



258 Genesee Street | Utica, New York | 13502

Broadway Utica is proud to announce that the Bernadette Eichler Youth Ambassador Program is entering into its 10th year in the 2021-2022 season. Over forty schools in central New York are invited to take part in this program. Our goal is to invest in the young people and to inspire them to thrive in the world of theatre, the arts, the community and in life. Students accepted into this program will be given a season subscription to Broadway Utica, attend pre-talks prior to each of the performances, develop relationships with others and be more prepared to act as contributing citizens. In exchange, the student is required to complete a pre-show synopsis and a post-show review for each performance as well as making the commitment to be an active participant of this program.

Eligibility Requirements

- Applicants must be enrolled in a local high school and entering their freshman, sophomore, junior or senior year in 2021-2022.
- Student must be available to attend every first night performance in the season and provide their own transportation.
- Student must have an active Facebook account as well as other social media accounts. Student will be required to check-in to Broadway Utica while attending the show. They must also post creative content while actively tagging Broadway Utica on social media channels pre-show, during intermission and post show. Student must also have access to Google Apps for communication and submitting assignments.
- Student must complete and submit a pre-show synopsis that is due no later than one week prior to the performance.
- Student must complete and submit a post-show review that is due no later than one-week post performance.
- Student must commit to be an active participant in the program.
- Student is required to perform 10 hours of community service throughout the season at a Broadway Utica sponsored, supported and/or recommended event.

Application Checklist

- Student is required to submit an application information sheet.
- Student will be required to send an essay explaining why they have an interest in becoming a Bernadette Eichler Youth Ambassador and what they hope to gain by being a member.
- Student must submit one recommendation letter. example: teacher, coach, mentor, guidance counselor
- Student must submit a signed parental permission form.
- Student and parent must sign a publicity/photo release form.

Applications must be received no later than October 1, 2021.

Apply early, space is limited. Visit our website at www.BroadwayUtica.org for more information and to download application or email us at YouthPrograms@BroadwayUtica.org.

Bernadette A. Eichler Youth Ambassador Program Guidelines

- The Youth Ambassador must arrive at the theatre no later than 5:45pm and meet at a determined location for a pre-show educational talk session with cast members and/or industry professionals.
- The Youth Ambassador must post on Facebook, or another Social Media platform before the show, at intermission and after the show. The Youth Ambassador must always tag “Broadway Utica,” use our social media handles and hash tags, which are the same for all three types of social media (#BEYAP, #BroadwayUtica, #BU).

Pre-Synopsis and Post Show Critiques

- Student must complete and submit a pre-show synopsis that is due NO LATER than one week prior to opening night.
- Student must complete a post-show critique that is no later than one week after the performance or you will not be permitted to attend the next show.
- All pre-show and post-show materials must be emailed to YouthPrograms@BroadwayUtica.org and must be approved by Kristen Matteson, prior to posting on any social media outlet. The Youth Ambassador must include their name, grade level and high school name. Before sending in your review for approval, please proof for grammar and spelling errors (see below for tips). Once approved, you can post highlights to your social media accounts. Each social media post MUST always include 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 due to incomplete work, the pre-show synopsis is still required. If no pre-show material is submitted before the show night, you will not be permitted to attend the show.

CAST & CREW PARTIES

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

COMMUNITY SERVICE HOURS

- Student must perform 10 hours of community service throughout the season, at a Broadway Utica sponsored, supported and/or recommended event.

Preview Synopsis and Review Quality

The Youth Ambassador Program is an elite group of students. Our goal is to ensure 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 mindful of the adjectives you use. Take a few minutes to proofread 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 are trying to express. Also, the length of a work does not necessarily determine the quality - content does. Use your fellow Youth Ambassadors as resources and show us your creative writing talents! And most importantly, have FUN!



AMBASSADOR APPLICANT INFORMATION

Student:

Address:

Cell Phone:

Email:

Parent/Guardian:

Address (if different than students):

Phone:

Name of School:

STUDENT AGREEMENT

I, _____, agree to abide by the YAP Guidelines.

Print Name Student Signature / Date



PARENTAL CONSENT FORM

I, _____, give my child
_____, permission to participate in the 2021-2022 Youth
Ambassador program with Broadway Utica. I understand the commitments and obligations associated
with this program and support their decision to be a Youth Ambassador!

Name:

Signature: _____

Date: _____



APPLICATION ESSAY

Name: _____

Date: _____

School: _____

Next Year's Grade: _____

Please answer the following questions thoroughly:

1) Why would you like to become a Bernadette A. Eichler Youth Ambassador?

2) What is your expectation of the program?

3) How do you feel you will grow from being a YAP member?

4) Any additional information you would like to provide or skills you must compliment the program?



PHOTOGRAPHY RELEASE FORM

For valuable consideration received, I grant Broadway Theatre League of Utica, Inc. and legal representatives and assigns of such, the irrevocable and unrestricted right to use and publish photographs of me, or in which I may be included, for editorial, trade, advertising, and any other purpose and in any manner and medium; and to alter and composite the same without restriction and without my inspection or approval. I hereby release Broadway Theatre League of Utica, Inc. and their legal representatives and assigns from all claims and liability relating to said photographs.

Student Print Name Student Signature & Date

Parent Print Name Parent Signature & Date

Witness Print Name Witness Signature & Date