



## 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 will 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 required to serve as a volunteer usher once per month from October to April, for a total of seven or more usher shifts. 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 one Saturday of each month, and generally last between 90 minutes to 2 hours. Some topics will include *Arts Marketing, Season Planning & Programming, Technical Theater, Equitable Casting, the Role of the Broadway League, and more!*

**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, contests, 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 a guest 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

Dates	Description
July 7	Returning Students Application Deadline (must resubmit full application packet minus letter of recommendation)
September 8	New Student Application Deadline
<b>September 30</b>	<b>Orientation and Training (Mandatory)</b>
October - April	Monthly commitment of seminars (one Sat per month) as well as volunteer ushering assignments
January 13 or 14	Mid-Year Social
Week of April 21-28	End of Year Awards Banquet (one evening only)



## Seminar Opportunities

### **A League of It's Own - The Role of the Broadway League**

In this seminar, you'll hear from Blumenthal CEO, Tom Gabbard, and one or two other special industry professionals to talk through the mission and role of the The Broadway League as a national trade association for commercial Broadway including the touring market and beyond. You'll also learn about other initiatives, programs and affiliations that the League has their fingerprint on both in NYC and across the globe.

### **Tech It, Don't Wreck It: Production Management & Technical Theater**

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 HR professionals 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! Arts Marketing and Digital Branding**

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 Director of Marketing, Joy West, will highlight digital strategies of the modern day to keep our audiences sharing, tagging, and re-tweeting all that is Blumenthal buzz-worthy.

### **#BookedAndBusy - The Business of the "The Business"**

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

### **"Plannin' & Programmin'" - Producing a Broadway Season and Beyond**

From Broadway touring shows, to comedy, to festivals, dance recitals and space rentals - you'll learn about the different roles on our Programming team who handle bookings, calendaring, settlements, season planning and other special events. Brittany Halberstadt, our Programming Dept Manager, will be joined by two other guest speakers from the Programming team for this session to give you a broad stroke view of how we approach a full Blumenthal calendar year!



### **"The Casting Couch" - Representation & a Reformed Casting Landscape**

Representation matters - in all spaces. So, what does that look like behind the scenes - in the theater, film and television? In this seminar, students will hear from a panel of casting professionals who can unpack questions and speak into new best practices for actors, casting directors and creative teams when looking at diversity, equity, inclusion and overall elevated representation across the performing arts.

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



**Since 2022, we aim to hold all Jr. Ambassador seminars and events back fully in-person but can pivot to virtual sessions in the event of inclement weather, scheduling conflicts or public health concerns.**