



# **URINETOWN**

**By Mark Hollmann and Greg Kotis**

**(S2013)**

**SHOW PACKET**

# WELCOME

Welcome to the Stevens Dramatic Society's production of *Urinetown*. In this packet, you will find all the material and information you will need to know to make this a great show. In this packet you'll find information such as:

- General Show information
- Production information
- Pro-Board Contact information
- Promoting the show
- Information on bios
- Information on boosters
- Information regarding playbill ads

Anything that needs to be submitted is due by **April 4<sup>th</sup>, 2013**. The only exception is playbill ads which must be submitted by **April 1<sup>st</sup>, 2013** (End of Spring Break) Submitting any time later than that will not be accepted and all that hard work you have put in will not be acknowledged. Anything that can be submitted by e-mail should be e-mailed to [sds@stevens.edu](mailto:sds@stevens.edu). Other non-digital items, such as forms and money, should be submitted directly to me, Colin Gliech. The best way to contact me is through email or phone: [cgliech@stevens.edu](mailto:cgliech@stevens.edu) , (802) 881-2727.

This year we have reconfigured the personal involvement requirements so that they better suit the needs of the show. What's important for you to know is that selling advertisements for the playbill can get you a free shirt and free admission to the cast party! The details are mentioned later in the packet.

There are also a few simple things that you can do to help publicize the show. For instance, we have a Facebook page that I encourage everyone to like: [facebook.com/sds1910](https://www.facebook.com/sds1910). We also have a Twitter [@sds1910](https://twitter.com/sds1910). Follow along because that's where we'll be displaying pictures, videos, and interviews of the cast and crew! Get as many people you can to follow us on our Facebook!

You can contact either the executive board or me via my personal email:



Colin Gliech – Publicity Manager

E-mail: [cgliech@stevens.edu](mailto:cgliech@stevens.edu)

(802) 881-2727

# SHOW INFORMATION

## **URINETOWN by Mark Hollmann and Greg Kotis**

In a grim Gotham-like city of the future, a 20-year drought has occurred. As a result, the government has banned private toiletries and the citizens must use pay-to-pee toilets regulated by a monopolistic company, the Urine Good Company, which charges exorbitant prices. Bobby Strong, the assistant custodian at the poorest urinal in town, decides enough is enough. With the help of the daughter of the CEO of the Urine Good Company, Hope Cladwell, Bobby ends up leading a rebellion which frees the citizens. \*Many characters are often double cast.

Our production will be directed by Adam Mace and produced by Declan Candela.

## **WHEN?**

This semester, there will be four performances of the show: April 11<sup>th</sup> at 9PM, April 12<sup>th</sup> at 8PM, and April 13<sup>th</sup> at 2PM and 8PM. The house will open at a half hour before each performance.

## **WHERE?**

The show will take place at the DeBaun Center for Performing Arts on the campus of Stevens Institute of Technology.

DeBaun Center for Performing Arts  
24 5th Street  
Hoboken, NJ  
07030

## **ADMISSION**

Tickets will be available in advanced or at the door. Tickets will be sold in advanced online at [www.stevens.edu/DeBaunCenter](http://www.stevens.edu/DeBaunCenter) and starting a week before the show at the tables in the Howe Center in front of Pierce.

Student: \$1 (advanced) or \$3 (at door)  
General: \$5 (advanced) or \$7 (at door)

# CAST

Adam Kent as OLD MAN STRONG and HOT BLADES HARRY – Bobby Strong’s father and a poor man

Bayindir Citak as SENATOR FIPP – a corrupt public servant

Beth Hromada as LITTLE BECKY – a poor woman

Caroline Niezelski as HOPE CLADWELL – Cladwell’s daughter

Colin Gliech as MR. MCQUEEN – Cladwell’s right hand man

Elisa Iribarne as MRS. PENNYWISE – Chief custodian at the poorest, filthiest urinal in town

Kathleen Nevola as LITTLE SALLY – a poor little girl

Kelsey Mayhew as CLADWELL'S SECRETARY – Cladwell’s Secretary

Michael Cahill as BOBBY STRONG – assistant custodian at the poorest, filthiest urinal in town

Michael McAree as BILLY BOY BILL – a poor man

Michael Paulauski as CALDWELL CLADWELL – president and owner of Urine Good Co.

Mike Marnell as BOBBY THE STOCKFISH and DR. BILLEAUX - a poor man and lead scientist at Urine Good Co.

Natalie Barillaro as SOUPY SUE – a poor woman

Rachel Watson as JOPSEPHINE STRONG – a poor woman, Bobby’s mother

Ting Huang as MS. MILLENIUM – a Urine Good Co. executive

Trevor Batchelder as TINY TOM – a poor boy

Will Renninger as OFFICER LOCKSTOCK – chief policeman

Zane Schact as OFFICER BARREL – Lockstock’s partner

# PRODUCTION BOARD

Production Manager: Carl Russell

Stage Manager: Lauren Harpst

Assistant Stage Manager: Christine Sidorski

Scenic Designer / Scenic Artist: Adam Wing

Props Designer: Molly Dugan

Lighting Designer / Master Electrician: Connor Ritter

Costume Designer / Costume Supervisor: Liz Lamb

Hair & Makeup Designer: Slava Boyar

Assistant Hair & Makeup Designer: Michelle Little

Sound Designer: Jared Crean

Master Carpenters: Katie Ricculi, Jeff Miscione

Lighting Support: Alex Lee

Props Support: Zak Moy

If you are looking to get involved with any of the production board departments or interested in being an op, contact them as well as Carl Russell (production manager) [crussell@stevens.edu](mailto:crussell@stevens.edu). We are also looking for stagehands to help during the actual show. This group of stage crewers will help with scene changes between acts and also help with any technical objectives during the actual show. If you're interested in being a stagehand and on stage crew, please contact [SDS@stevens.edu](mailto:SDS@stevens.edu).

**MOVE IN into DeBaun will be on March 23<sup>rd</sup>.** This leaves two weeks for finalizing the set (one of which is a week-long break) before tech-weekend.

The schedule for crew calls will be on the SDS "Current Production" calendar: [www.stevens.edu/sds](http://www.stevens.edu/sds).

# BIOGRAPHIES

All actors and production board members (and their assistants and ops) will get a bio to go in the playbill. Everyone who helps out with the show will get credited in the playbill as well. A bio is your opportunity to tell the audience a little bit about yourself and your past theater experience. It can say just about whatever you want, but here are some guidelines to keep in mind:

Your bio must include:

- Your name
- Your role in the show (i.e. the character you are playing, the technical position you have, or anything else you are doing to help out)
- Sentences all written in the 3rd person (i.e. use “he/she,” not “I” or “we”)

Your bio may include:

- Past performance/technical experience (with DS or elsewhere)
- Your year
- Your major
- Your hobbies
- “Thank you”s or other brief messages

Your bio may not include (and these are pretty much common sense):

- Foul/suggestive language.
- Humor that is offensive or at somebody else’s expense.

Below is the format you should use to submit your bio:

FIRSTNAME LASTNAME (Position or Role in the Show) All writing should be done in third person and may refer to yourself by your first name. When saying what year you’re in, use a fraction (ie: 3/4 for “three out of four”). When including previous shows, state your position (*And Then The Show Title* in Italics). Please limit your bio to around 150-200 words (with 150 being the minimum).

Bios absolutely must be in by **April 4<sup>th</sup>, 2013**. If no bio is submitted by that date at midnight, there will not be one for you in the playbill. Period. Please email all bios to [sds@stevens.edu](mailto:sds@stevens.edu) with the subject as: [YOUR Full Name]’s Bio.

TO ACTORS

You will also be required to have a headshot in the playbill. You will be notified at a later date when pictures will be taken.

# BOOSTER ADS

Boosters are one line messages that appear in the playbill. You can write boosters to other members of the production, or have your friends and family (or a complete stranger) write them for you. They only cost \$1 each, and must be 100 characters or fewer. They're a lot of fun, and certainly make the playbill a great deal more interesting.

Some examples:

"I have to go to the bathroom"

"Did you clap? I didn't hear you."

"Words, words, words, words, words, words..."

"This was the best show ever."

"McQueen is the best character in the whole show!"

So as you can see, they can be as traditional or as...creative as you like. Generally it's a good idea to include the name of the person they are written for, as well as the name of the person writing them, but feel free to use anonymity to your advantage if you so desire.

On the page that follows, you'll find the sheet where you can write your boosters. All money is due at the time you turn them in, and they must be submitted no later than **April 4<sup>th</sup>, 2013**. Boosters may also be submitted electronically, however, if we do not receive your money they will not be in the playbill.

# BOOSTER SHEET

Seller's Name: \_\_\_\_\_

Boosters cost \$1 each, and must be 100 characters or fewer.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_



# SHOW REQUIREMENTS

The following details the requirements for being considered part of the current production. Note that voting membership in the society is dependent upon participation in at least one of the major productions in the current or previous two semesters. Additionally, being considered part of the production can lower your cast party price.

## REQUIREMENTS

Recognition of participation in a major production shall be given to any individual who has contributed at least ten (10) hours to the production by participating in one or more of the following events:

- Rehearsals
- Crew Calls
- Production Meetings
- Promotional Events for the production (1 hour required)

## PERKS FOR BEING A GOOD PARTICIPANT

Selling \$25 in ads gets you a free t-shirt OR into the cast party for free

Selling \$50 in ads gets you a free t-shirt AND into the cast party for free

Selling \$75 in ads gets you a free t-shirt AND into the cast party for free AND a hug from Trevor

# PLAYBILL ADS & PUBLICITY

Members of the production are required to spend one of their 10 total hours participating in promotional events for the show. This semester, this promotional requirement can be met either by table sitting or selling ads to local businesses that will appear in the playbill. Because this is required of all participants, there will be several Ad Days set up between now and the performance as well as ample opportunity to table sit.

Ad days will be a couple of predetermined dates and times set aside when people can go out and sell ads in groups. Additionally, there will be a google doc of all of the businesses that have been already covered so that we don't approach the same place twice. You may wish to purchase one yourself, sell one to your family (or anyone else willing to pay), or pursue local businesses. When selling an ad, please contact Colin Gliech (Publicity Manager) ahead of time so that hours can be logged. Also, sign-up sheets will be available at the Ad Days. Below are some guidelines for you to follow should you choose to approach a business:

- Introduce yourself and ask to speak to a manager. Generally, they are the only person who can make such decisions for a business.
- Tell the manager who you are and what you are doing. Have the relevant information (rate sheet and receipt) and ready to be presented to them. You should read the sheet beforehand, and know the answers to any questions they may ask!
- Ask the business if they would mind putting up one of our posters to advertise the show. Let them know that if they help us in advertising our show by putting up a poster (in their window, door, by bar, front desk, etc.) they are eligible to receive two complimentary tickets to our show.
- Then follow up that should they purchase an ad, they will receive an additional pair of complimentary tickets (2) to the show (this is also true for your family!). Ask for their name, their contact information, and let them know that they will be receiving vouchers for the complimentary tickets.
- If they are hesitant about purchasing an ad, just let them know that they can contact us (give them contact information to the e-board: [sds@stevens.edu](mailto:sds@stevens.edu)) at a later time (before April 1<sup>st</sup>).
- If you sell an ad, be sure to fill out 2 receipts – one for the customer, and one for you. The latter will be turned in along with the ad and money.
- Receive payment for the ad. See the rate sheet for acceptable forms of payment.
- Collect a business card or menu if possible to bring back to the publicity manager.

Once you sell an ad to a business (or even to your family members), you have a responsibility to ensure that their contact information makes it back to the publicity manager. Otherwise, their ad will not be in the playbill. So be sure to give yourself plenty of time, and to have everything submitted and paid for by April 1<sup>st</sup> 2013.

The Stevens Dramatic Society  
Stevens Institute of Technology  
Castle Point on Hudson  
Hoboken, NJ 07030

### Playbill Advertising Rates

We thank you for your interest in the Stevens Dramatic Society. The playbill for a Stevens Dramatic Society production reaches over 400 people, including the Stevens community, Hoboken residents, parents, and many others. This semester’s playbill will be distributed at our production of Urinetown on **April 11<sup>th</sup>, 12<sup>th</sup>, and 13<sup>th</sup>**.

Advertisement prices are as follows:

Quarter page	(2.25" x 3.5")	\$25
Half page	(4.5" x 3.5")	\$50
Full page	(4.5" x 7.5")	\$75
Back inside cover	(4.5" x 7.5")	\$100

Cash, money order, or company check is acceptable. Please make all checks payable to “Stevens Dramatic Society.”

### Please Note:

- Only photo ready advertisements will be accepted. Artwork must be prepared by the customer. Only artwork in good condition will be accepted.
- Typesetting of advertisements is available for text-only advertisements. No graphics will be included. The only exception will be the text and graphic of a business card, which may need special layout.
- All contents and the correctness thereof, are the responsibility of the customer. The correctness of dates, times, etc. is covered by the statement. Once the advertising copy is given to the Stevens Dramatic Society, it is considered final.
- The Stevens Dramatic Society reserves the right to deny any advertisement, should the content, form, or other aspects of the ad be deemed unacceptable.
- Payment for an ad is required in advance. Customers will receive a receipt upon payment of the ad and delivery of the ad copy.

---

Advertisement Order: SDS Copy

Name \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Ad Size:   ¼ page  ½ pag  Full pag  Back cover

Payment  Check  Cash

Seller signature \_\_\_\_\_ Advertiser signature \_\_\_\_\_

For Office Use

Seller \_\_\_\_\_ Date received \_\_\_\_\_

Check No. \_\_\_\_\_ Process date \_\_\_\_\_ Processor \_\_\_\_\_

---

Stevens Institute of Technology • Castle Point on the Hudson • Hoboken, NJ 07030  
802.881.2727 • [www.stevens.edu/sds](http://www.stevens.edu/sds) • [sds@stevens.edu](mailto:sds@stevens.edu)

---



STEVENS DRAMATIC SOCIETY  
Advertisement Order: Customer Copy

Name \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Ad Size:   ¼ page  ½ pag  Full pag  Back cover

Payment  Check  Cash

Seller signature \_\_\_\_\_ Advertiser signature \_\_\_\_\_

For Office Use

Seller \_\_\_\_\_ Date received \_\_\_\_\_

Check No. \_\_\_\_\_ Process date \_\_\_\_\_ Processor \_\_\_\_\_

---

Stevens Institute of Technology • Castle Point on the Hudson • Hoboken, NJ 07030  
201.216.3411 • [www.stevens.edu/sds](http://www.stevens.edu/sds) • [sds@stevens.edu](mailto:sds@stevens.edu)

---