

Spotlight

The vice president of programming plans and schedules the season of events for a performing arts organization. They are tasked with understanding the community they serve and the kinds of events their community might be interested in attending. They work to create a season that is diverse, accessible, and inclusive.

Programming is the planning and scheduling of a season of events and might include theatre productions, concerts, movies, standup comedy, dance, festivals, and shows for children and families.

V-o-c-a-b-u-l-a-r-y

ACCESSIBLE—easily approachable or reachable.

BOOKING AGENT—a person responsible for negotiating the financial and production details between an arts event/production and the presenter or venue.

CONTRACT—a binding agreement between two or more persons or parties.

DIVERSE—showing a great deal of variety; very different. These differences can be along the dimensions of race, ethnicity, age, gender identification, physical abilities, nationality, language, and other areas of identity.

INCLUSIVE—creating equal access, well-being, and a sense of belonging for all members of the community.

LICENSING AGENT—a person who handles the requests for the legal use of copyrighted material including songs, scripts, branding, etc.

NEGOTIATION—the process of discussing something with someone in order to reach an agreement with them.

PRESENTING ORGANIZATION—an organization that hires artists and companies outside the organization to create the work that it programs for its audiences.

PRODUCING ORGANIZATION—an organization that creates and produces the work that it programs for its audiences.

ROYALTIES—a sum of money paid to an artist for the use of their work at a public performance.

TALENT AGENT—a person who finds employment for professionals in various entertainment areas including actors, directors, writers, comedians, musicians, and dancers.

TECHNICAL RIDER—a document which specifies the types of equipment to be used, the staff to be provided, and other logistical arrangements directly relating to the performance.

More to Explore

<https://careers.broadway/>

Getting the Show on the Road (Working In The Theatre #394)—YouTube

The Producer's Perspective Podcast Episode 31—Al Nocciolino—YouTube

[CBUSArts](#) | [CBUSArts](#)

Extension Activity

Program a season for CAPA. Be sure there is variety in your season and include at least one theatre production, movie, concert, stand-up comedian, and family show. Everything else is up to you. The sky's the limit!