

Performing Arts Council

Production Guide

September 2021

Purpose	4
Reference Materials	4
The Three Series.....	4
Encore Series.....	4
Classical Music Series.....	4
Friday Morning Music Club Series	5
Artists, Musicians, and Performers	5
What we need from the performers.....	5
What we owe the performers	5
MOU (Memorandum of Understanding).....	5
Tickets and Ticket Sales	6
Encore Series Tickets	6
Classical Music Series Tickets	7
FMMC Series Tickets	8
Ushering.....	8
Venues	8
Riderwood Chapel.....	8
Encore Theater	9
Marketing Materials.....	10
Riderwood Reporter Articles.....	10
Posters	11
Programs.....	12
Cubby Stuffers.....	14
Television Publicity	14
Community Resources Coordinator	14
Copy Center	14
Copy Request Form.....	15
Placing an Order for Copies	16
Getting the Completed copies.....	16
Video Recordings	16

Roles and Time Line.....	16
Audio / Video Staff Manager	17
Audio / Video Technical Manager.....	17
Classical Music Committee Chair.....	17
Head Usher.....	18
PAC Members.....	18
PAC President.....	18
PAC Treasurer.....	19
Producer.....	19
Ticket Manager.....	22
Ticket Printer.....	22
Ticket Sales Coordinator.....	22

Purpose

PAC performances are intended to further the PAC's mission, which is

- To bring outstanding nonresident performing artists to Riderwood
- To entertain, inspire, and educate our audience
- To support Riderwood's Benevolent Care Fund

This guide identifies the tasks needed to ensure each concert is staged with a high level of professionalism and a minimum of effort.

Reference Materials

All forms, templates, samples and other materials are available for download in the PAC folder on RiderwoodLife.org.

The Three Series

The PAC events are packaged and marketed in three series:

Encore Series

Encore Series performances are held in Encore Theater

- From January through October at 7:30 PM on the third Friday of the month
- On the first Sunday of December at 3 PM

Tickets are sold the week of the performance on Monday and Tuesday from 4:30 PM to 6 PM in the lobby of the four clubhouses. Any tickets that remain are sold at the door.

Artists are paid a fee negotiated in advance.

Classical Music Series

The PAC's Classical Music Committee packages three concerts as a season in the months of November, February, and April. Concerts are held in the chapel at 7:30 PM on the first Sunday of the month.

Tickets are sold by season subscription (at a discount) in September. Any tickets that remain are sold at the door.

Artists are drawn from individuals and ensembles in the Washington DC area. They are paid a fee negotiated in advance.

In addition to the scheduled season concerts, there are occasional special concerts.

Friday Morning Music Club Series

The PAC's Classical Music Committee offers three concerts in the months of January, March, and May at 7:30 PM in the chapel on the first Sunday of the month.

Attendance is free; tickets are not used.

Artists are drawn from the Friday Morning Music Club, a Washington DC area organization, which performs at Riderwood without charge.

Artists, Musicians, and Performers

What we need from the performers

- Photo
- Bios
- Play list (set list)
- Audio / video needs
- Number of cars/vehicles requiring parking space
- Whether they want to sell CDs after the performance. Note that if the performers want to sell CDs, they must sit at the table and sell the items themselves.

What we owe the performers

- Rehearsal and performance space
- Paycheck
- Audience
- AV setup and operation
- Parking spaces
- Table for them to sell their CDs, if requested
- Driving directions to Riderwood
- Directions to parking and unloading facilities

MOU (Memorandum of Understanding)

The MOU is a document which details the agreement between the performer and the PAC. It shows the date, time, venue, fee, A/V needs and other particulars of the performance. It is the basic document upon which subsequent planning and decisions are made.

Tickets and Ticket Sales

Tickets are sold both in advance and at the door for the Encore and Classical Music series. Tickets are not used for the FMMC series.

Encore Series Tickets

Ticket Production

The Encore Ticket Printer (a PAC member) prints the tickets in-house for each performance. Tickets are printed in 5 categories with each category printed on 65-pound card stock. The Encore Theater auditorium has a capacity of 300 people with specific limits for walkers and wheelchairs. See the appendix for ticket samples.

Category	Color	Total Quantity	Each Clubhouse
A	Lime Green	80	20
B	Yellow	80	20
C	Pink	80	20
Walker	Blue	44	11
Wheelchair	Orange	16	4

Tickets have historically been printed using Microsoft Word and an appropriate template. Any software that produces similar results is acceptable.

See the Theater Entrance Process in the Venues section for an explanation of the A, B, C ticket categories.

Advance Ticket Sales

Tickets are sold on Mondays and Tuesdays the week of the performance at tables set up in each clubhouse lobby from 4:30 PM till 6 PM. The form of payment is limited to cash and checks. Each clubhouse will start with the number of tickets shown in the table.

Each table is staffed by two ticket sellers who are recruited and trained by the Encore Ticket Manager.

Materials needed are:

- Tickets
- Cash for making change
- Poster and poster stand to advertise the performance
- Documented frequently asked questions (and answers) so that ticket sellers give correct and consistent answers
- Tally sheet for recording tickets sold and sign off section for ticket seller signatures

At-the-Door Ticket Sales

Any remaining tickets are available for sale at the door. The form of payment is limited to cash and checks. If a person has purchased the wrong category of ticket, they may exchange it if what they want is available. If there are no tickets available for exchange, the ticket price will be refunded and the holder will not be able to attend the performance.

Classical Music Series Tickets

Ticket Production

The Classical Music Series Ticket Printer (a PAC member) prints season tickets in-house in advance for the season. Individual tickets, if unsold seats remain, are printed for each concert.

Tickets have historically been printed using Microsoft Word and an appropriate template. Any software that produces similar results is acceptable. See the appendix for ticket samples.

Advance Ticket Sales

Sets of tickets for the season are sold on a Monday and Tuesday toward the end of September at tables set up in each clubhouse lobby from 4:30 PM till 6 PM. Buyers must buy the complete set. The form of payment is limited to cash and checks. Upon payment, the buyer receives a set of tickets for the scheduled concerts.

Interested residents who do not have payment with them are given an order form, which the resident can return with their check (no cash) to an identified cubby by a specific date. Tickets will be delivered to the buyer's cubby shortly thereafter.

Season tickets are sold at a nominal discount.

Each table is staffed by two ticket sellers who are recruited and trained by the Classical Music Series Ticket Manager.

Materials needed are:

- Tickets
- Cash for making change
- Poster and poster stand to advertise the season's concerts
- Form for ordering season tickets
- Documented frequently asked questions (and answers) so that ticket sellers give correct and consistent answers

At-the-Door Ticket Sales

Any remaining tickets are available for sale at the door. The form of payment is limited to cash and checks

FMMC Series Tickets

The FMMC Series does not use tickets. Admission is free and limited only by the chapel capacity.

Ushering

Ushers are resident volunteers who take tickets, hand out programs, and help attendees find seats. There are two sets of ushers. One set serves the Encore Series; the other set serves the Classical Music and FMMC series. Approximately eight ushers are needed for Encore performances. Classical and FMMC Series requires four ushers per concert.

The Encore Series has three Head Ushers who recruit, train, and schedule their volunteers. At the beginning of the season, the Head Ushers decide which concerts they and their ushers will cover. Encore Series ushers are given free tickets to the performance they usher.

Another volunteer serves as the Head Usher for both the Classical Music Series and the FMMC Series. Each of these concerts is staffed by 4 ushers. The Head Usher recruits, trains, and schedules the ushers.

A PAC member is designated as the Usher Coordinator who interfaces with the Head Ushers. Ushers and Head Ushers are not required to be PAC members.

Venues

Riderwood Chapel

The chapel has movable chairs and pews, which are fixed in place. It seats about 300 people. It is equipped with two Kawai baby grand pianos and an electric organ.

AV Booth

The Audio/Video booth is located at the rear of the auditorium and is staffed by an AV volunteer during each performance to monitor AV quality and make adjustments as necessary. Entrance to the booth is from inside the auditorium.

Performer parking

Performer parking is usually arranged for the semi-circle between the chapel and the Village Square clubhouse.

Encore Theater

Encore Theater is located on the terrace level of Lakeside Commons clubhouse. The theater has one piano.

Seating

The theater has 281 fixed seats, 44 of which are designated for people with walkers. The walker seats are located where these people can readily get to the seat then store their walker during the performance. People in wheel chairs are accommodated in the last row and against the back wall.

AV Booth

The Audio/Video booth is located at the rear of the auditorium and is staffed by an AV volunteer during each performance to monitor AV quality and make adjustments as necessary. Entrance to the booth is outside the auditorium.

Waiting Area

Attendees start arriving well before the doors open. It is important that these early arrivals have a place to wait until the doors open.

Theater Entrance Process

In order to reduce crowding and ensure the safety of all theater goers, we use a controlled entrance process similar to what Southwest Airlines does for boarding. There are three categories of tickets: A, B, and C. When the doors open, the A tickets are admitted. Once the A-tickets are in, the B-tickets are admitted, then the C-tickets. People who arrive after the C-tickets are admitted can enter at any time.

A-ticket holders may sit in any non-walker seats.

If you are Southwest Airlines travelers, you may already be familiar with this practice. We issue tickets in three different colors. One set will be marked with an **A**, another set in a different color will be a **B**, and finally a third set in another color will be a **C**. Each clubhouse ticket sales table will have 25 each of the A, B, C tickets. The first 25 people who buy tickets will get the A tickets, the next 25 people will get the B tickets, and the final 25 people will get the C tickets.

There are no reserved seats other than those for walkers and wheelchairs. Once wheelchair tickets are admitted, the walker tickets are admitted. Only after the wheelchair and walker tickets are admitted will the A tickets be admitted, then the B tickets, and finally the C tickets.

Only wheelchair and walker tickets are permitted to come down to the theater level to wait for the theater doors to open. There are designated areas for each type of ticket.

Other ticket holders must wait on the main level until their group is called. The upstairs ushers will call out the A group and ask them to go down to the theater, then they will call the B group, and finally the C group.

This process should provide a more orderly and safe environment for ticket holders. It will also keep the Lakeside lobby clear for passage of residents in Lakeside Commons who are trying to get to their mailboxes.

Marketing Materials

Riderwood Reporter Articles

The Riderwood Reporter newspaper is published each Monday with copies being placed in resident cubbies on Saturday or Sunday before the publication date. We submit articles to generate interest and ticket sales as well as to foster continuing awareness of (and excitement about) PAC events.

Articles must be written in Microsoft Word using Times New Roman font in 12-point typeface. The output must be in .docx format. Writing should be prose without bullet points or incomplete sentences. The article should cover who, what, when, where about the performance as well as praise for the performer. It should also provide ticket sales information. There is no template for the article, which is limited to 250 words.

A photograph should accompany the article. Its size does not matter, but it must be in jpeg format. Although it will be printed in black and white, it may be submitted in either black and white or color.

Publication date

We want the article to be printed in the paper whose publication date is 3 Mondays before the performance.

Submission due date

The article should be emailed to the newspaper (rwwreporter@erickson.com). The email body should include the headline for the article, the byline of the author (the producer's name), and the desired date of publication. Attached to the email should be the article and a photograph.

The email must be sent by noon on Wednesday before the publication date.

Posters

Encore Series and Classical Music Series concerts are advertised by posters intended to generate interest and ticket sales. In addition, there is a poster advertising the Classical Music Series that is intended to generate interest in buying season tickets for the series. The posters are displayed in Riderwood's 35 elevators, 4 clubhouse bulletin boards, and 4 ticket sales tables.

Posters for the FMMC series are hung in the clubhouses, but not in elevators.

If you have any technical problems creating the poster, contact the PAC President who will assign an assistant. The producer is responsible for gathering material for the poster and for its "design." The assistant is responsible only for the physical creation of the poster.

Posters must be 8.5" x 11" in portrait mode with 1.5" margins on each side and 1" margins on the top and bottom. They should make tasteful use of color. Posters must be based on the PAC poster template to ensure consistency with the PAC "brand."

Be careful to observe the wide (1.5 inch) left and right margins. This requirement results from the narrow elevator display cases. If we use smaller margins, we risk having important material hidden by the display case or other posters.

Hang date

Posters are hung in elevators and posted on bulletin boards by volunteers on Saturdays. We want to have the posters on view for the better part of two weeks before each performance. If the performance is on a Friday, we want the poster hung two Saturdays before the performance. If the performance is on a Sunday, we want the poster hung three Saturdays before the performance.

Submission and due date

Because posters are printed in color, they must be emailed to the CRC who will have them printed and then hung in the elevators and posted on bulletin boards. Email the poster to the CRC at least 2 weeks before the requested hang date so that the CRC has time to get the poster copied and distributed to the volunteers. You do not need to include a Copy Request form with your email.

Inputs to Poster Design

- MOU
- Color photo in jpeg format
- Performance details (date, time, ticket sales, etc.)
- Poster template (must be compatible with the software application used)
- Samples of posters used in the past (see appendix)

- Poster contents checklist

Tools and Techniques for Poster Design

- Software application for creating the poster such as Microsoft Publisher or Microsoft Word
- Competence in use of the software application

Outputs of Poster Design

- Poster (computer file in PDF format)

Poster Contents Checklist

- “Performing Arts Council” banner reading up on the left
- Name of the concert or performers
- Color photo of performer(s)
- Name of PAC series
- Date of concert
- Venue
- Time doors open
- Time concert starts
- “Free Admission” if that is the case
- Tickets
 - When and where to buy in advance
 - Tickets will be sold at the door
 - Prices

Programs

Sometimes the performers will announce their own performance, but most performances of a concert nature will have printed programs that are handed out to the audience as they enter the venue.

The program is one sheet of 8.5 x 11 inch paper, printed on both sides, and folded in the middle so as to create a 4-page document that is 5.5 x 8.5 inches in size. See a sample in the appendix.

- Page 1 gives the name of the performer and includes a photo of the performer(s)
- Page 2 gives biographical and other interesting information about the performer(s)
- Page 3 lists the works to be performed or gives an appropriate description of the performance
- Page 4 lists upcoming PAC performances and describes the PAC itself.

Inputs to program creation

- Performer photo in black and white format
- Program template
- Biographical information
- List of works to be performed
- List of upcoming PAC performances
- Sample programs used in the past
- Program template

Tools and Techniques used to Create Programs

- Software application such as Microsoft Publisher or Microsoft Word
- Competence in using the software

Outputs from Program Creation

- Program in electronic PDF format
- Completed and scanned Copy Request form

Program Layout

The program is created using two templates, one for the “inside” of the program and the other for the “outside” of the program.

After creating the program, you have two choices as to how to give the program and copy request form to the Copy Center. Note that the electronic method is preferred because scanning of a paper program by the Copy Center will degrade the quality of the photo on page 1.

- Electronic documents. Prepare a computer file in PDF format containing the two sides of the program. Fill in an electronic copy of the Copy Request form as save it as a PDF.
- Paper documents. Print out the program and Copy Request forms.

The program is printed on both sides of a sheet of paper. It may be submitted to copy center as two separate sheets with the explicit instructions that it is to be a 2 sided finished product. If providing two separate sheets the Producer must provide a sample mockup to assure the Copy Center understands what the finished program looks like.

If the Producer has any technical problems creating the poster he/she is to contact the PAC President who will assign an assistant. The producer is still responsible gathering material for the program and for its design. The assistant is responsible only for the physical creation of the program.

Cubby Stuffers

Cubby stuffers are used only for FMMC concerts. Because elevator posters are not permitted for the FMMC series, we use cubby stuffers to reach potential audience. A cubby stuffer is a quarter-page size notice that gives details of the next FMMC concert. It is placed in the cubbies of those residents who have requested it a week before each FMMC concert as a reminder.

Television Publicity

RWV TV staff members are extremely helpful in publicizing PAC events. Information on the poster sent to them is used to create an announcement on the daily bulletin board which will run for up to ten (10) days prior to the event. An interview with the artist may be scheduled by calling at least a month in advance. Permission from the performer to record the program solely for RWTV will be in the MOU and the AV Manager will make arrangements for camera setup and operation. Ordinarily, RWTV can provide a DVD copy of the recorded performance to the artist within a week or two. The producer is responsible for providing RWTV with the information about where to send the DVD. The AV Manager will confirm the format of the recording to be sent if other than a DVD.

Community Resources Coordinator

The CRC is responsible for coordinating with other Riderwood staff organizations to:

- Reserve parking spaces for performers
- Set up the stage for the performance
- Set up ticket selling tables
- Set up CD selling tables
- Set up AV equipment
- Authorize Copy Center printing
- Having posters duplicated and hung

Copy Center

The Copy Center is in the Village Square community on the terrace level of Park View. From the front desk in Village Square, walk north past the medical center and continue along the hallway as it makes left and right turns, continuing to the hallway's end. Enter the last door on the left, which is marked "Security." Note that this Security sign is not hanging from the ceiling like other signs; it is attached to the wall next to the door. Go through the doorway and continue straight to the rear where you will see the copy machines. The Copy Center office is then to the left.

Allow 2 weeks for the Copy Center to complete your request and make the copies available.

Copy Request Form

The Copy Request form accompanies your copy masters and gives the Copy Center the information it needs to create your copies and get them to you when finished.

Filling out the form

Name: Your first and last names

Date: Today's date (use this format: May 20, 2021)

Apt # Your apartment number (example: HS-523)

Phone: Your phone number

Date to be completed: When you want it done

Paper: Draw a circle around 8.5 x 11

Copy Type: For posters, draw a circle around Color. For all others, draw a circle around Black & White.

Paper Color: Draw a circle around White

Collate or Stack: Draw a circle around Stack

Staple: Draw a circle around No

Print: For posters, draw a circle around Single Sided. For programs, draw a circle around Double Sided and add "Head to head."

Delivery Options: Following "name and building," enter: Front Desk at LSC (or whichever clubhouse you want them delivered to)

Copier Code to Charge Copies to: 112209 – Community Resources

Number of Copies: Enter the number desired

Other Special Instructions: You may want to enter something like this, "Call John Doe at 555-123-4567 when the copies are delivered to the LSC front desk." For posters, add instructions to fold in the center so that the photo is on page 1.

Transmitting your request to the Copy Center

There are three ways to get your materials to the Copy Center.

Method 1 – All paper

Fill out the Copy Request form by hand and take it with a paper copy of your masters to the Copy Center. This is the least preferred way because the Copy Center will have to photocopy your masters, which produces a degraded copy. Also, if the Copy Center manager is not available, you will have to wait, or you can leave them at the Village Square front desk if there is no one in the Copy Center.

Method 2 – Hybrid

Place your masters on a flash drive in PDF format and fill out the Copy Request form by hand. Take them to the Copy Center. You may have to wait if the Copy Center manager is not there.

Method 3 – All Electronic

Fill out the Copy Request form on your computer and email it along with your masters in PDF format to the Copy Center. This is the preferred way.

Placing an Order for Copies

Material to be reproduced should be emailed to the copy center. The masters must be in PDF format.

Getting the Completed copies

You can pick up the copies at the Copy Center or have them delivered to the front desk at your clubhouse. If they are delivered, the clubhouse desk person will phone you to let you know you can pick them up.

Video Recordings

Encore Series performances are videotaped. The recordings are then managed by the Riderwood TV Studio and are occasionally broadcast on a Riderwood TV channel. The recording process is managed by the AV person assigned to the performance.

Roles and Time Line

This section contains the responsibilities and deliverables for each role involved in the production of a PAC performance. The time line shows when the deliverables are due. Note that you may have to start working on a deliverable in advance so as to deliver it on time. Plan your time carefully.

In addition to PAC members, a successful production depends on work being done by Riderwood staff and non-PAC volunteers. To some extent, the PAC is in competition with other Riderwood activities for Riderwood staff time, bulletin board space, and other resources. Adhering to the given time line will help ensure we give sufficient lead time to Riderwood staff so they are not under time pressure.

Audio / Video Staff Manager

The AV Staff Manager staffs the AV booth during the performance.

Day of the performance

- Verifies that the required equipment is in place
- Operates the audio and video equipment during the sound check and the performance

Performance video

The PAC makes a video recording of each performance. It is given to the Riderwood TV Studio for showing on future TV programs and to make a recording for the performers.

Audio/Video Operator Goals

- Comfortable sound level
- Make an audio and video recording of the performance
- Play sound or video for the performer if needed as part of the performance
- Operate the equipment during sound check and the performance

Audio / Video Technical Manager

The AV manager gets the audio needs from the performers and arranges with Riderwood staff and the AV Staff Manager to fulfill the needs.

Upon receipt of the MOU

- Contacts the performer to understand and document their equipment needs
- Transmits the AV needs to Riderwood staff

Classical Music Committee Chair

The Chair of the PAC's Classical Music Committee has the following responsibilities.

A Year in Advance

- Reserves the chapel for concerts included in the Classical Music Series and the FMMC series
- Reserves the clubhouses for season ticket sales for the Classical Music Series

At the beginning of each season

- Appoints Producers and AV Managers for the committee's two series
- Negotiates MOUs for the Classical Music Series

Head Usher

The Head Usher is responsible for assigning ushers to their spots and seeing to it that entrance into the venue proceeds in a safe and orderly fashion.

- Arrive at the venue about an hour before the doors are scheduled to open.

Day of the Performance – Encore Theater

- Verify that 44 chairs are placed in the arts display room by 6 PM for audience members who arrive before doors open
- Verify that a ticket table and 2 chairs are set up opposite elevator (with table cloth on it)
- Verify that a table with a table cloth and a chair is set up in the LSC lobby just toward the front of the main card room.
- If CD sales are requested by performer, verify that a table between theatre doors is set up for sales.

Day of the Performance – Chapel

- Verify that a table with a table cloth and a chair is set up in the lobby near the entrance for use by ticket takers and ushers handing out programs
- If CD sales are requested by performer, verify that a table is set up for sales.

PAC Members

Any PAC member can make contact with an artist to determine interest and availability. The member obtains the artist's contact information and required fee, if any. The member is not to attempt to negotiate the fee in any way.

The member should also obtain any supporting material, such as a web site address, that would help the PAC assess the artist's suitability. The member should then report the information to the PAC President for the Encore series or the chair of the Classical Music Committee for the Classical Music series.

PAC President

The PAC President is responsible for ensuring that all PAC roles are performed properly and on time. If necessary, the President may make changes in role assignments during the production process.

- Maintains the master file of original MOU documents

At the beginning

- Negotiates the MOU details including the fee with the performer
- Appoints the producer and understudy, if any
- Appoints the AV manager

- Assigns assistants to the producer if the producer requires technical computer help in creating any materials
- Sends copies of the MOU to the producer, AV manager, PAC treasurer, and CRC.

Upon receiving materials for review

- Reviews posters, newspaper articles, and programs submitted by the Producer and returns comments within one week.

PAC Treasurer

Following ticket sales events

- Collects revenue from ticket sales

Day of the Performance

- Before the performance, gives the Producer a check to pay the performers
- Collects revenue from ticket sales

Ongoing responsibility

- Pay all bills related to PAC performances for supplies, performers, piano tuning, etc.

Producer

The PAC President assigns a Producer for each performance in the Encore Series, The Chair of the Classical Music Committee assigns a Producer for each concert in the Classical Music and the FMMC Series. All other roles report to the Producer who then reports progress to the PAC. The producer identifies and brings appropriate resources to bear on any problems that arise.

Upon receipt of the MOU

- Contacts the performer and identifies himself/herself as the PAC's primary contact
- Requests promotional materials from the performer including biographical information and a photo (in electronic form).
- Informs the performer that we can provide up to 6 music stands. Otherwise, they must bring their own.

Ten Weeks before the Performance

- Obtain a color photo (electronic copy in jpeg format) of the artist suitable for use on posters and the concert program
- Obtain a list of names and biographical information for each artist suitable for printing in the concert program
- Obtain a list of the works to be performed suitable for printing in the concert program

Eight weeks before the Performance

- Advise the artist of the arrival and rehearsal times and that rehearsal must be finished at least a half an hour prior to the performance to allow for seating of residents

- Determine if the artist wants to sell CDs or other materials. PAC has permission to have an artist offer CDs for sale on a lobby table and to announce their availability; however their sale cannot be publicized on posters or elsewhere except from the stage at the end of the performance.
- If performer is local, the Producer decides whether a pre-performance interview on Riderwood TV would be useful and the Producer contacts Riderwood TV staff to arrange the artist interview.
- Coordinate with the AV manager to ensure there are no issues.
- Coordinate with the CRC
 - Let the CRC know that you are producing this performance.
 - Give the CRC a copy of the AV requirements document.
 - Let the CRC know if there are any unusual requirements for parking, loading and unloading of sets, equipment, costumes, or other special needs
- Email a copy of the poster to the PAC President for review

Seven Weeks before the Performance

- Email the poster and Copy Request form to the Copy Center. A copy of the email should be sent to the CRC.

Six Weeks before the Performance

- If the performer will use a Riderwood piano, check with the CRC to confirm an appropriate tuning schedule.

Five Weeks before the Performance

- Receive or pick up the printed posters
- Give 56 posters to the CRC for posting on community bulletin boards and elevators
- Give 4 posters to the Ticket Coordinator for use at ticket sales tables
- Give one poster to the PAC Secretary for archival purposes

Four Weeks before the Performance

- Email the Riderwood Reporter article, photo, and headline to the Riderwood Reporter

Three Weeks before the Performance

- Email the draft program to the PAC President for review.

Two Weeks before the Performance

- After obtaining approval from the PAC President for the programs, order 320 black and white copies to be printed by the Copy Center.
- Check the clubhouse and a few elevator bulletin boards to ensure the posters were hung
- Remind the performer to bring music stands if they need them.

One Week before the Performance

- Provide driving directions to Riderwood and parking directions to the artists

- Coordinates with AV Manager and contact performer to assure all is well and ask about last minute changes and plans for arrival time for sound check and in-house preparation
- Confirm all AV information previously submitted to AV Manager, including time of arrival and last-minute changes.
- The producer is responsible for introducing the performer or recruiting someone else to do it. Write a script, if needed. Obtain a microphone and coordinate cues for the beginning of the program with the AV Manager.
- Pick up printed programs
- Determine who the Head Usher is for the performance
- Determine who is responsible for selling tickets at the door

Day of the Performance

- Meet the artist at a pre-arranged time and place and escort to the venue. Aside from the Visitor parking spaces, artists may use the Staff parking spaces after 6 pm. Any special parking or loading and unloading of costumes, stage materials or other large objects should be requested of the CR Coordinator. Arrangements can be made for Artists with large objects to unload and park at the LSC loading dock (being certain not to block access to other delivery trucks).
- Inform the AV Manager what arrangements have been made to load in equipment, costumes, musical instruments, etc.
- Bring programs to the venue and give to the Head Usher 1½ hours prior to performance
- Ask the Head Usher to reserve a seat near the front for the person who is to introduce the performer.
- Ensure there is someone selling tickets at the door
- If the Arts Lobby for walker seating is not set up, immediately ask the nearest Reception Desk attendant to page Housekeeping. Later report the incident to the CR Coordinator.
- Volunteers assigned for audio, video and lighting are usually in the Encore control room about 4:00 p.m. for setup and will remain for the evening to handle any unexpected events. The Head Usher and the Ticket Manager usually arrive around 6:00pm. Ticket Manager is responsible for ticket sales in lobby areas and overseeing last minute items and taking tickets.

After the performance

- Give the PAC's check to the performer
- Assess the performer's interest in a return engagement
- Oversee clean up

First PAC meeting after the performance

A lessons-learned session will be held at the first regular PAC meeting following a performance. During this time all PAC members are encouraged to identify for the record those things that went well and those that did not. The intent is to use these observations to improve future performances.

Ticket Manager

Ticket Manager is responsible for ticket sales in lobby areas and taking tickets at the door.

Prior to a Performance

- Recruit and train ticket sellers
- Distribute tickets and other materials to each clubhouse
- Reconcile ticket sales and funds
- Prepare bank deposits of ticket sale funds

Day of the Performance

- Take cash for change and available tickets to the venue
- Room set-up is part of scheduling and is done by the Ticket Manager.

Ticket Printer

The Ticket Printer is a PAC member who designs and prints the tickets for each performance for the Encore and Classical Music Series. The Friday Morning Music Club Series does not use tickets.

Three weeks before the start of ticket sales

- Gather the information that will be printed on the tickets

One Week before the Classical Music Series Season Ticket sale

- Print and deliver season tickets to the Ticket Sales Coordinator.

Two Weeks before each Encore Series Performance

- Print and deliver tickets to the Ticket Sales Coordinator

Ticket Sales Coordinator

The Ticket Sales Coordinator is a PAC member who:

- Designs tickets for each performance and has them printed
- Recruits and trains Ticket Managers and Ticket Sellers who may or may not be PAC members
- Plans and oversees advance ticket sales
- Plans and oversees ticket sales at the door
- The Ticket Sales Coordinator is responsible for selling tickets the week of the performance on Monday and Tuesday evenings in all dining room lobbies from 4:30 PM to 6:00 PM. The Ticket Sales Coordinator is responsible for recruiting and training ticket sellers.
- The Ticket Sales Coordinator is responsible for advance ticket sales as well as sales at the door.

- Advance sales are conducted on Monday and Tuesday of the same week as the performance. Sales are in the four dining room lobbies from 4:30 PM to 6:00 PM.
- The Lead Ticket Sales Coordinator is also responsible for selling tickets at the door from 6:30 PM until 7:30 PM.