



258 Genesee Street, Utica New York, 13502



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The Bernadette A. Eichler Youth Ambassador Program will begin its 8th year in the 2019-2020 theatre season. We are excited to invite over forty school districts to participate in the program. Students accepted into the program from the surrounding school districts will be given a Broadway Utica Season Pass. In exchange, the students are required to submit a pre-show synopsis to Broadway Utica and a post-show review about each show to Broadway Utica, Facebook, Twitter and Instagram. The goal is to engage area teens in theatre, the arts, and the community in which they live. The student can have interest in any aspect of theatre or the performing arts (acting, directing, production, management, choreography, stage management, lighting, marketing, costume design, set design, etc).

ELIGIBILITY:

- The student must be a junior or senior in the 2019-2020 school year
- The student must have an active Facebook, Instagram and Twitter account, and be willing to submit and post on each social media outlet
- Student must be willing and able to uphold the expectations of the program which can be found on our website www.BroadwayUtica.com in the Education Programs tab under YAP Guidelines.
- Student is required to perform 10 community service hours throughout the season.

APPLICATION CHECKLIST:

- Each student must fill out a personal information application. (form on website)
- Each student must submit a short essay explaining why they want to become a Bernadette Eichler Youth Ambassador and what their expectation is of the program (email to address below)
- **NEW THIS YEAR!** Each student must submit two teacher recommendations (one must be from an English Language Arts teacher and email to address below)
- Each student must be interviewed prior to acceptance (student will be notified)
- Each student must have parental approval in writing (form on website)
- Each student/parent is required to sign a publicity/photo release form (form on website)
- Each student must submit a professional headshot

Applications must be received before June 30th, 2019!

Please email Felix LaBella III at: felix@broadwayutica.com with any questions or concerns. In addition, your online forms should be submitted to Felix by email to or by US mail (see above).

We look forward to hearing from you!



Bernadette A. Eichler YAP Requirements

- The Youth Ambassador must arrive at the theatre no later 5:45pm and meet in the Romano Room for a pre-show educational forum to be led by cast members, directors, choreographers, producers and other industry professionals.
- The Youth Ambassador must Facebook, Twitter and Instagram before the show, at intermission and/or after the show. The YAP must always use our social media handles and hash tags which are the same for all three types of social media
(#BEYAP, #BroadwayUtica, #BU)

PRE-SHOW SYNOPSIS & POST SHOW CRITIQUES

- A 500-word count research synopsis of each show will be due one week prior to curtain call. All pre-work must be completed on time to attend the performance.
- A 500-count post-show critique must be submitted within one week after the performance or you will not be permitted to attend the next show.
- All show previews/critiques need to be emailed to felix@broadwayutica.com and must be approved by Felix LaBella III prior to posting on any social media outlet. Before sending in your review for approval, please proof for grammar and spelling errors.
- Once approved, you can post to your social media accounts. Each social media post must have the following – Thank you to the Bank of Utica for sponsoring #BEYAP – Use your handle and hashtag: #BroadwayUtica, #BEYAP, #BU
- If you are unable to attend a show or you are not permitted to attend a show, the preview is still required. If no preview is submitted before the show night, you will not be permitted to attend the next show.

CAST & CREW PARTIES

- Each Youth Ambassador will have the opportunity to attend at least one Cast Party.

COMMUNITY SERVICE HOURS

- All Youth Ambassadors are required to perform 10 community service hours throughout the season. Community service hours are credited by participating in the *Broadway Utica Cares All ~ A Pledge for Purpose* community events (AHA Heart Walk, ACR Health Hike For Life, etc.).

TIPS FOR YOUR PRE-SHOW SYNOPSIS & POST SHOW CRITIQUES

The Youth Ambassador Program is an elite group of students. Our goal is to insure the experience you gain from the Bernadette A. Eichler Youth Ambassador Program will touch your heart, inspire your mind, and broaden your overall knowledge of Broadway, the Arts and the community in which you live.

Remember, a useful tool in the writing process is to be thoughtful of the adjectives you use. Take a few minutes to proof read your work and consider creative adjectives to complete your reviews. When using words such as “awesome” or “cool” you are not conveying a clear picture of what it is that you’re trying to express. Also, the length of a work does not necessarily determine the quality - content does. To get some ideas please think outside of the box, use the ex exceptional resources available to you and BE CREATIVE!



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