocity sensitive, weighted keys)
- Live sound technician
- Folding chairs
- Music stands

#### *Gasson Hall performances*

- Grand piano existing in the room (will be tuned immediately before the festival)
- Podium with microphone
- Folding chairs
- Music stands

### **B. Staging and "Backstage"**

#### *O'Neill Plaza performances*

- Main Stage: 16" high, 28' wide, 32' deep, 10' overhead space.
- Marley floor suitable for dance on top of the stage. Protective mats will be taped down for non-dance performances to preserve the integrity of the marley per the PM/SM discretion. (Stage floor similar to ALC Showdown Stage)
- If your group requires any performance space apart from the stage (including House entrances), **please discuss with the PM** by March 30<sup>th</sup> or as soon as possible).
- Storage and Green Room Areas: two tents to the left and right of the main stage.  
**St. Mary's Tent:** 20'x40' on the St. Mary's side of O'Neill Plaza. For instruments, cases, and equipment. Generally for the larger performing groups.  
**Devlin Tent:** 20' x 30' on the Devlin side of O'Neill Plaza. Serves as a pre-performance "green room" and dressing area for dance groups and smaller groups in general.

#### *Gasson Hall performances*

- Stage area: 35' wide x 10' deep
- No risers or elevation, unless requested in advance.
- Please contact the PM to discuss storage needs and note in technical information sheet.
- There is not a great deal of masking so it is imperative that groups are respectful of other groups currently performing.

In order for the festival to run smoothly it is imperative that know your technical needs well in advance so that your needs can be planned for.

## VIII. EXTRA

### A. Get More Involved

The AFC needs volunteer help with many things – marketing on and off campus, setting up and breaking down the festival sites, and managing the experience of the audience members at the festival. Please notify your group members of the volunteer opportunities as we communicate them to you in the spring.

√ **The Volunteer Kickoff Meeting will be held March 21<sup>st</sup> at 6pm in Higgs 300**

## IX. COMMUNICATION WITH THE ARTS FESTIVAL OFFICE

We will use **EMAIL** as the primary method of communication with student leaders and participants. We will communicate directly with the **primary contact** which you have given us. The primary contact should be someone who can respond quickly to email and who can manage the details and decisions required for Arts Festival participation. We require a **secondary contact** during the week of the festival for emergency purposes (this information will be collected on the “Participant Technical Information Form” which can be found online at [www.bc.edu/artsfestival](http://www.bc.edu/artsfestival) under “Information for Participants”). Email is also the best way to communicate with us.

### A. Contact Information

NAME	TITLE	PHONE #	E-MAIL ADDRESS
Arts Festival Office		552-4935	arts@bc.edu
Crystal Tiala	Arts Council Chair		tiala@bc.edu
TBA	Arts Festival Director		
Savannah Sharp	Graduate Assistant	2-4935	savannah.sharp@bc.edu
Randi Dube	Graduate Assistant	2-4935	<a href="mailto:dubera@bc.edu">dubera@bc.edu</a>
Ashley Kaner	Programming Coordinator	2-4935 or 978-407-7123	kaneras@gmail.com
Victoria Sponsel	Production Manager	2-4935 or 952-240-3292	sponselv@bc.edu
Mary Sheehy	Volunteer Coordinator	2-4935	Mary.sheehy.2@bc.edu