



Spring 2021

Activities of Professor G. Wood
Frost School of Music

AP Program: Spring 2021

- The program is in process of revising its name and some curricular content. The new name, LIVE ENTERTAINMENT MANAGEMENT isn't just shorter, but designed to share the program's focus on designing, managing, and assessing events across wide-ranging activities. Fall '21 is on target for changes to take effect.
- The AP online degree option via U ONLINE has been underway since '15 and with many graduates already in a short time, promotional activities are ongoing to build the program's brand identity and enrollment.
- This spring, I will be re-doing the syllabus, course materials, and video content for MMI 726, MMI 726, and MMI 738. Now over 5 years old, the course needs updating.
- Two new courses will be submitted soon for consideration as electives: 1. Sports and Music – A Powerful Relationship, and 2. Stagecraft for Concerts

Spring 2021 Courses – GW is teaching...

MMI 532 – 632		Arts Leadership
MMI 740		Arts Projects
MMI 793		Special Projects
MMI 735	U ONLINE	World of the Working Musician (online)
MMI 735	REMOTE	World of the Working Musician (online)
MMI 736	U ONLINE	Finance in Live Entertainment Management
MMI 738	U ONLINE	Legal Aspects in Live Entertainment Management

The overall objective of course instruction is to offer well-organized, compelling, and enriching learning content and experiences. More than ever, students will be encouraged to participate in discussions as a means of securing greater attention during a time of great distraction, and to help them grow their confidence in sharing ideas and concepts in a public forum.



Spring 2021 Guests

These guests will be engaged in conversations about careers and the state of the arts

February 16

Bofang Wark, an arts professional based in NYC

February 26

Charlotte Black Alston, a premier spoken-word poet and storyteller, educator, and actor based in Philadelphia – open to all FSOM students

March 8

Simon Woods, President, The League of American Orchestras – open to all FSOM students

Taylor Rambo, AP alumni

March 9

Rene Mark, AP alumni

March 23

Tania Castroverde Moskalenko, Executive Director, Miami City Ballet – open to all FSOM students

March 26

Bob Neu, creative artist, producer, stage direction



Spring 2021 Events

These guests will be engaged in conversations about careers and the state of the arts

March 4

AP Program hosts chamber music performance at Pinecrest Gardens. Kim Grose, alumnus of the MBEI program will be coaching the AP students in stage management, operations, video, streaming, and sound production issues. This is a hands-on opportunity for the students to learn critical production issues from an experienced professional.

March 5

FROST SOUNDS hosts a night of music featuring FSOM at Pinecrest Gardens.

March 19

AP program tour of **The Broward Center for the Performing Arts**. Gustavo Padrino, '17, will be the tour host.

March 29

AP Hosts: **Get A Job! Workshop**

April 8

AP Hosts: **Grants for Artists Workshops**



Alejandra Guzman, Class of '22

Alejandra was chosen as T.A. given her educational and professional background.

1. Coordinates program activities, such as meetings, workshops, and experiential event.
2. Supporting courses: schedules, task submissions and (some) grading, attendance, and general classroom support.
3. Activities of social media promoting the program and program activities.

Kelsey Hawkins, Class of '22



Kelsey has found to significant work/experience opportunities:

1. Coordinating the Frost Gig book program
2. In colaboration with Valerie Coleman, Kelsey is coordinating the activities of the new ArtistLaunch program.

THREE MORE ACTIVITIES

ARTIST LAUNCH

At Valerie's request, I have volunteered to assist with the creation and management of this new program.

Kelsey Hawkins is the student (paid) coordinator, but I have been deeply engaged in helping shape the project with Valerie.

I am a big fan of Valerie and am happy to offer my expertise. It will be so all the way through the Carnegie Hall performance in Winter 2022.

This is a great AP program collaboration!

PINECREST RECITALS

Like Artist Launch, I have been asked by Serona to oversee recitals at Pinecrest Gardens (two dates in March).

Two students will be the "hands on" workers, and my role is to oversee and manage the two dates for ensuring seamless operations.

It is ALWAYS my deep desire to be at the service of the FSOM and happy to do it.

Another great AP activity.

FROST GIG BOOK

Lastly, I have been asked to oversee implementation of new strategies of managing the Frost Gig Book program. I work with Kelsey Hawkins (student) and Christina in making this happen. I am happy to do it and offer my time and expertise...but it is another "off the books" contribution that boosts my time and interaction within the school.

Thank you, Kelsey, and this enhances the AP program a lot.

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Recital Committees

As of February 1st, I'm serving on 17 recital or DMA paper committees.

ADDITIONAL SPRING GOALS

1. Update the AP website
2. Secure an incoming class of 6-10 new on campus, and 5-10 new online students
3. Complete the final, new versions of course syllabi for MMI 532/632, MMI 726, MMI 735, MMI 736, MMI 738, and MMI 740
4. Continue dialogue on a Spring '22 conference in collaboration with the Florida Arts Presenters Consortium
5. Continue research summer remote option for MMI 735
6. Prepare for summer courses via U ONLINE
7. Finalize preparations for live events in Vermont Summer 2021



Much to do, but it's doable!

Arts Presenting and Live Entertainment Management