



What is the Junior Ambassador Program?

High school juniors and seniors can explore the various disciplines of the theater industry through BPA's Junior Ambassadors program. This unique opportunity provides an excellent educational and hands-on volunteer experience in the performing arts as well as a peek behind the curtain. Over the course of the school year, Junior Ambassadors may serve as volunteer ushers in Blumenthal venues while attending a series of seminars, through which they will learn about the artistic and professional avenues of the arts. Also, the chance to gather in social settings will enhance their interpersonal skills, build self-confidence, and foster a network of peers and professionals throughout the year-long program.

What are the Requirements to Apply?

Students must be juniors and seniors in high school, maintain a minimum 3.0 grade point average, and have stellar character references.



Here's what our Junior Ambassadors have to say about the program!

"Now, not only do I appreciate the presented art, but also the passionate work put into making each show wonderful for the theatre-goers."

"My ability to connect with others over our similar appreciation of the arts has helped me to work past my tendency to blend into the background."

"As a person who loves performing, the Blumenthal Performing Arts Junior Ambassador Program has been one of the main highlights of my Junior and Senior year. I have been so used to being on stage and being an usher has taught me the importance and value of serving others. I am grateful for the experiences from this program that have shown me how I can serve my own community."

TOP 5 REASONS TO JOIN BLUMENTHAL'S JUNIOR AMBASSADOR PROGRAM

- ❖ Have an Enjoyable Volunteer Opportunity!
- ❖ See World-class Theater!
- ❖ Learn about Career Opportunities in the Arts!
- ❖ Meet New Friends!
- ❖ Scholarships!



Components of the Program

Orientation and Training Before serving your first shift as a volunteer usher, you will receive professional training from our seasoned Front of House staff, as well as an opportunity to receive additional training in customer service.

Volunteer Ushering Once your training is completed, you are strongly encouraged to serve as a volunteer usher once per month from October to April. You can choose your own schedule of shows, including major Broadway tours, resident company performances, exclusive concerts, or even community talent events! Generally, each usher shift is approximately 4 hours, and usually nights or weekends – perfect for a student schedule!

Monthly Seminars All students will be required to attend at least 5 of the 7 seminars held at the beginning of each month. Seminars are typically held the first weekend of each month, and generally last between 90 minutes to 2 hours. Some topics will include *Digital Marketing & Social Media, Fundraising in Arts Non-Profit, Resumes & Interviewing, Tech Theater & the Magic Backstage, as well as BPA Venue Tours.*

Mid Year Social Blumenthal's Education Department hosts a party for our Junior Ambassadors to socialize, have fun, and get to know each other! Typically in January, our last few socials have included food, games, trivia, icebreakers and team building activities.

Annual Year-End Banquet Each year, our students are treated to a banquet where they are honored for their year of service as a Junior Ambassador. Each student receives a commemorative gift for the year, and you and are invited to enjoy a delicious dinner!

Scholarship Awards At our Annual Banquet, 4 students receive modest scholarship awards to be used towards their college education. These scholarships are exclusive to the Junior Ambassador program!

Important Dates

Date	Description
June 25	Returning Students Application Deadline (must resubmit full application packet minus letter of recommendation)
September 3	New Student Application Deadline
September 25	Orientation and Training (Mandatory)
October - April	Monthly commitment of seminars beginning of each month as well as volunteer ushering assignments
January 22	Mid-Year Social
April 23	Year-End Awards Banquet



Seminar Opportunities

We Have Reopened! What's Next Post-COVID?

COVID-19, as we all know, created huge challenges for Blumenthal and the theater industry as a whole for over 14 consecutive months. We will hear from Blumenthal CEO, Tom Gabbard, and VP of Education, Andie Maloney, on the ways in which BPA creatively navigated a time of economic uncertainty and the future vision for the Blumenthal, Charlotte and Broadway communities- as the light shines brighter on a full reopening strategy for arts and culture.

Tech Savvy: Who Makes the Magic Behind the Scenes?

There are many roles in the world of tech theater and many technical skills in the wheelhouse of designers, technical directors and stage hands. Led by BPA's Technical Director and a panel of other local theater technicians, students will learn about what it takes to facilitate the magic backstage and the scope of the tech process from design concept to opening night.

A Foot in the Door - Best Practices for Resumes, Cover Letters and Interviewing

The first step is getting a foot in the door! No matter a student's college or career plans, learning how to curate a strong resume and cover letter, while exploring best practices for job interviews are vital skills for everyone in the workplace. Learn from a regional HR professional as they unpack the in's and out's of resume writing and selling yourself in an interview setting for students and young professionals.

So On Brand! Digital Marketing and Social Media for the Arts

Long gone are the days of print ads and periodicals - FB, IG and TikTok have taken over! Marketing for the arts leans almost solely into digital collateral, public relations and savvy social media to tell the story and punch the brand. This seminar, led by Blumenthal's Creative Content Producer, Becky Bereiter, will highlight digital strategies of the modern day to keep our audiences sharing, tagging, and re-tweeting all that is Blumenthal buzz-worthy.

#BookedAndBusy - Finding Your Stride in the Arts

Learn how to be your own agent in any arts career! Whether actor or admin, our Special Programs Manager, Tommy Prudenti, will walk through tips on how to excel as a young professional looking for opportunities and growth in a busy field. Students will learn tactics for successful networking, time management, personal budgeting and tactful self-advocacy in an arts-centric industry that's all about the hustle.

All About the Benjamins - Fundraising Strategies in Arts Non-Profit

Money makes the world go round... and fundraising is essential for any non-profit organization. But fundraising is not a one size fits all and there are a multitude of strategies and tactics depending on the constituents, donor incentives or revenue goals, some of which are even tied to special events or parties. Students will hear from our BPA Development team on the 'tips of the trade' when it comes to "bringing home the bacon" this is contributed revenue for an arts non-profit.



The Green Room - Broadway Artists & the "In-Between" Gigs

Whether acting, directing or designing, most working in the "gig economy" will have to lean on side-hustles in between shows or bookings. So, what does that look like - perhaps it's teaching, coaching, fitness or even some restaurant work? In this seminar, students will hear from a panel of working Broadway professionals who have found both creative and not-so-creative side projects for when their artistic load is a little bit lighter.

***Please note that the specific schedule of seminars is contingent upon availability of instructors and Blumenthal staff. Seminars will usually be held the first weekend of every month, and students will be given ample notice of content, guest instructors and any relevant updates.**



Health and safety are a top priority for Blumenthal Performing Arts. We will continue to follow applicable state and local guidelines regarding the COVID-19 pandemic and in-person gathering. Participants in the Junior Ambassador program will receive detailed information and any safety protocol that may still be in place before the start of the program.