



EXCELLENCE IN HIGH SCHOOL
MUSICAL THEATER

THE MISSION OF THE BLUMEY AWARDS

To recognize, reward, and encourage talent and achievement in musical theater among high school students within the Charlotte region. The Blumey Awards program is a means to highlight the importance of musical theater and arts education within our extended community.



OVERVIEW

- Qualifications to Participate
- Participant Extras
- Award Categories
- Adjudication Process
- Ceremony
- Dates and Deadlines



Qualifications to Participate

- Performance must occur January 1-April 29, 2022
- Must be a public, private or charter school in one of the following counties:
 - North Carolina: Alexander, Anson, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanley, Union
 - South Carolina: Chester, Chesterfield, Lancaster, York
- Must produce a full-length musical production.
- Production must be eligible for the National High School Musical Theater Awards program, also known as The Jimmy Awards. The most current list of qualifying roles (Best Actor and Actress roles) and productions can be found [here](#).
- Free registration is required and is limited to the first 50 schools whose production meets the qualifications.
- Must register as individual school; no groups or organizations.
- Cast must consist of grades 9-12.

PARTICIPANT EXTRAS

Participating schools will have access to a wide variety of workshops and extras for students including:

- Blumey Critic Program
- Student Players in the Orchestra
- Industry Panel
- Ensemble Workshop
- Actor Self-Care Workshop
- Rehearsal Best Practices Workshop
- Stage Management, Set Design, Costume Design, and Tech Portfolio Workshops
- Best Actor/Actress Nominees Audition Workshop
- Best Actor/Actress Nominees Resume and Headshot Workshop
- Best Actor/Actress Nominees Blumey Bootcamp

2022 AWARD CATEGORIES

Best Musical Tier 1 (Budgets under \$10,000)

Best Musical Tier 2 (Budgets \$10,000+ and Arts Schools)

Best Actor

Best Actress

Best Supporting Actor

Best Supporting Actress

Best Featured Performer

Best Ensemble/Chorus

Best Student Orchestra

Best Overall Direction

Best Choreography Execution

Best Student Costume Designer

Best Student Set Designer

Best Student Stage Manager

Student Critic Award



ADJUDICATION PROCESS

- **Three** judges will evaluate each school only once
- Each school will be notified of the date the judges will be evaluating their show – not who the judges are.
- The team of judges will meet at intermission and directly after the assigned performance to discuss the production.
- **Please:**
 - Let us know if your show is double-cast
 - Leave complimentary reserved tickets at your box office under “**Blumey Award Judges**”
 - Assign a private room for the judges to meet during intermission and post-show. Determine which adult member of your production will meet with the judges to answer any questions they may have
 - Reserve seats for Judges if you think the show might have a full house

ADJUDICATION

- **Production Adjudication Rubric**
 - Judges will score each category on a 1-10 scale, with **(1) being the lowest and (10) being the highest score possible**. It is recommended that they use quarter points (.25 -- .50 -- .75).
- **Best Actor/Actress Audition Rubric**
- **Performance Feedback**
 - Will be e-mailed to schools by Friday, June 10

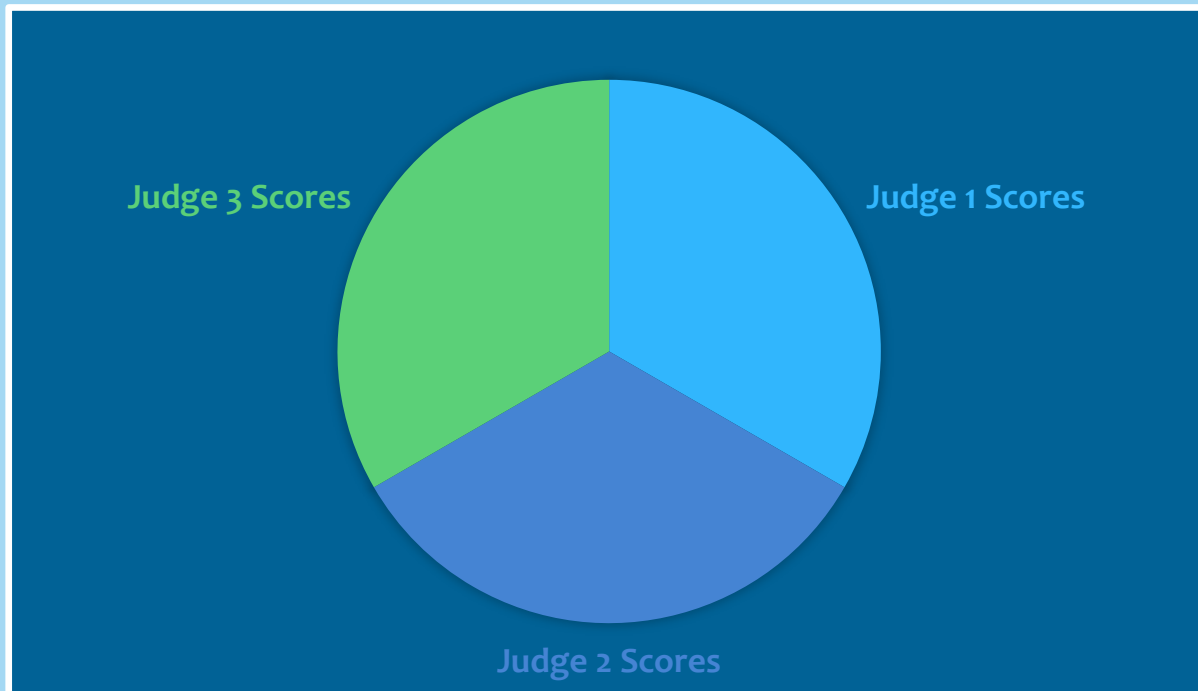


SCORING

Production, Supporting, and Featured Categories

In each category (except for Best Actor/Actress and tech awards), the final score is determined by the following formula:

- 3 Judges' scores will be weighted equally.
- Whichever production/individual has the highest cumulative score after the final judges meeting is the winner of each category.

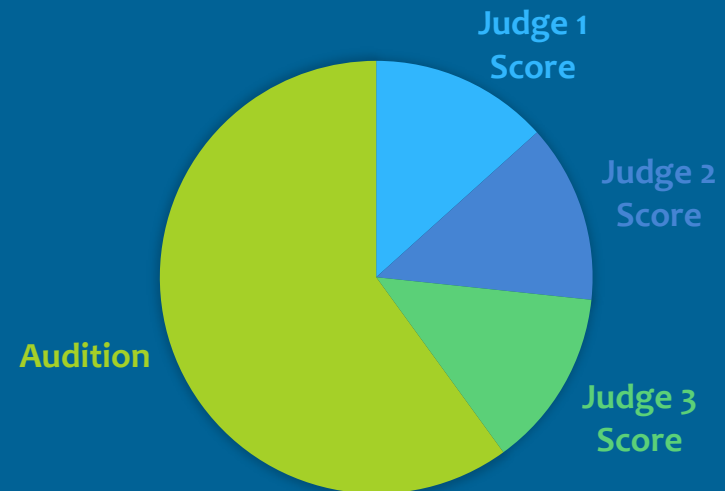
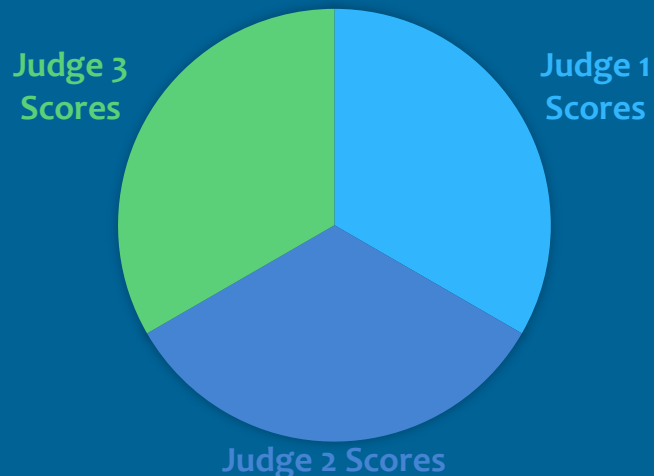


SCORING

Best Actor and Best Actress

For Best Actor and Best Actress:

- To determine the students who are invited to the Best Actor/Actress Auditions, 3 Judges' scores will be weighted equally. Each school's Best Actor and Actress are invited to audition on May 7 & 8.
- To determine the winners of these categories, the scores from the auditions are weighted at 60% of the final score, and the scores from the in-school performance account for 40% of the final (See the chart on the right below).

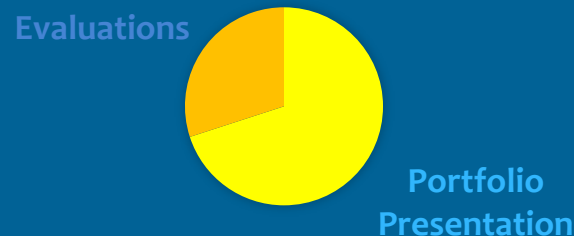
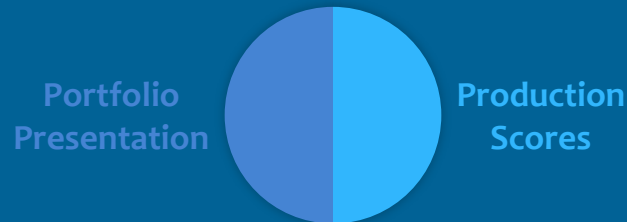


SCORING

Student Set Designer and Costume Designer

Student Stage Manager

- To determine the winners of the Student Set Designer and Costume Designer categories, the production scores and portfolio presentation scores are weighted equally.
- To determine the winner in the Student Stage Manager award category, the scores from the portfolio presentation are weighted at 70% and scores from evaluations are weighted at 30%.



ADJUDICATION PROCESS

- Judges evaluate how well a school does, based on that school's unique resources and challenges
- Awards criteria emphasize achievement and not budget or size of production.



NOMINATIONS/WINNERS

- Only the Nominees and Winners, and not their scores, will be announced in each category
- Nominations will be sent to the schools via e-mail by Friday, April 29
- There will be six nominees for each category
- The top 6 Best Actor and Actress nominees will be announced by May 12
- All decisions will be final in all respects.



BEST ACTOR AND BEST ACTRESS BLUMEY BOOTCAMP

- Each school's Best Actor and Actress nominee will be invited to a three-day bootcamp with industry professionals May 2-6 from 8:30-4:30.
- Teachers must assist their students with the process for approved absences to attend.
- Bootcamp workshop will include movement, voice, and acting intensives.
- Nominees will receive coaching to prepare for their second-round audition.



BEST ACTOR AND BEST ACTRESS AUDITIONS

- Each school's Best Actor and Actress nominee will be invited to audition before a special panel May 7 & 8.
- The six nominees for both of these categories will be chosen after the “second round” auditions.
- Best Actor and Actress winners will represent the Blumenthal in New York City at the National High School Musical Theater Awards
- They will compete with students from other regional awards programs for the title of Best Actor and Best Actress
- In the event that the winner of either category is unable to take part in the NHSMTA in New York City, the nominee with the second highest score will be invited.



Category Rules and Eligibility Criteria

CATEGORY RULES

- Blumenthal Performing Arts encourages each participating high school to use its own faculty and students in grades 9-12
- Faculty is defined as any part-time or full-time staff member at the participating Blumey Awards school who is paid by the school district on an annual basis
- The use of other individuals will disqualify a school from certain award categories
- The use of others in non-performance aspects, such as the backstage team, of the production will not affect scores in categories such as Best Musical and Best Ensemble/Chorus.

CATEGORY RULES

- **Individual Performance Awards**

- Only registered high school students from the participating Blumey Awards school are eligible to receive:

Best Actor

Best Actress

Best Featured Performer

Best Supporting Actor

Best Supporting Actress

- **Best Overall Direction**
- **Best Student Orchestra**
- **Student Set Designer**
- **Student Costume Designer**
- **Student Stage Manager**
- **Best Choreography Execution**
- **Best Ensemble**
- **Use of Students from Another School**



IMPORTANT DEADLINES

Due at least 4 weeks before Opening Night

- Performance Details Form
- Cast Roster
- Production Budget Form
- Digital resume and headshot for Best Actor/Actress eligible performers

Due within 1 week of your last performance

- **A group photo** for The Blumey Awards program
 - The photo must be in a Jpeg format in the highest resolution possible
- A copy of your **production program**
 - May submit digitally
- **Photos** of your production
 - To be incorporated in a video montage
 - May be used for adjudication
 - May be used in print media



IMPORTANT DEADLINES

Due on Monday, May 13

- Nominee Acceptance Form
- Best & Supporting Actor/Actress Info Form
- Orchestra & Piano Scores from each nominated:
 - Best Musical
 - Best Actor
 - Best Actress



***Arrangements will be made by the Blumenthal with the various licensing houses for the schools to retain their music through the awards evening without any charge



David Dabbon, Blumey Awards Music Director

MANDATORY REHEARSALS

OPENING AND CLOSING NUMBERS

- Each school's Best Actor and Actress nominee
- Students must attend all mandatory rehearsals to learn the music and choreography

BEST ACTOR AND BEST ACTRESS MEDLEYS

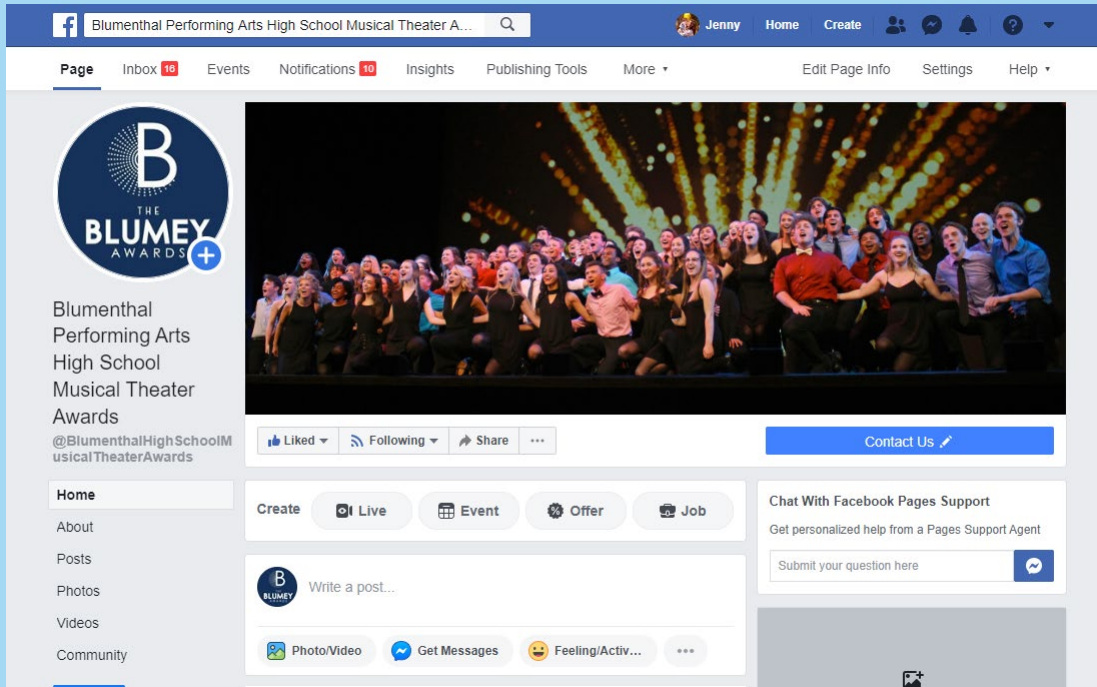
- The nominees for both categories **MUST** attend the mandatory rehearsals

BEST MUSICAL

- Directors of schools nominated for Best Musical will be invited to meet with the stage manager, orchestra, and digital projection designer on Saturday, May 28.
- All nominated schools must attend rehearsal on Sunday, May 29 from 9:00-2:00 PM



Marketing Strategy



What does BPA do?

- Social Media
 - Shows are listed individually on Facebook
 - Cast Photos are highlighted
 - Show Call-outs every weekend
- Printed Materials
 - Large Posters in and around Uptown Charlotte

How can you sell more tickets?

- Send your ticketing source to BPA to add to Facebook listing
- Set up social media accounts and assign students to post
- List your show on (FREE) community listings
- Cross promote your shows with other schools or events

ADDITIONAL INFORMATION

- Ad for school production Playbills
- Poster for Schools
- Display Banner for Schools
- Scholarship Opportunities
- Arts Educator Network
- Charlotte Live!



Q & A