Course: American Music Festivals - EVNT: 3185:0003

Instructor: Andre Perry

Location: 219 Phillips Hall

Time: 9:30-10:45 Tuesdays & Thursdays

Office Hours: Tuesdays: 2:30-5:30 p.m. (or by appointment)

Contact:
andre@englert.org - email is the best way to reach me!
The Englert Theatre, 221 E Washington Street, Iowa City

Course Overview:
Music festivals often act as ground zero opportunities towards our understanding of the current state of American culture, as much for the bands that grace the stages as for the aesthetics and structures upon which different festivals are built. In this course we will survey the history of American music and arts festivals, engage and examine several current festival models as case-studies, and ultimately design our own versions of what future events in the music festival landscape might look like.

Part 1 of the course will serve as a historic survey of music festivals. In Part 2 we will study the elements that are used to build festivals. And in Part 3 we will design our own events.

Prerequisite and requirements:
Students must be willing and able to attend some events outside of the regular class schedule.

Text:
Most readings and resources will be posted to ICON. Additional texts may be assigned and/or distributed during class. Any assigned physical books will be made available for purchase at Prairie Lights Bookstore.

Major Assignments & Factors in Grading
Grades will be based on your total accumulated points in the three core areas of evaluation. Total potential value for the course: 180 points.

1. Attendance, Participation, and Professionalism (90 points): Your presence, participation, and professionalism are essential to your success in this course. Excellence in this area includes: attending class, being on time, completing the daily in-class writing
assignment and periodically sharing your notes, being present and active in class (asking
questions, commenting on the readings, engaging with guests, presenting new ideas, and
working with your classmates during group work), and refraining from the use of electronic
devices. Each class session is an opportunity to earn up to 3 points towards your overall
attendance evaluation. Total potential value: 90 points.

2. Festival Design Project (60 points): Each student will create an abstract for a future
potential music festival in this course. This is a major project and will include three phases:
1. Turning in a first draft of the festival abstract, 2. Presenting the abstract to the class, and
3. Turning in a final draft of the abstract. Each draft can earn up to 30 points, making for a
total potential value of 60 points.

3. Festival Analysis Paper (30 points): As part of the course we will attend local
multidisciplinary festival Witching Hour (Friday-Saturday, October 12-13)* and students will
write festival analysis papers detailing what they learned about festival design. Each paper
will be worth a total potential value of 30 points.

*If students are unable to attend the Witching Hour festival they must alert the instructor by
the end of the second week of class. The instructor and student will work together to assign
an alternative event for the student to attend.

Grading:
95-100%: A+
90-94%: A
85-89%: B+
80-84%: B
75-79%: C+
70-74%: C
65-69%: D+
60-64%: D
0-59%: F

Course Policies:
Attendance & Participation:
Attendance and participation are key and have a strong impact on your grade. Each class
you miss will result in 0 points for that day’s evaluation. If you attend class but do not
participate, your evaluation for that day will be 1 point.

Students who miss class are accountable for all material presented and assignments given
during their absence. It is your responsibility to communicate with your classmates to see
what you need to know for the next session and to turn in any work that was due during the
missed class period prior to the next meeting. In-class work, including attendance quizzes, may not be made up.

Late Work & Early Work
Each late assignment will be docked 1 point every day it is turned in late. Late assignments will not be accepted after 10 days following the due date.

Workload & In-class work time
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

Professionalism
Professionalism is key in event planning. Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. Examples of unprofessional behavior include misusing in-class work time, disrespectful communication with your classmates or guests, arriving late or leaving class early without good cause, talking or using your electronics during class, etc. Participating in these unprofessional behaviors will negatively impact your grade. NO PHONE USE IN CLASS UNLESS INSTRUCTED TO DO SO.

The College of Liberal Arts and Sciences Policies:
Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at https://clas.uiowa.edu/students/handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

Accommodations for Disabilities
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or
health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See https://sds.studentlife.uiowa.edu/ for information.

**Nondiscrimination in the Classroom**
The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit diversity.uiowa.edu.

**Academic Honesty**
All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

**CLAS Final Examination Policies**
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

**Making a Suggestion or a Complaint**
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

**Understanding Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.

**Reacting Safely to Severe Weather**
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more info on Hawk Alert & the siren warning system, visit the Department of Public Safety website.

**Course Objectives:**
Students in this course will gain a broad understanding of both the mechanics and cultural implications of music and arts festivals in the contemporary American landscape, especially through the lenses of law & ethics, writing & storytelling, and multiculturalism.

**Law & Ethics Learning Goal**
Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

* Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

* Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

**Writing and Storytelling Learning Goal**
Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

* Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

* Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

* Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.
Multiculturalism Learning Goal
To demonstrate an understanding of the diversity of groups (including communities defined by
gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to
communications.

* Students will demonstrate an ability to produce media that serve the needs and interests of
diverse communities and reflect their voices and experiences.

* Students will demonstrate sensitivity to and understanding of the cultures, histories,
perspectives, and socio-economic and political situations of diverse groups.

* Students will demonstrate an ability to work with members of diverse groups to engage
publicly over issues of community interest.

Class Schedule
Please note that this is a tentative schedule. Unplanned opportunities and challenges may
require changes. Flexibility is a virtue in the world of event management!

Week 1
Tue, Aug 21: Introduction Part 1
Thu, Aug 23: Introduction Part 2

Week 2
Tue, Aug 28: The Beginning of American Music Festivals: Newport ‘65
Due: Reading #1

Thu, Aug 30: The Beginning (cont’d): Woodstock (NY) and California Dreams
Due: Reading #2

Week 3
Tue, Sep 4: Modern Festivals: Coachella and the Big Boxes
Due: Reading #3

Thu, Sep 6: No Class

Week 4
Tue, Sep 11: Modern Festivals: Boutique Visions and Multidisciplinary Dreams
Due: Reading #4

Thu, Sep 13: Music Festivals in Iowa
Due: Reading #5
Week 5
Tue, Sep 18: Festival Politics: Race and the American Music Festival
Due: Reading #6

Thu, Sep 20: Festival Politics: Gender and the American Music Festival
Due: Reading #7

Week 6
Tue, Sep 25: Festival Structure: Vision + Programming
Due: Reading #8

Thu, Sep 27: Festival Structure: Budgets
Due: Reading #9

Week 7
Tue, Oct 2: Festival Structure: Marketing + Promotion, Guest: Aly High (Mission Creek Festival, Witching Hour)

Thu, Oct 4: Festival Structure: Production + Logistics, Guest Jessica Egli (Mission Creek Festival, Witching Hour)

Week 8
Tue, Oct 9: Festival Structure; Guest: Sean Moeller (GARP, GAS Festival, Codfish Hollow)
Due: Initial festival vision

Thu, Oct 11: Festival Structure: Moeller Debrief; Vision workshopping
Due: Witching Hour schedule

Fri, Oct 12: Festival Structure: Witching Hour - 4 p.m. - midnight
Sat, Oct 13: Festival Structure: Witching Hour - 9 a.m. - midnight

Week 9
Tue, Oct 16: Festival Structure: Reflecting on Witching Hour
Due: Witching Hour reports (30 points!)

Thu, Oct 18: Festival Structure: Group discussions on festival design
Due: Festival design drafts (for class discussion only)

Week 10
Tue, Oct 23: Festival Structure; Guest: Zoey Miller (Street Heat, 80-35, On-Pitch)
Thu, Oct 25: Miller Debrief; Group discussions on festival design
Week 11
Tue, Oct 30: Festival Structure; Guest: Sam Summers (Hinterland, First Fleet, Wooly’s)

Thu, Nov 1: Summers Debrief
Due: Festival Design Project Draft #1 (30 points!)

Week 12
Tue, Nov 6: Festival Design Project: Draft #1 Presentations
Thu, Nov 8: Festival Design Project: Draft #1 Presentations

Week 13
Tue, Nov 13: Festival Design Project: Draft #1 Presentations
Thu, Nov 15: Festival Design Project: Draft #1 Presentations

Week 14: Fall Break/Recharge!

Week 15
Tue, Nov 20: Festival Design Project: Draft #1 Presentations
Thu, Nov 22: Festival Structure + Design: Mission Creek Festival

Week 16
Tue, Dec 4: Design Project Workshop

Thu, Dec 6: Final Wrap
Due: Festival Design Project Final Draft (30 points!)