ASSIGNMENT: BLOCKBUSTER OR BUST

What differentiates a hit from a dud? Choose any two disciplines (opera, theatre, museum, movie, concert, etc.) in any market (national, regional, local). Only one of the two may be a movie or theatre event, the other must be a discipline we have not discussed in class. Select one successful event and one unsuccessful event from the past decade (a total of two events—not four). How did each fare? Present the most detailed information you have available to justify your choice for success and failure.

IMPORTANT DETAILS:
- This is a group project
- To complete the assignment, each group will deliver an in-class presentation
- No two groups can have the same pair of events. Choice of events will be first-come first-serve.
- In order to make sure that all groups have an equal and fair amount of time, you need to turn in your presentation in by 11:00 pm on the night before it is due. You will do this by uploading it in d2l.
- The instructors will open all the presentations for the day before class begins so we do not lose a lot of time to log-ins and downloads in between each group.
- Your presentation should be 10 minutes long. If you run over, you will be cut off, and cannot receive credit for information on a slide you did not show in class.
- Each member of the group will receive the same grade.

PRESENTATION DATES: February 20, 22, and 24

FORMING GROUPS AND CHOOSING TOPICS

You will work in a group of 3 people—there will be one and only one group of 2 due to the size of the class. Each group should reflect a diversity of majors and MUST have students from at least two majors. Form your group and identify the entertainment events you plan to discuss by Monday February 13. The topics on which you will be evaluated can be found on the next page. In addition, you will grade each other’s presentations and the efforts of your group partners using a rubric we will provide.

THE QUESTIONS TO ADDRESS

Your presentation should be approximately 10 minutes in length and cover the following questions:

1. How do you define a “hit” and a “dud?”
2. Compare and contrast your two types of entertainment
3. What can be done in the areas you have chosen to ensure a success?
4. What made your blockbuster a hit?
5. What made your bust a dud?
6. What could a producer/artist/executive have done to salvage the dud?
7. What is the market like for each event?
**BASIC PRESENTATION DETAILS**

In order to make sure that all groups have an equal and fair amount of time, you need to turn in your presentation by 11:00 pm on the night before it is due. You will do this by uploading it in the specified dropbox in d2l.

The instructors will open all the presentations for the day before class begins so we do not lose a lot of time to log-ins and downloads in between each group.

Your presentation should be 10 minutes long. If you run over, you will be cut off, and cannot receive credit for information on a slide you did not show in class.

Each member of the group will receive the same grade.

**THE CONTENT OF YOUR PRESENTATION:** Use the questions below to guide your research on each topic.

**Definition of “hit” and “dud”** how are you defining what is a “hit” and what is a “dud”? Defend your choice of definition

**Compare contrast the two types of entertainment** What differentiates the two? Audience? Environment? Location? Timing? Cost? Production time? i.e. how long does it take to create the event/item? Is one media easier to succeed in than the other? Are there fundamental differences between the two that affect the ability to create a hit? i.e. are the keys to success/failure different in the two media? Or can they be transferred from one to the other? Would the “hit” have succeeded or the “dud” failed in the alternate market?

**What can be done to ensure a success (for both)?** what are the critical elements of a success in this specific entertainment medium? Why are they critical? Is it necessary to achieve all of them? Or just a critical mass? Is there one (or more) that is an absolute must? Why?

**Why was it a hit?** What was done in the case of your hit? How did your hit reach these critical elements, or how was it able to succeed despite missing one or more? Site specific examples of how your “hit” achieved those elements that you cite as critical to a success

**Why was it a dud?** What went wrong/should have happened in the case of your dud? Was it a planning error? A miscalculation of the market? Did an exogenous event cause the problem? Was it poor timing? Etc. Site specific examples

**What could a producer/artist/executive have done to salvage the dud?** Knowing what you do about this “dud,” what would you have done differently had you been in charge? Was there any way to save this? Or was its failure inevitable?

**What is the market like for each event?** Overview of market for this discipline. Who is the audience? Specific demographics? Is there a “season” for this? Is timing critical? What about location? What are the important factors that affect the demand for this form of entertainment? Are they unique?

**THE PRESENTATION ITSELF:** We will also evaluate how successfully you deliver your analysis and engage the class.

**ORGANIZATION**

Introduction: who are you and what are you doing?

Support/development: Sources, data, illustrations, facts, visual aids, quotes, where did you get your information and is it credible? Reliable?

Conclusion: summary, analysis
KNOWLEDGE
   Depth of coverage: explanation, understanding, detail, interpretation, history, literature

   Familiarity: able to answer questions, recall information, make comparisons and analyses, Interest in topic
   (interesting information, examples, comparisons, impressions)

DELIVERY
   Techniques: eye contact (lively, look directly into eyes of audience), Vocal quality confident, clear, easy to
   understand), Delivery speed (pauses, sense of familiarity), Equal group participation

   Visual aids: powerpoint slides, pictures, videos, etc. Were they legible, useful (easy to interpret, relevant,
   informative), functional (did you incorporate them successfully to clarify your information as opposed to just
   reading slides to us or playing video to use up time)

SUMMARY OF IMPORTANT STEPS

1. Create your group and submit group names, requested date, and pair of topics by Monday
   February 13.

2. Turn in your presentation by 11:00 pm the night before your presentation day.

3. In-class presentations on February 20, 22, and 24. Groups will complete peer evaluations on ALL
   presentations (which are a portion of your grade).