



258 Genesee Street | Utica, New York | 13502

Broadway Utica's Bernadette Eichler Youth Ambassador Program is entering into its 12th year in the 2023-2024 season. Our purpose is to invest in the young people and to inspire them to flourish 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 act as contributing citizens through planned volunteer outings. 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 junior or senior year in 2023-2024.
- 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 and be comfortable posting on their personal pages about upcoming Broadway Utica events. 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 and parent/guardian is responsible for their child to understand and know the content of each show their child will be attending through the program.
- Student and parent must sign a publicity/photo release form.

Applications must be received no later than August 1, 2023.

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

Bernadette A. Eichler Youth Ambassador Program Guidelines

- The Youth Ambassador must arrive at the theatre no later than 5:45pm, unless informed otherwise, 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 Kristen@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, #BankofUtica*
- 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. (Cast parties have not occurred since prior to covid but we hope to resume them this season.)

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 Writing

A **synopsis** is a brief summary that gives audiences an idea of what the musical will be about. It provides an overview of the storyline or main points and other defining factors of the work, which may include style, genre, persons or characters of note setting, and so on.

When writing a **review**, your goal as a reviewer is to provide the audience with an accurate opinion on the play, and to provide them with a context regarding it: actors, decorations, the director, dialogues, the script, and so on. Examples will be given.

AMBASSADOR APPLICANT INFORMATION

Student:

Address:

Cell Phone:

Email:

Parent/Guardian:

Address (if different than students):

Phone:

Name of School:

Year of Graduation:

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 2022-2023 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. Prior to each show, I will be sure to review the content of the performance with my child.

Name:

Signature:

Date:

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

APPLICATION ESSAY

Name: _____

Date: _____

School: _____

Year of Graduation: _____

Please answer the following questions thoroughly in essay form:

- 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?