

# StageLAB Quick Reference Guide: Rights, Posters, Playbills, Equity

## Applying for Performance Rights:

Step 1. Production or project is approved by committee

Step 2. Rights application and approval is needed *before* proceeding to designs, casting, etc.

Information required for a rights request:

1. Play TITLE, Playwright and ISBN of version to be produced
2. Dates and times of performances
3. Venue name, address and capacity
4. No admission price
5. Employing paid or volunteer artists

## What you need to know about Performance Rights

1. **Securing rights** - can take 6 -8 weeks. The Theatre Administrator is the Department's contact person with rights agencies if you need advice.
2. **Scripts** – You will need one for each cast member, the director and the SM. You must use the script version specified in the rights agreement. Be aware that some rights agreements stipulate that you purchase the edition to be used directly from the agency or publishing house.
3. **Script changes/edits, cross gender casting** – are not to be undertaken without the permission of the rights holder and/or playwright or playwright's agency.
  - a. Playwrights or their representatives may ask for an archival audio-video copy of the production just as a safeguard of their artistic product.
  - b. If one does plan on editing or changing the work, one should be prepared to document the request(s) in advance and abide by the rights holder's decision.
4. **Public Domain works** – it is unwise to assume that a play is part of the public domain simply because of its age. When in doubt, ask! E.g. some of Shaw's work is still covered by rights agreements.
5. **Works in translation** – often have 2 sets of royalties attached – one for the original work and one for the use of the translated work. Keep in mind that the playwright *and* the translator need to be credited (always refer to the rights agreement if and when in doubt).
6. **Recordings** – are not to be done without permission of the rights holder.
7. **Obligations** - rights agencies may request copies of marketing and publicity materials so keep extra copies just in case you are asked to forward them.

## Posters:

The Department's preference is that the Festival's Marketing Coordinator looks after all the marketing and publicity. However, if the Contributor wishes to self-promote, the following guidelines will help:

1. Check the rights agreement for billing requirements. As a general rule, the work's title should appear before the name of the playwright or anyone else on the production's creative team. Remember to include dates, times, location of the performances, and box office information.
2. The playwright's name is typically no less than half the type size of the play's title.
3. The Department's logo must be included and legible.
4. The Festival must be billed as follows: *Name of Production* presented by the University of Alberta's Department of Drama's StageLAB Festival sponsored by the Timms Theatre Innovation Fund

## Playbills:

1. Require the same billing as #4 above.
2. Always recognize the rights holder as well as the playwright and creative team – e.g. "Rights for this production courtesy of Samuel French".
3. Always recognize Equity members – e.g. "\*\*Appears courtesy of Canadian Actors' Equity Association".

## Canadian Actors' Equity Association and the Department of Drama:

The Department has a healthy working relationship with Canadian Actors' Equity Association (C.A.E.A. or Equity). In order to maintain this important relationship, it is imperative that faculty and staff be transparent about the work they do within the Department (when in doubt about jurisdiction questions – please ask - don't assume).

**Who does Canadian Actors' Equity Association represent?** Performers (actors, singers, dancers), stage managers, choreographers, fight directors, and directors.

### StageLAB productions and Equity

The Department's Theatre Administrator will look after contracting all StageLAB participants who are members of Equity. The Theatre Administrator must provide Equity with complete casting details for productions that include Equity members, e.g. roles assigned to Equity *and* non-Equity participants, in advance of the first rehearsal.

Please contact the Theatre Administrator to discuss your potential contracting requirements (this will help you build your budget) at least 8 weeks in advance of the Festival.