



# Junior Ambassadors Information Packet

## WHAT IS THE JUNIOR AMBASSADOR PROGRAM?

High school juniors and seniors can dive into the theater world through Blumenthal's Junior Ambassadors program. This unique opportunity provides an excellent educational and hands-on volunteer experience, beyond-the-stage, in the performing arts. Over a full school year, Junior Ambassadors serve as volunteer ushers in Blumenthal venues and attend a series of seminars, through which they learn about different career opportunities in the performing arts. Students also enhance their interpersonal skills, build self-confidence, and develop a new network of peers and professionals through the program.



## REQUIREMENTS

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

## REASONS TO JOIN

- Have enjoyable volunteer opportunities
- See world-class theater
- Learn about career opportunities in the arts
- Meet new friends
- Scholarships and contests!

## WHAT PREVIOUS JUNIOR AMBASSADORS 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 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."

# 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 a formal orientation around the program's expectations and protocol.

## Monthly Seminars

All students will be required to attend at least 5 of the 7 seminars held once a month. Seminars are typically held one Saturday of each month, and generally last between 90 minutes to 2 hours. **Topics will include college prep, arts marketing, festival and event planning, technical theater, casting, and more.**

## Annual Year-End Banquet

Each year, our JA's are treated to an awards banquet where they are honored for their service as a Junior Ambassador. Each student receives a certificate of completion, and you and a guest are invited to enjoy a delicious dinner!

## Volunteer Ushering

Once training is complete, Junior Ambassadors are required to serve as a volunteer usher once per month from October to April, for a total of six or more usher shifts. You can choose your own schedule of shows, including Broadway tours, resident company performances, exclusive concerts, or even community events!

Generally, each usher shift is approximately 4 hours, and usually nights or weekends – perfect for a student schedule!

## Mid-Year Social

Blumenthal's Education Department hosts a brunch 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.

## Scholarship Awards

At our Annual Banquet, 4 students receive modest scholarship awards to be used towards college expenses. These scholarships are exclusive to the Junior Ambassadors cohort!

# IMPORTANT DATES



## DATE

## EVENT

★ JUNE 30

Returning Students Application Deadline

\*must resubmit full application packet minus letter of recommendation

★ AUGUST 31

New Student Application Deadline

★ SEPTEMBER 27

Orientation and Training \*Mandatory\*

★ OCTOBER - APRIL

Monthly commitment of seminars & ushering

\*Seminars - one saturday per month

★ JANUARY 10

Mid-Year Social

★ WEEK OF APRIL  
21 - 25

End of Year Awards Banquet

^one evening only

## SEMINAR OPPORTUNITIES

### **“The College Callback” - College Prep for Theater Majors**

BA or BFA? Can you double major? Should you get an agent? Can you audition while in college? Should you take a gap year? The post-high school path into arts and entertainment can look very different for each student. For this seminar, we'll bring in a panel of theater faculty members to unpack the college application process, talk through auditions and/or college interviews, and share other post-high school pathways as options to consider for a career in the arts.

### **“So on Brand!” – Arts Marketing & Digital Branding**

Long gone are the days of print ads and periodicals – the socials have taken over! Marketing for the arts leans almost solely into digital collateral, press activations, and savvy social media to tell the story and punch the brand. This seminar, led by Blumenthal Marketing staff, will unpack digital strategies to keep our audiences sharing, tagging, and re-tweeting all that is Blumenthal buzz-worthy.

### **“Plannin’ & Programmin’” – Producing Festivals & Community Events**

There's more than just Broadway at Blumenthal! From festivals, immersive exhibitions, public art, and special events, you'll learn about the different roles on our staff who handle these creative endeavors outside of a traditional theater venue. Our Programming & Operations staff will highlight some of the principal duties that go into a planning and then executing successful community driven events in our city and beyond!

# SEMINAR OPPORTUNITIES

## **“Tech It, Don’t Wreck It” – Prod. Management & Tech Theater**

There are many roles in the arena of tech theater and many backstage skills that fall under designers, technical directors, and stagehands. Led by a Blumenthal Production Manager and other local theater technicians, students will learn about what it takes to facilitate the magic backstage and the scope of the tech process with Broadway shows and special events.

## **“A Foot in the Door” – Resumes, Cover Letters, & 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 ins and outs of resume writing and selling yourself in an interview setting for students and young professionals.

## **“#BookedAndBusy” – The Business of the “The Business”**

Learn how to be your own agent in any arts career! Whether actor or admin, our Program 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.

## **“The Casting Couch” – Reforming the 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 are usually scheduled for selected Saturday mornings, and students will be given ample notice of content, guest instructors, location and any relevant updates.\**



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