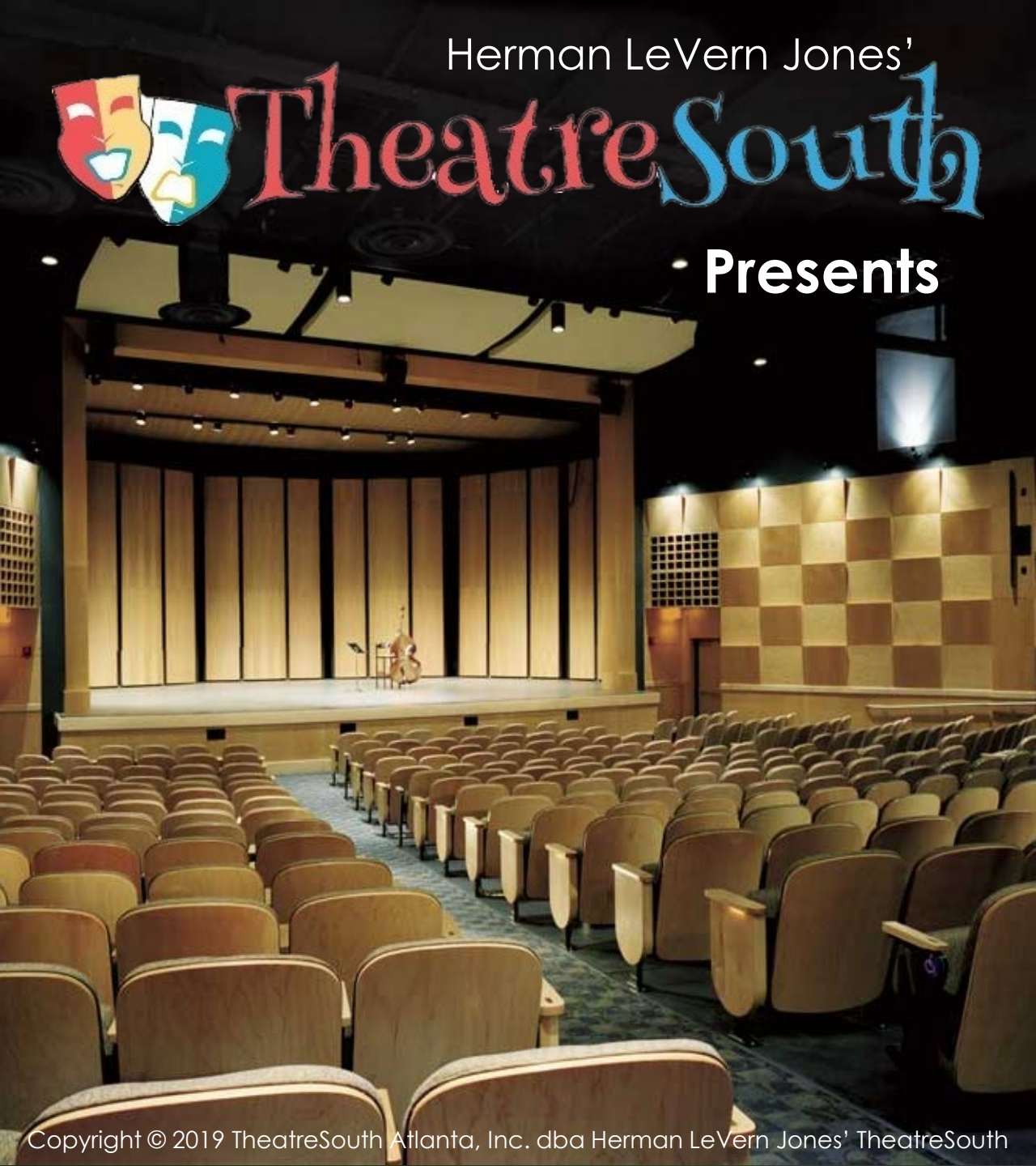


Herman LeVern Jones'

 TheatreSouth

Presents



FLORIDA
MEMORIAL
UNIVERSITY
A PROMISE. A FUTURE.

Theatre Arts Training and Workforce Development

2019 Spring/Summer/Fall
2020 Spring/Summer/Fall
2021 Spring/Summer/Fall

Overview

Herman LeVern Jones' TheatreSouth (HLJTS) will work with Dr. Adrienne Cooper and the administration at Florida Memorial University to implement a theatre program that will support the branding of **Florida Memorial University (FMU)** as a destination for the performing arts and potentially increase enrollment. The program will have three main components:

- ▶ **Theatre Residency**
- ▶ **Summer Stock Theatre Arts Conservatory**
- ▶ **Professorship**

Summer Stock Theatre Arts Conservatory

HLJTS's theatre residency will begin with an overnight summer theatre program at Florida Memorial University. We will recruit both high school and college students on a local, national and international level. The program will begin between May 15 and June 5 and will end on Friday August 9, 2019.

- ▶ Classes and rehearsals will take place Monday - Friday from 7:00 am - 6:00 pm.
- ▶ The Summer program will culminate in a theatrical production with proposed performances on August 7, 8 and 9.
- ▶ The proposed weekly fees are as follows:
 - ▶ Local students: \$200 which includes daily instruction, field trips, meals and insurance
 - ▶ Out of town/out of state students: \$750 which includes transportation, housing, daily instruction, field trips, meals and insurance
- ▶ See Sample Weekly Learning Modules for more details on what students will learn. Sample promotional materials are also available



*Special note: Once the program is officially approved, **HLJTS** will create a detailed informational packet, cost structure, activity calendar, curricula, etc.*

Summer Camp Overview

Students will learn how to become a triple threat (actor, singer, dancer) from industry professionals and specialists with a focus on script analysis, scene study, stage movement and characterization. Students will become familiar with the methodology of auditioning, theater production, rehearsal preparation, and resume building all the while having fun, making friendships, and working inside a professional theater. Students will also learn about other aspects of mounting a stage production including but not limited to costuming, make-up, sound, lights, media, and arts administration. HLJTS will hire a professional photographer to take headshots of all students. Students will also learn about building an online presence as a professional.

The productions that students perform in at the end of the summer will be determined based on the demographics of the enrolled students. The plays chosen will be family friendly and some examples are "The Phantom of the Old Opera House" written by Joseph George Caruso, "Images" conceived and developed by Herman LeVern Jones.

Immersion into a new culture!

Out of state students will have the opportunity to experience the fun and sun of South Florida. Part of the Summer Stock experience will include trips to cultural sites (theatres, art galleries, festivals), restaurants, shopping centers, and of course, the beach!



Summer Stock Theatre Arts Conservatory Planning Period: March and April 2019

- ▶ Hire a team of administrative personnel
- ▶ Hire a team of professional actors, tech crew, camera crew, production team (these are the personnel who will be working alongside and teaching the students)
- ▶ Travel to various locations throughout **South Florida** to meet and greet potential sponsors and donors, present PowerPoints and provide well packaged handouts.
- ▶ Market research, public relations, media planning, community relations
- ▶ Develop a marketing campaign and create promotional materials such as business cards, flyers, posters, brochures, social media and email campaigns, newspaper ads, radio spots, networking and fundraising events.

Summer Stock Theatre Arts Conservatory

Planning Period: May 2019

- ▶ Marketing: Radio, newspaper, television, social media, flyer distribution, announcements at community centers, and schools
- ▶ Registration: All appropriate forms will be in place such as applications, health forms, media release forms, rules/expectations and program literature. Parents will be able to register their children in April and May
- ▶ Start of summer classes at FMU



REGISTER

The word "REGISTER" is displayed in a playful, 3D style. Each letter is contained within a separate, brightly colored rectangular block. The colors are: R (green), E (purple), G (orange), I (pink), S (light green), T (blue), E (pink), and R (gold). The blocks are arranged in a slightly staggered, overlapping manner, giving the word a dynamic and modern appearance.

Theatre Residency

HLJTS's theatre residency will continue with a season of plays that will serve both the **Florida Memorial** student body and community residents of all ages, abilities, and cultural and socioeconomic backgrounds. As a resident theatre company at **FMU**, **HLJTS** will provide a diverse range of theatre programming including but not limited to musicals, classic plays, play readings, acting classes, workshops, guest lectures, youth productions, and a theatre business training program.

We look forward to creating transformative live arts experiences and educational opportunities on the **FMU** campus!

Highlights

- ▶ Community involvement - Youth, young adults, adults and seniors will have the opportunity to gain hands-on experience through participation in HLJTS's season of production as actors, singers, dancers and musicians.
- ▶ Volunteer/Community service/Student internship opportunities available in the areas of ticket sales, sponsorship procurement, administration, advertising, graphic design, ushering and more.
- ▶ Opening night galas
- ▶ Talkbacks (Discussion, Q&A) after the performances
- ▶ Promotional Ticket Give-A-Ways
- ▶ Workshops, Master classes, Play Readings, Guest Lectures
- ▶ Celebrity appearances (i.e. workshops, lectures, meet & greet)



Proposed Season of Productions

“A Civil War Christmas”

Written by Paula Vogel



December
2019

Play Synopsis

“A Civil War Christmas”, written by Pulitzer Prize winner Paula Vogel, is set on a chilly Christmas Eve in 1864 during the latter days of the Civil War. Washington, D.C. is settling down to the coldest Christmas Eve in years. In the White House, President and Mrs. Lincoln plot their gift-giving. On the banks of the Potomac, a young rebel challenges a Union blacksmith’s mercy. In the alleys downtown, an escaped slave loses her daughter just before finding freedom. **“A Civil War Christmas”** (known as the American version of Charles Dickens’s *“A Christmas Carol”*) weaves a tapestry of fictional and historical characters, such as President and Mrs. Lincoln – together with holiday music, marches, hymns, and spirituals of the period – to tell a story of companionship and communal hope arising from one of our nation’s darkest hours. **“A Civil War Christmas”** is a delight for people of all ages and contains many of the classic Christmas songs that we all know and love such as ***Silent Night, I Heard the Bells, What Child is This?, God Rest Ye Merry Gentleman, The Holly and the Ivy, and O Christmas Tree.***

The production premiered in 2008 at the Long Wharf Theatre in New Haven, Connecticut and has been produced at a host of regional theatres across the U.S. since its debut.



Production Festivities:

- ▶ Bell ringers and singers at the front door of the theatre to greet the patrons
- ▶ Christmas tree/decorations and carols playing in the lobby to create the “Christmas atmosphere” for the patrons
- ▶ Christmas cookies and hot chocolate before and after each performance
- ▶ Grand opening Gala/Reception with food, drink and live entertainment (i.e. Live band playing Christmas carols, games for kids, showings of Christmas shows and movies in separate rooms)
- ▶ Cast Meet & Greet

"I Have A Dream" The
Broadway Musical



January
2020

Play Description

"I Have A Dream" is a Broadway Gospel musical on the life and times of Dr. Martin Luther King, Jr. that chronicles the major events of the Civil Rights Movement from December 1, 1955 when Rosa Parks refused to give up her seat on the bus to the assassination of Dr. King on April 4, 1968. The production is a two hour multimedia experience that includes music, singing (20 Gospel songs), dancing and more than 125 historical images from the Civil Rights Movement.

This depiction of Dr. King and the Civil Rights Movement gives tremendous insight into Dr. King's love of his family, his sense of humor, and the incredible challenge that African-Americans faced in fighting for basic human rights.

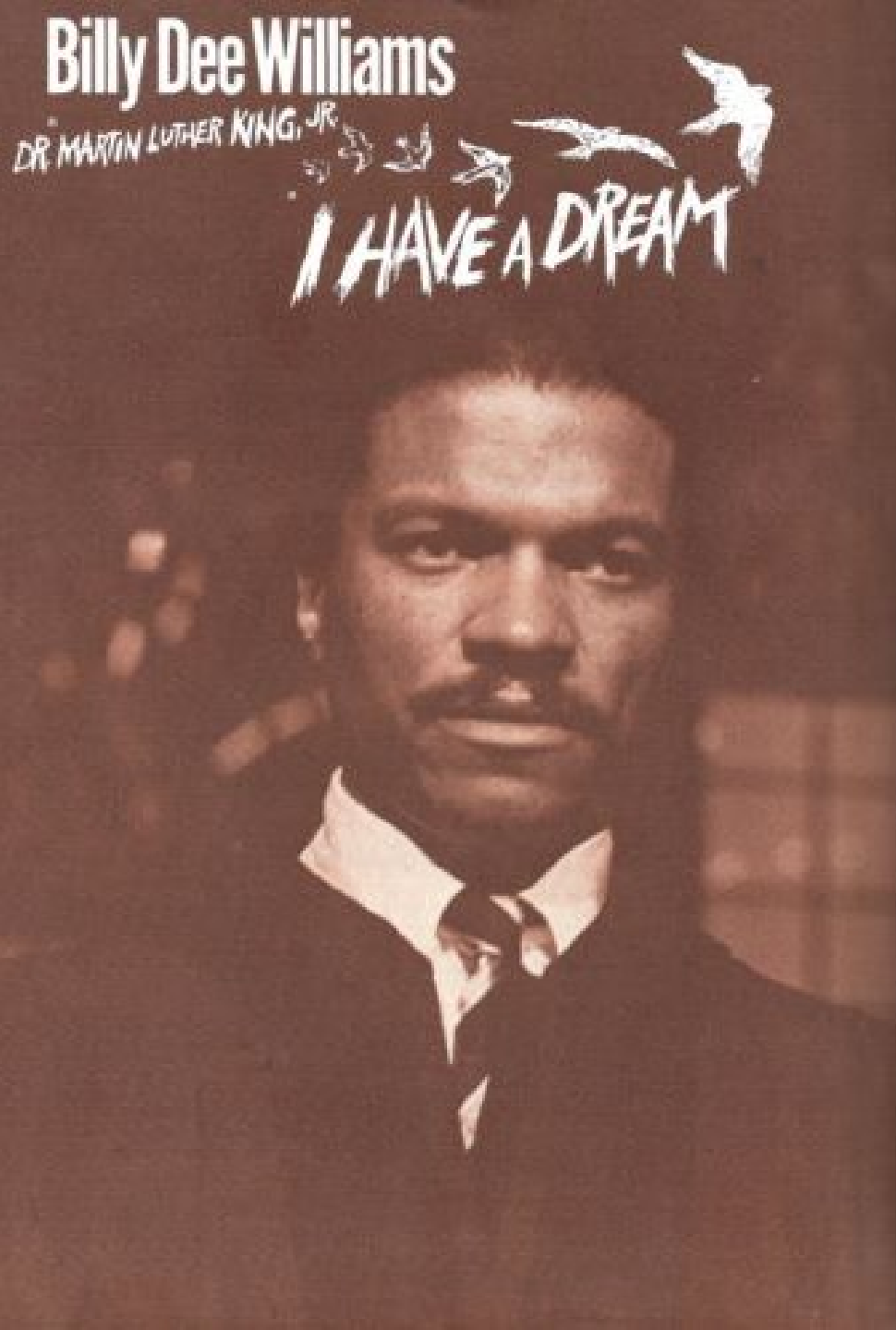
Major Events in “I Have A Dream”

- ▶ The arrest of Rosa Parks on December 1, 1955
- ▶ The bombing of Dr. King’s home in 1956
- ▶ Dr. King’s multiple arrests
- ▶ Dr. King stabbed in the chest by Izola Curry during his Harlem book signing in 1958
- ▶ Dr. King’s visit to India in 1959
- ▶ Letter from a Birmingham Jail – The statement Dr. King wrote to white clergymen while he was in solitary confinement in 1963 recited by cast members
- ▶ The Birmingham Children’s Crusade of 1963
- ▶ Nobel Peace Prize Ceremony in Oslo, Norway in 1964



Major Events in “I Have A Dream”

- ▶ March on Washington and “I Have A Dream” speech
- ▶ Birmingham Church Bombing which resulted in the deaths of Addie Mae Collins, Cynthia Wesley, Carole Robertson and Carol Denise McNair
- ▶ Assassinations of President John F Kennedy and Malcolm X.
- ▶ Bloody Sunday at the Edmund Pettus Bridge in Selma, Alabama
- ▶ Lunch counter sit-ins starting in North Carolina
- ▶ Dr. King’s “I’ve Been to the Mountaintop” speech on April 3, 1968
- ▶ Assassination of Dr. Martin Luther King, Jr. on April 4, 1968



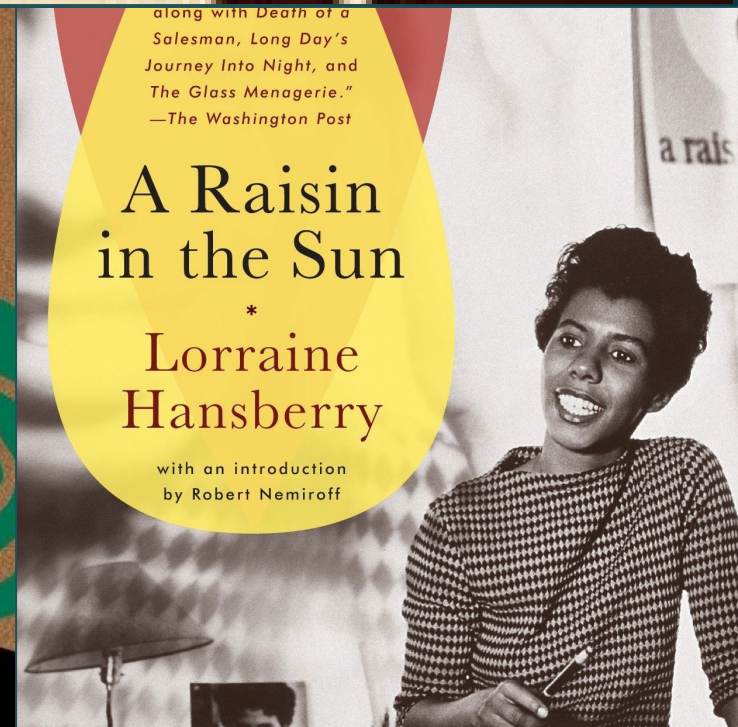
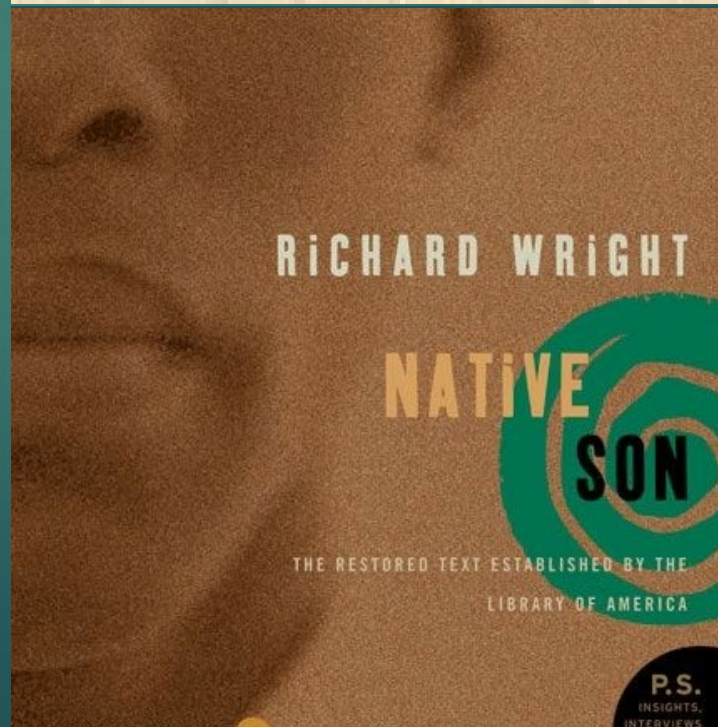
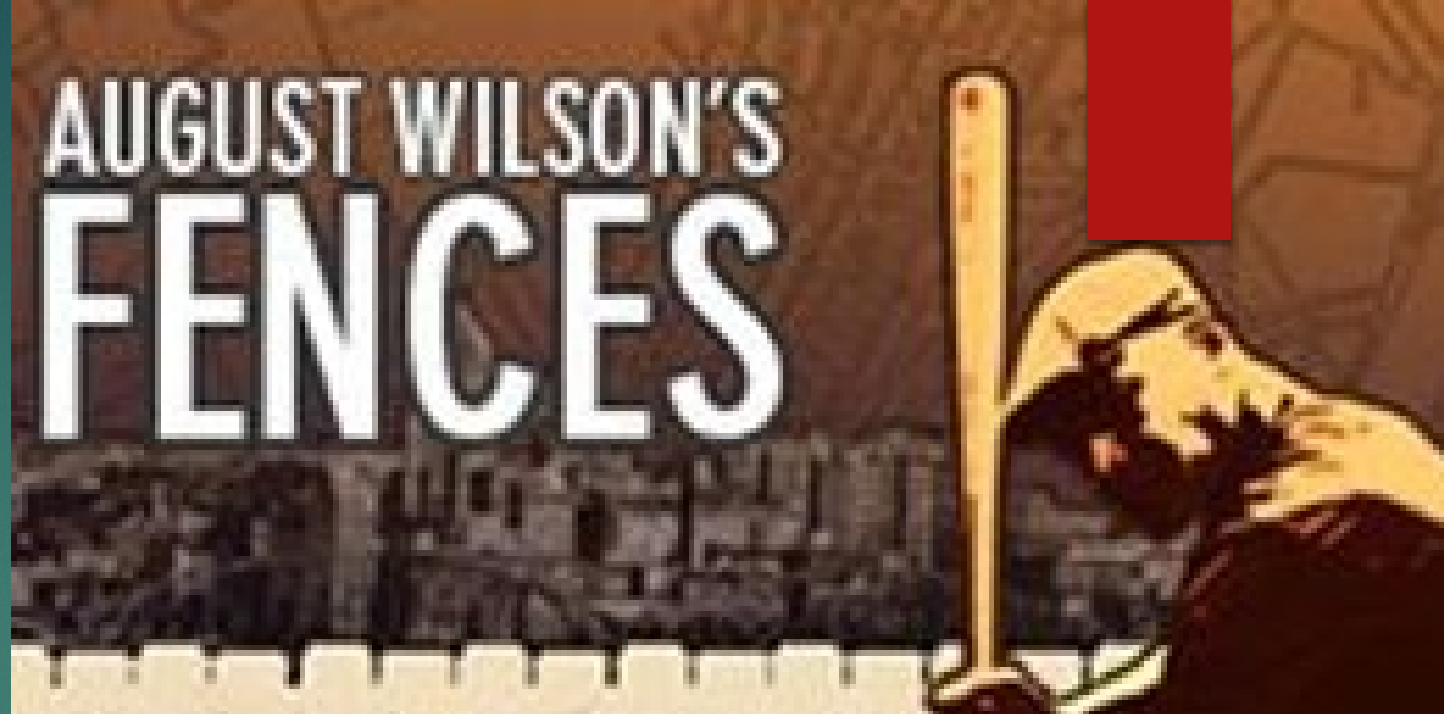
History of “I Have A Dream”

“I Have A Dream” debuted on Broadway with Billy Dee Williams in 1976 at the Ambassador Theatre. Broadway Producer and Artistic Director Dr. Woodie King, Jr. of the New Federal Theatre and the National Black Touring Circuit, Inc. of New York City later procured the rights to the play and began presenting “I Have A Dream” under the guidance of Herman LeVern Jones, Associate Producer of the National Black Touring Circuit, Inc. The play toured to over 125 cities both nationally and internationally including but not limited to Manchester and Birmingham, England, Luxembourg, New York City, Dallas, Philadelphia, Washington, DC, Anchorage and Fairbanks, Alaska and in Winston Salem, North Carolina at the first National Black Theatre Festival in 1989. The production was also seen in Indianapolis in 1990 and Atlanta, Georgia in 2012 at Life University to rave reviews and packed houses.

Play Reading Series

A series that will focus on African-American playwrights who have made significant contributions to theatre. Examples of plays include but are not limited to:

- ▶ “A Raisin in the Sun” by Lorraine Hansberry
- ▶ “Fences” by August Wilson
- ▶ “Tambourines to Glory” by Langston Hughes
- ▶ “Native Son” by Paul Green and Richard Wright
- ▶ “Locomotive” by Suzan-Lori Parks



Workforce Development



HLJTS's theatre residency will center on teaching students about both the artistic and business realms of the theatre in areas such as acting, directing, producing, stage management, tech, costumes/hair/make-up/props, marketing, administration and entrepreneurship.

The objective is to use theatre arts as a mechanism for teaching the students soft skills such as critical thinking, communication, reading comprehension, teamwork, work ethic, creative thinking, decision making, time management, and problem solving. These are the skills that will allow students to thrive in their future endeavors whether that be graduate studies or entrance into the workforce!

Workforce Development

The theatre program will also teach students the business acumen that will shape them into successful business leaders regardless of what profession they choose. Learning topics include but are not limited to negotiation techniques, contract development, marketing, creating a business plan, capitalizing a project (sponsorship, investment, private donations), etc.

Special Activities

There will be a calendar of activities for the students including but not limited to:

- ▶ **Workshops/ Guest speakers:** Professionals will visit Florida Memorial and teach students about their area of expertise in the theatre. This will be a chance for students to meet professionals in the theatre industry and gain in-depth knowledge on career opportunities. Examples include: having a professional tech person teach the students technical terms and show them how to use tech equipment, inviting a professional dancer/singer to hold a master class with the students, having a make-up artist inform students about the career opportunities in theatre make-up and show them application techniques, etc.
- ▶ **Field trips:** Students will periodically visit Cultural sites, theatres, festivals, etc.
- ▶ **Documentary and Film Showings:** Various films that focus on theatre history and influential figures in the industry. Refreshments and talk-backs will take place afterward.
- ▶ **Grand Opening Galas/Receptions:** Food, drink and live entertainment in the Lou Rawls theatre after the opening general public performance



Special Activities

Herman LeVern Jones and his team will organize a trip with the students to the 18th biennial **National Black Theatre Festival (NBTF)**.

What: A week long series of plays, readings, workshops and film showings

Where: Winston-Salem, North Carolina

When: First week of August 2021

How many students: 15

Mode of transportation: Plane

Cost to students: \$2,800 per student (Our goal is to procure sponsorships so that students can go on the trip for free or at a significantly reduced price)



About the National Black Theatre Festival



The **NBTF (of which Mr. Herman Jones is a co-founder)** transforms North Carolina's city of arts and innovation, Winston-Salem, into a mega-performing arts centre with over 100 performances in a number of the city's venues. Theatre workshops, films, seminars, a teen poetry slam and a star-studded celebrity gala all work together to accomplish the goal of making the **National Black Theatre Festival** one of the best theater festivals in the country. The history of celebrity appearances and performances at the **National Black Theatre Festival** is not only impressive, but also extensive. Visitors can expect to see a number of familiar faces as well as up-and-coming amateurs to the big stage. Each phenomenal festival saturates Winston-Salem with approximately 60,000 theatre goers and theatre professionals from all around the globe.

Florida Memorial students will experience the largest black theatre festival in the world. They will have the opportunity to see a variety of productions, readings, workshops and theatre activities. They will get a chance to meet professional theatre producers, directors and actors from all over the world. These connections that students make at **The Festival** may help them advance in their own artistic career. Regardless, each student will experience the high energy theatre atmosphere and become empowered to pursue their own artistic endeavors.

Acting Lessons

- ▶ Learning standard acting techniques such as Meisner, Chekhov, Stanislavsky
- ▶ Audition techniques: this is a critical component in graduate school acceptance and getting acting work!
- ▶ Resume enhancement through participation in multiple stage productions
- ▶ Support with graduate school applications (Yale School of Drama, Harvard, The Juilliard School, Tisch School of the Arts at New York University, The American Conservatory Theater, etc.)



Acting Lessons

- ▶ Life Values in Drama
- ▶ Theatre etiquette
- ▶ Remembering a Movement
- ▶ Relating to Another Performer
- ▶ Stage Terms
- ▶ Acting and Directing Terms
- ▶ Basic Guidelines for Traditional Stage Movement



THEATER
101

Acting Lessons

- ▶ The Vocal Instrument
- ▶ Eating, Speaking, and Breathing
- ▶ Four Ways to Change Sound and Tone
- ▶ Rate, Pace, Tempo or Rhythm: "Pick It Up!"
- ▶ Pronunciation and Diction
- ▶ Body and Voice
- ▶ Emphasizing an Idea
- ▶ Special Voice Skills
- ▶ Entrances and Exits



Funding

- ▶ Executive Producer and Artistic Director Herman LeVern Jones desires an annual salary of \$100,000.00 to become a Professor Emeritus and the General Manager of the theatre programming.
- ▶ Annual funding in the amount of \$500,000.00 is needed for the overall program to cover the cost of the aforementioned activities (productions, play readings, guest celebrities, etc.) and a variety of other program costs such as office supplies, printing, design of promotional materials, additional staff, set materials, technical equipment, costumes, props, field trips to cultural events/plays, marketing, web development, etc.

*Important Note: The above figures are simply projections and can be negotiated. **HLJTS** is willing to adjust the budget according to the needs of Florida Memorial University and Dr. Adrienne Cooper.*

Community Support

Below are examples of entities that we can approach as part of the fundraising campaign:

Superintendent:

- Support the cost of tickets and busses for student performances

Presidents/Chancellors of other Colleges & Universities:

- Support marketing efforts, sponsor student tickets and create an extra credit option for students to attend the production

Churches, Senior Centers, Sororities/Fraternities, etc:

- Marketing support, group sales, sponsorship

Corporations:

- Sponsorship, Corporate Nights at the theatre

Support Team



Carolyn Jones – Education Director

Carolyn Jones has been working with Herman LeVern Jones' TheatreSouth since its inception. She continues to support the company as the Educational Director and Event Coordinator. Mrs. Jones has designed countless gala events and receptions, is often the go-to person for costuming and has created many of TheatreSouth's lesson plans and curricula for school students. Mrs. Jones has helped with the touring and coordination of TheatreSouth events in the following cities: Atlanta, Miami, Pittsburgh, New York City, and Raleigh.

Mrs. Jones completed her bachelors at Winston Salem State University and her Masters at North Carolina Central University.

Yonnick Jones – Management and Human Resources

Mr. Jones has developed incredible innovative management, financial analysis, public speaking, and strategic decision making abilities through education and work experience. He uses his leadership skills to the fullest, making sure every company's clients and staff members keep a positive mind set and focus on the results of any business challenge. Jones has been educated at the following institutions: Clark Atlanta University B.A. in Supply Chain Management & International Business; Columbia University in the City of New York in Masters Business Certificate – (Finance); and International MBA at Alma Graduate School hosted by the University of Bologna in Banking & Finance (Italy).





Bianca LaVerne Jones – Associate Artistic Director and Acting/Directing Coach

Ms. Jones has an extensive list of accomplishments and credentials. Ms. Jones has studied at prestigious schools such as the North Carolina School of the Arts, Purchase State College, and Yale School of Drama. She holds a Master's of Fine Arts in Directing from the London Academy of Music and Dramatic Art (LAMDA). Ms. Jones has carried many of TheatreSouth's productions through various lead roles, most notably as Coretta Scott King in "I Have A Dream" Broadway Musical on Martin Luther King, Jr. She has helped many of TheatreSouth's actors improve in the areas of speech, movement and dance. See www.biancalavernejones.com for more information.

Edris Cooper- Guest Artist and Master Instructor

Edris is known primarily in the Bay Area as an actor, director and writer. She founded and ran the Sugar Shack Performance Gallery in the Lower Haight and is founder and Artistic Director of Black Artists Contemporary Cultural Experience.



Samantha Davis – Associate Producer

Samantha Davis recently received a Bachelor of Arts in English from Florida International University. She wears multiple hats for TheatreSouth and has had her hands in just about every aspect of the company: acting, telemarketing, social media, graphic design, proposal writing, touring development, contract development, fundraising, and office management just to name a few. In addition to theatre, Ms. Davis is passionate about volunteering and helping those who are less fortunate. She has worked with various organizations around the country such as The Portland Rescue Mission, The Denver Rescue Mission, The Miami Rescue Mission, American Baptist Home Mission Societies Ecumenical Work Week in New Orleans and others.





Jacovia Farrington – Senior Business Developer

Jacovia Farrington is currently finishing her Associate's Degree in Theatre from Miami Dade College. She is an asset to TheatreSouth in many ways. Ms. Farrington stands out through her hard work and willingness to tackle the many challenges that come with running a theatre company. She has helped with fundraising, telemarketing, social media and more. She is currently expanding TheatreSouth into the national marketplace by launching TheatreSouth's tour of "I Have A Dream" Gospel Musical on Dr. Martin Luther King, Jr.

Thank you for viewing this proposal!

For any questions, please contact:

Herman LeVern Jones'



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Presentational Package designed by Herman LeVern Jones and Samantha Davis of TheatreSouth Atlanta, Inc.

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