



**G. Mennen Williams Auditorium
Information, Procedures, and Policies**
(Updated for August 20, 2022)

Quick Facts	3
Contacts	3
Reserving Williams Auditorium.....	4
Services and Operating Policies	5
Williams Auditorium Sign Policy	8
Facilities Use Forms.....	9
Williams Auditorium Floor Plan Data.....	9
Seating Chart.....	10
Sound System.....	11
Lighting System	12
Fly System	14
Campus Resource Phone List	15
Big Rapids Area Resources	16

Quick Facts

G. Mennen Williams Auditorium provides a venue for the performing arts, entertainment events, lectures, and campus-wide convocations.

Williams Auditorium is the home of Ferris State University Theatre. Other on campus programming units including Arts & Lectures, the Music Area, Entertainment Unlimited, The Office of Multicultural Student Services, and Student Activities & Leadership are frequent sponsors of events in the facility. Theatre area classes including acting, stagecraft, lighting and stage makeup are held in the facility. For up-to-date information on activities at Williams Auditorium, visit our website at www.ferris.edu/williamsauditorium or call (231) 591-5600.

Built in 1961, G. Mennen Williams Auditorium was originally named Starr Auditorium. The facility includes the lobby, ticket office and concession stand. The auditorium seats 1644 and is equipped with sound, lighting and rigging systems. The backstage includes two dressing/restrooms and one green/classroom with sixteen makeup stations. The layout and dimensions of the facility can be found on page 9 of this document. A listing of light and sound equipment as well as a rigging schedule is found on pages 10-14.

The ticket office has a computerized ticket system including on-line ticket ordering. Visa, MasterCard and Discover cards are accepted. The ticket office is open (1) hour prior to the start time for events.

The auditorium is managed by a faculty member and an adult part-time employee. The box office and stage crews are staffed by Ferris State University students. Specialized technical expertise is available through the Auditorium Manager.

Williams Auditorium is a part of the Humanities Department, College of Arts, Sciences & Education at Ferris State University.

Contacts

Ticket Office and Event Information: (231) 591-5600

Website: www.ferris.edu/williamsauditorium

Williams Auditorium Office
(231) 591-3676

Williams Auditorium Manager
(231) 591-5863

Mailing Address: Williams Auditorium
Ferris State University
901 S. State Street, STR 205
Big Rapids, MI 49307

Reserving Williams Auditorium

Williams Auditorium is available for use by university departments, community organizations and for-profit enterprises. Williams Auditorium is a fee-based service of the University and annually approved and published in the University Rate Schedule. Fees for Williams Auditorium can be found at <http://www.ferris.edu/williamsauditorium>. In addition, Ferris State University has established the following use priorities:

Priority 1: Academic Programs of the Humanities Department

Humanities Department classes, University Theatre and Music Center Activities.

Priority 2: University Administrative Programming

University-wide general programming as mandated by either the President of Ferris State University, the Vice President for Student Affairs, the Vice President for Academic Affairs, or the Associate Vice President for Academic Affairs. Encouraged to establish annual dates.

Priority 3: Arts & Lectures Committee Presentations

Priority 4: Ferris State University Departmental Programming

Academic Departments, Student Leadership and Activities, Office of Multicultural Student Services, Career Services

Priority 5: Registered Student Organizations

Priority 6: Non-profit External Organizations

Priority 7: For-profit External Organizations

Booking Procedure

Williams Auditorium and related facilities are reserved through the Auditorium Manager. The procedure for making a reservation is as follows:

Open the Williams Auditorium calendar <https://www.ferris.edu/williamsauditorium> to view available dates. You can also determine available dates by calling the auditorium office at (231) 591-3676.

When you have selected an open date for your program, fill out the Williams Auditorium facility reservation form on-line at <https://www.ferris.edu/williamsauditorium>.

You are encouraged to call or meet with the Auditorium Manager to discuss the services and resources available for your event. A cost estimate for use of the facility can be prepared in advance.

You will receive an email confirmation from the Auditorium Manager. You may also be required to sign a technical rider, provide proof of insurance, or make a cash deposit to complete the reservation. Please note the facility is not booked for your event until you receive e-mail confirmation from the Auditorium Manager.

The Auditorium Manager will contact you two to six weeks in advance of your presentation to plan and confirm event details.

Services and Operating Policies

Williams Auditorium staff is responsible for coordinating and managing technical and event services in the auditorium including box office, front of house and backstage operations. These services include:

- Event planning and preparation.
- Estimation of costs for facility use and execution of talent contracts.
- Ticket selling and auditing per established University policies.
- Auditorium staffing and supervision.
- Facility maintenance and safety
- Stage lighting, projection, rigging, and sound operation and support

Box Office

Events open to the public and/or the greater University community are ticketed through the auditorium box office. All public events are ticketed, even if free to audit attendance. Ticketing services are included in the auditorium rental fee (see information form page 15).

The box office is open one hour prior to show time for all events.

Tickets can be purchased at the box office window, over the phone or online through our website. Cash, check with I.D., and charge cards are accepted (Visa, Mastercard, Discover). External organizations are charged 5% of gross credit card sales sold for their event. Phone and online orders will be held at the ticket office.

The ticket office will provide a detailed and balanced sales report for the sponsoring organization.

Ticket revenues are deposited daily with the Business Office per University policy. **No settlements will be made the night of the event.** Ticket proceeds are distributed through the accounts payable office. Only box office employees are permitted in the box office.

Front of House

A house manager, ticket takers, and ushers are included in the auditorium rental fee. Front of house staff assists in the flow of patrons in and out of the auditorium. Their duties include:

- Checking patrons' tickets and assisting in seating.
- Distributing programs.
- Directing and assisting patrons in case of emergency.
- Communicating problems and bringing complaints to the attention of the manager on duty.

Volunteer ushers are welcome. Volunteers will be scheduled, trained, and supervised by the Auditorium Manager.

For events open to the public or student body, Williams Auditorium seating areas will not be roped off to close seating sections or reserve seats for user guests, volunteers, or staff. Reserved ticketing is available to control patron seating or provide special accommodation for user staff, volunteers, or guests.

Front of House (cont.)

The Williams Auditorium Manager may, at their discretion, require masking of audio/visual equipment in view of the audience at events open to the public or student body.

No flyers, posters or other signs may be posted on auditorium doors windows or walls. Williams Auditorium has easels available and a designated area for event postings and announcements.

Late Starts

Performances at Williams Auditorium start at their advertised time. It is the responsibility of the organization to ensure the performers and presenters are prepared to begin on time. Late starts are disrespectful of patrons' time while adding unnecessary production costs. These costs are the responsibility of the sponsoring organization and when identifiable, will be passed onto the sponsoring organization. If circumstances dictate that a performer will be unable to perform when scheduled, substitute programming should be arranged.

Late Seating

Depending on the event, late seating may include waiting for the first break in the performance as determined by front of house staff and artist's representative.

Photography, Recording, Cell Phones, and other Technologies

Photography and recording devices are not permitted during performances without the written consent of the artist. Flash photography is not permitted. Patrons will be asked to disable cell phones, tablets, and laptops.

Accommodation for Disabilities

Williams Auditorium is equipped with a hearing assist system available upon request. The facility has limited wheelchair accessible spaces. There are two spaces at the back of the auditorium, and room for several wheelchairs in front of the main seating area. Staff will provide folding chairs for patrons accompanying wheelchair-bound guests.

Safety/Emergency Procedures

Phones to contact emergency personnel are in the lobby, the ticket office, and backstage. Emergency personnel are contacted by dialing 911. Non-emergency calls are directed to campus police at (231) 591-5000.

An emergency action plan has been established for Williams Auditorium and is available for review in the Auditorium office. Emergency Action Guides are posted throughout the facility. First Aid kits are in the box office and at the stage manager's panel (stage right). An Automated Electronic Defibrillator is located at the east end of the auditorium lobby.

The ushers and backstage staff are trained to assist in evacuating the facility. Ushers are equipped with flashlights to direct patrons in the event of a power outage. The manager on duty has completed CPR and AED training.

As the auditorium does not have a safe place to direct audiences during extreme weather conditions, the additional procedures are followed:

The Auditorium Manager or, in their absence, the stage manager, is responsible for monitoring weather conditions beginning two hours before the scheduled start of an event.

Safety/Emergency Procedures (cont.)

- In the event of tornado or severe thunderstorm warnings for the Big Rapids area, the event will be cancelled. Patrons arriving for the event will be directed to designated locations.
- In the event of tornado or severe thunderstorm watch for the Big Rapids area, the auditorium manager will post 'Watch' notices at entrances to Williams Auditorium. If, in the opinion of the auditorium manager/stage manager, conditions warrant cancellation of the event, the event will be cancelled.
- In the event a tornado or severe thunderstorm warning is issued while the auditorium is occupied, the program will be interrupted to announce the warning. If time permits, house lights will be brought to full, and ushers will assist patrons to the back and side walls of the auditorium. Patrons in the lobby are to be directed to STR 106 and lobby restrooms.

Backstage

Technical support (lights, sound, audio-visual etc.) is arranged through the Auditorium Manager. With planning, the auditorium can provide fairly complex technical support for your event. In addition to the resources available on campus, we can also contract vendors for additional support. Technical support requires advanced planning and collaboration, is labor intensive, and must be planned in advance. Volunteer crews are welcome and will be trained, scheduled, and supervised by the Auditorium Manager.

Scenery and props are not available from the auditorium unless arranged for well in advance of the event. Ferris State Theatre, the academic program, does occasionally make items from their inventory available.

The auditorium manager or their assignee supervises all setups, rehearsals, and performances in coordination with the presenting organization's representative. The auditorium manager reserves the right to prohibit any activity that puts personnel or facilities at undue risk or is not consistent with policies and procedures established by Ferris State University.

Props, costumes, sets, etc., should be removed immediately following the last performance unless otherwise arranged with the auditorium manager. The auditorium does maintain a lost and found for valuables but is not responsible for materials left behind.

Subcontractors

Subcontractors (lighting, sound, rigging etc.) must be approved in advance by the Auditorium Manager. Expenses incurred by subcontractors will be charged to the sponsoring organization. Subcontractors are required to provide general liability insurance as deemed appropriate by Ferris State University's Risk Management Officer and provide proof of such insurance.

Catering

Meals and refreshments served in the Auditorium and Lobby must be booked through FSU (Ferris State University) Dining Services or the FSU Hospitality Program. See Appendix D for resource list. A backstage catering vendor must be approved in advance by the Auditorium Manager.

Concessions

The Auditorium does operate a concession stand where performers and patrons alike can purchase soft drinks and assorted snacks. Concession services offered are at the discretion of the Auditorium Manager.

Williams Auditorium Sign Policy

An electronic billboard is located on State Street in front of the auditorium and is available to promote events. The University has established the following priorities and procedures for use of the sign. (FSU Business Policy 2005:08).

The purpose of the *Williams Auditorium* Electronic Sign is to enhance the quality of student and community life through increased communication about programs, events and activities at *Williams Auditorium*, Ferris State University. Other announcements of university-wide interest by University Administration (see priority list below) will be posted as well, including message overrides for emergency announcements as authorized by the President and Campus Public Safety. All non-emergency messages placed on the Ferris State University Message Center located in front of *Williams Auditorium* must have prior approval from the manager of *Williams Auditorium*. The University reserves the right to refuse any requested use of the sign.

Priority Use of *Williams Auditorium* Electronic Sign:

Priority 1: Announcements promoting events hosted by *Williams Auditorium*.

Priority 2: University-wide general announcements as mandated by either the President or Vice Presidents of Ferris State University.

Priority 3: Announcements promoting campus-scheduled cultural events sponsored by Ferris State University departments.

Priority 4: Announcements from Ferris State University departments, promoting University-related events

Announcements for Ferris State University Electronic Signs will not include:

- Commercial advertising or implied endorsement or approval of any goods or services.
- Commercial sponsorship unless a signed sponsorship agreement specifies use of the sign and is approved in advance by the Vice President for Administration and Finance or designee.
- Promotion of alcohol, tobacco, or any candidate, including political, factional, sectarian, racist, sexist, bigoted, false, misleading, or deceptive viewpoints.
- Personal information and/or messages, i.e., congratulations, birthdays, deaths, birth announcements, etc.

Procedures

Messages must be submitted electronically to williamsauditorium@ferris.edu. Verbal messages will not be accepted as the likelihood of spelling errors and information inaccuracy dramatically increases. Requests will be posted no earlier than two weeks prior to the event.

Optimal use and effectiveness of the electronic message centers indicate that no more than three messages be displayed at a time.

The Office of the President and designated Vice Presidents has final approval of the use and content of University Electronic signs.

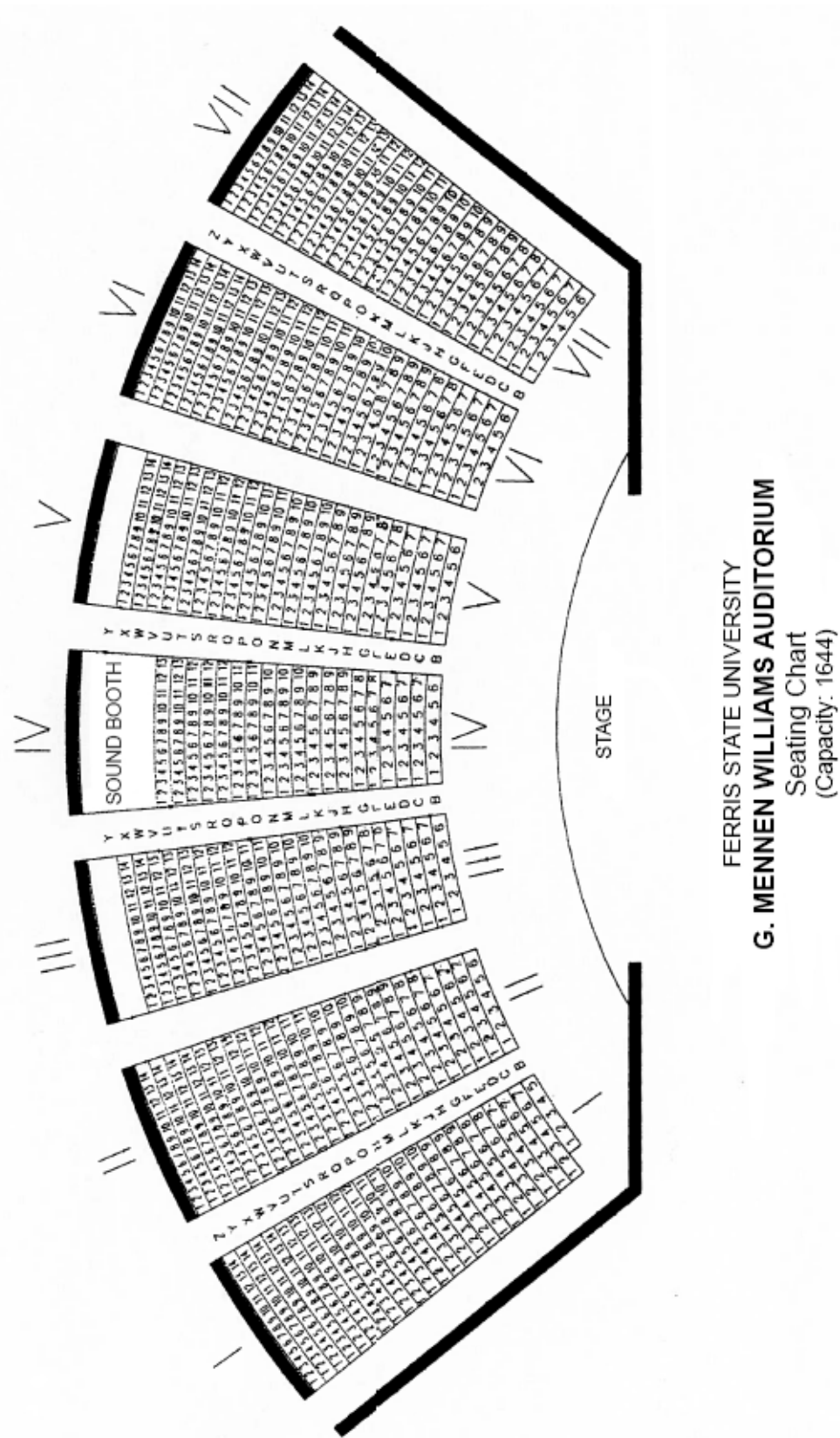
Facilities Use Forms

All forms can be accessed online from the G. Mennen Williams Auditorium website at www.ferris.edu/williamsauditorium. Completion of the online request forms is required. A fee schedule can also be found under Rental Information on the website.

Williams Auditorium Floor Plan Data

<p>Seating Capacity - 1664 Proscenium width - 50'-0" Proscenium height – 16'-6" Grid height - 36'-0" Proscenium line to front of apron - 15'-3" Proscenium line to back wall - 29'-0" Proscenium Line to scrim/cyc 26'-9" Stage right wing - 28'-0" Stage left wing - 28'-0" (area also serves as scene shop)</p> <p>Distance from Front of Stage to: Large screen 16' Main Drape 17'-6" Small screen 25' Mid-stage traveler 27' Rear black traveler 41'-6" Back wall 44'-6"</p>	<p>Hallway is 8' wide and 35' long, going from loading dock to stage</p> <p>Loading dock door clearance is 8'-4" high Dock at 36" high</p> <p>Small Projection Screen 9' - 2 ½" wide x 5' - 9" height @ 15' 6" from projector 16:10 aspect ratio .625</p> <p>Large Screen 16' - 1" wide x 9' - 1" high @ 24' from projector 16:9 aspect ratio .5625</p> <p>Company Box - (2) 400-amp services, located stage right</p>
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Seating Chart



Sound System

Mixing Console

Midas M32 Digital Mixer
2 Midas DL16 Stage Boxes SR & SL
iPad Remote

Amplifiers

5 - K2 Crown Amplifiers (Main House – R/C/L, 2 Subwoofers)
2 - Audio Centron RMA-250 (Backstage monitors)
1 - QSC 1250 Stereo Amplifier (Side fills/Monitors) 1 - QSC 1500 Stereo Amplifier (Down fills)

Speakers

(5) EAW KF 695 (3 mains, 2 spares)
(2) PeaVey Versaray 218 subwoofers
(4) QSC K 10.2 Monitors
(4) Roland Cube -30
(2) JBL Control 1 Booth Monitors (Backstage/wings)
(4) MacPherson Monitor Wedges
(2) Down fills

Microphones

(17) AKG SR 450 receivers
(7) AKG SR 470 receivers
(31) ISO Max E6 countryman headsets
(8) DPA Series 4000 headset
(9) AKG lavalier
(4) AKG SR 450 wireless handheld microphones
(4) AKG SR 470 wireless handheld microphones
(5) Shure SM57
(1) Shure SM58
(4) Shure Beta 58
(1) Shure Beta 52
(5) Shure SM81 Condenser Mics
(3) Crown PZM PCC160
(1) Audio Technica AT 853A Unipoint
(5) AT U853R Unipoint
(2) Electro Voice RE 45 N/O Shotgun Microphone
(5) EV N/O 457
(4) Peavey PVM 480 Condenser Mics
(6) Beyer-Dynamics BD69

Direct Boxes

(3) Director DI Boxes
(1) Rapco DB-100 Direct Box
(3) Radial Pro-AV1 Multimedia DI

Mic Stands

(8) Boom Stands
(6) Regular Stands
(6) Tabletop Stands

Sound System (cont.)

Telex/Clearcom Communication System

- (4) Wired Transmitters/Receiver
- (8) Wireless Transmitters/Receiver
- Adequate Headsets

Speakers

- (2) KLIPSH

Williams Sound PPAR37 Personal Listening System

Lighting System

Lighting Control

- ETC Element
- Remote Focus Unit - iPad
- Unison Control houselights from light board or touchscreens

Dimmers

- (85) ETC Dual 20 Amp Universal Modules (170 dimmers)
- (11) ETC Dual 20 Amp Constant Circuit Modules (22 circuits)

Lighting Positions (Dimmer per circuit)

Front of house position

- 48' from stage, 45-degree angle, 35 circuits (Dimmers 1 - 35)

Proscenium Cove

- 18' directly above apron, 17 circuits (Dimmers 36 - 49)

Proscenium Slot

- SL and SR proscenium wall, 8 circuits paired (Dimmers 50 - 57)

First Electric

- Line 7 (4'-9"), 21 circuits (Dimmers 58 - 78)

Second Electric

- Line 10 (6'-9"), 9 circuits (Dimmers 79 - 87)

Third Electric

- Line 23 (15'-5"), 8 circuits (Dimmers 88 - 95)

Fourth Electric

- Line 27, (18' 1"), 9 circuits (Dimmers 96 - 104)

Fifth Electric

- Line 34, (22'-9"), 12 circuits (Dimmers 105 - 116)

Floor Pockets

- 26 Circuits (Dimmers 117 - 142)

Wall Pocket

- 3 circuits (Dimmers 143 - 145)

Lighting System (cont.)

Lighting Instruments

Ellipsoidals

(45) ETC Source 4 19° 750W (twist lock, hung FOH position, all other electrics stage three pin)

(1) ETC Source 4 10° 750W (twist lock)

(2) ETC Source 4 14° 750w (twist lock)

(2) ETC Source 4 50° 575W (3 pin)

(36) Altman Shakespeare 20° (525 watt)

(19) Altman Shakespeare 40° (525 watt)

(6) Altman 3.5x6's (750 watt)

(12) Altman 360Q 6x9's (750 watt)

(12) Altman 360Q 6x12's (750 watt)

Fresnels

(6) 6" Altman (500 watt)

(20) 8" Altman (1K)

(12) 8" Strand Fresnels (2K)

LED Lights

(7) ETC Selador Vivid-R 63" LED Striplights

(22) ADJ Mega 64 Profile Plus

(10) Chauvet SlimPAR 64

(3) ETC Source 4 Lustr LED Series 2

(5) DragonX LED ParCan 177

Follow spots

(2) Strong HMI Troopers (1200 watt)

Special Effects

(2) Rosco I-Cue Moving Mirrors

Fly System

Proscenium Height – 16'-6"

Grid Height – 36'-0"

Maximum Batten Load – 2900 lbs.

Number of Lines – 35

Line Number	Location	Description
1	9"	Main Teaser
2	1'-5"	Large Projection Screen
3	2'-1"	Empty
4	2'-9"	Main Curtain
5	3'-5"	Empty
6	4'-9"	First Electric
7	6'-1"	Empty
8	6'-9"	1 st Black Legs
9	7'-5"	Work Lights
10	8'-1"	Empty
11	8'-9"	Second Electric
12	9'-5"	Empty
13	10'-1"	Small Projection Screen
14	10'-9"	Black Border
15	12'-1"	Mid Stage Draw
16	12'-9"	Empty
17	13'-5"	Empty
18	14'-1"	Empty

Line Number	Location	Description
19	15'-5"	Third Electric
20	16'-9"	2 nd Black Legs
21	17'-5"	Empty
22	18'-1"	Fourth Electric
23	18'-9"	Empty
24	19'-5"	Empty
25	20'-1"	Black Border
26	20'-9"	Empty
27	21'-5"	3 rd Black Legs
28	22'-9"	Fifth Electric
29	23'-11"	Black Border
30	24'-6"	Empty
31	25'-1"	Projector
32	26'-3"	Black Traveler
33	26'-10"	Black Scrim
34	27'-5"	White Cyc
35	28'-0"	Star Curtain

Campus Resource Phone List

Williams Auditorium Office	(231) 591-3676
Williams Auditorium Box Office	(231) 591-5600
Williams Auditorium Manager	(231) 591-5863
Humanities Office	(231) 591-3675
College of Arts and Sciences	(231) 591-3661
Physical Plant	(231) 591-2920
Computer Support	(231) 591-4822
Public Safety/Parking Permits	(231) 591-5000
Student Recreation Center	(231) 591-2679
FSU Catering Services	(231) 591-2605

Big Rapids Area Resources

Hotels

Holiday Inn
1005 Perry St., Big Rapids, MI 4930
(231) 796-4400

Country Inns & Suites
15344 Waldron Way, Big Rapids, MI 49307
(231) 527-9000

Hampton Inn Big Rapids
15320 Waldron Way, Big Rapids, MI 49307
(231) 527-7333

Quality Inn & Suites
1705 S. State St., Big Rapids, MI 49307
(231) 592-5150

Cleaners and Laundries

Tubs & Tumble
811 Division St., Big Rapids, MI 49307
(231) 796-3448

Rapids Suds and Dry
605 S. Third St., Big Rapids, MI 49307
(231) 796-4863

Golf

Ferris State University Katke Golf Course
1003 Perry Ave, Big Rapids, MI 49307
(231) 591-3765

Hospital

Spectrum Health Big Rapids Hospital
605 Oak St, Big Rapids, MI 49307
(231) 796-8691

Hardware Stores

Lowe's Home Improvement Store
21555 Perry Ave, Big Rapids, MI 49307
(231) 580-2000

Menards
14777 215th Ave, Big Rapids, MI 49307
(231) 796-7563

Stores

Meijer
15400 Waldron Way, Big Rapids, MI 49307
(231) 527-0200

Wal-Mart
21400 Perry St., Big Rapids, MI 49307
(231) 796-1443

Restaurants

Applebee's Restaurant
718 Perry St., Big Rapids, MI 49307
(231) 796-7429

Blue Cow Café
119 N. Michigan Ave., Big Rapids, MI 49307
(231) 796-0100

Bob Evans
840 Perry St., Big Rapids, MI 49307
(231) 592-1381

Buffalo Wild Wings
1264 Perry Ave., Big Rapids, MI 49307
(231) 796-9464

China One Buffet
15190 Isabella Dr., Big Rapids, MI 49307
(231) 796-3818

Cranker's Brewery and Coney Island
213 S. State St., Big Rapids, MI 49307
(231) 796-1919

El Burrito Loco
15238 Isabella Dr., STE. D, Big Rapids, MI 49307
(231) 796-8704

Jet's Pizza
215 Maple St. Big Rapids, MI 49307
(231) 527-0122

Little Caesar's Pizza
802 Clark St., Big Rapids, MI 49307
(231) 796-2636

Mancino's Pizza & Grinders
550 S. State St., Big Rapids, MI 49307
(231) 796-6666

New China Chinese Restaurant
726 Perry Ave., Big Rapids, MI 49307
(231) 796-0789

Panera Bread
1014 S. State St., Big Rapids, MI 49307
(231) 796-2555

Pizza Hut
14371 Northland Dr., Big Rapids, MI 49307
(231) 796-8700

Qdoba
836 S. State St., Big Rapids, MI 49307
(231) 796-8404

Raven's Brewing and BBQ
121 N. Michigan Ave. Big Rapids, MI 49307
(231) 629-8017

Ruby Tuesday
15397 Waldron Way, Big Rapids, MI 49307
(231) 592-3454

Schuberg's Bar & Grill
109 N. Michigan, Big Rapids, MI 49307
(231) 796-5333

Sporting News Bar and Grill (Holiday Inn)
1005 Perry St., Big Rapids, MI 49307
(231) 796-4400