



Education Department Programs and Services

Our Educational Mission:

To enrich individuals and communities within the Charlotte Region through exposure to and involvement in the performing arts

Our Goals:

- Provide engaging and enjoyable educational activities and programs to a growing and increasingly diverse population
- Encourage and enable more and better arts education experiences for area schools and students
- Help build and sustain audiences for Blumenthal-presented events and for the performing arts in general



Photo by Nick Rend, Opening Number from the 2018 Blumenthal Awards Ceremony.

School Shows

A school show is a weekday mini-performance of a BPA-presented show that typically has evening and weekend performances for the general public. With the continued reality of severe cuts in school fine arts budgets, Blumenthal seeks to help fill the “arts gap” by providing these shows for Charlotte region schools at minimal to no cost for schools and students. (Charlotte-Mecklenburg schools may also use their Arts and Science grant funding to purchase tickets.)



Specifically designed for school shows, many performing companies incorporate a moderator or instructor (often a director or performer) who will describe to the students elements of the performance along with the personal disciplines enabling such performances.



Master Classes and Workshops



Each year BPA’s Education Department hosts numerous master classes and workshops led by performing artists who come to Charlotte for multiple-performance engagements at BPA theaters. In addition to our theater venues, master classes and workshops are frequently held at college, middle school and high school campuses,

dance studios, and other community sites. Performers typically demonstrate various aspects of their art form then lead attendees in participatory activities. Most recently, we have begun an improv comedy workshop series in conjunction with Blumenthal’s new Queen City Improv Room.



Broadway Junior Theater Celebration



Broadway Junior Theater Celebration is a unique, fun, all-day learning experience for musical theatre performance groups from Charlotte area elementary and middle schools. Following each school's presentation of a song/scene from a musical, a distinguished panel of New York professionals provides positive, instructive feedback. Students also participate in several voice, dance, and acting workshops.

Participating schools in the 2019 Celebration will each have recently presented at their respective home venues a Broadway musical production adapted for children by the New York company iTheatrics. (BPA has been a collaborating partner with iTheatrics on the Broadway Junior initiative since 2004.) Thanks to generous gifts from BPA donors, we are able to annually provide or supplement the cost of individual iTheatrics-produced Broadway Junior show kits (approximately \$450 each) to needy Charlotte area schools.



With 45 or more schools now participating each year, we provide the one-day experience on three consecutive days to accommodate all of the students in our beautiful Knight Theater.

The Blumey Awards

Blumenthal Performing Arts High School Musical Theater Awards Program

Patterned after Broadway's Tony Awards® and loosely aligned with similar regional programs around the country, our first annual Blumey Awards program was held in 2012 with 20 participating high schools. In 2018, musical productions from 47 schools competed for trophies representing the best in thirteen categories – including Best Musical, Best Student Orchestra, and Best Actor and Actress.



The two students who win Best Actor and Best Actress receive an all-expenses-paid trip to New York to participate in the annual National High School Musical Awards program and ceremony known as *The Jimmy Awards*. Our Charlotte area students join others from regional programs around the country for an intensive, professional-level performance training program.



Affinity Groups

BPA Affinity groups are informal social clubs consisting of members who enjoy making new friends and attending great Blumenthal performances. Participants enjoy free pre- or post-show parties plus great discounts on show tickets. The Education Department plans and coordinates events for two student affinity groups, Charlotte Live – High School and Charlotte Live – Middle School, and for one adult group, Teachers' Lounge, that serves area educators and their friends.

Charlotte Live

For Charlotte Live students the 2017-2018 season includes fun, get-acquainted pre- and post-show events for ON YOUR FEET, SCHOOL OF ROCK, WAITRESS, SOMETHING ROTTEN, THE COLOR PURPLE, and THE LION KING.



Teachers Lounge

In addition to enjoying pre-show dinners provided by BPA's restaurant and catering partners, teachers of all grades and subjects (along with their friends) purchase specially discounted season and single show tickets. Teachers continually express their appreciation for this BPA-provided benefit. Pre-show parties for the 2017-2018 season will be held in tandem with the following performances: ON YOUR FEET, SCHOOL OF ROCK, WAITRESS, SOMETHING ROTTEN, BRIGHT STAR, THE COLOR PURPLE, THE LION KING, and HAMILTON!



The Broadway Experience

Funded entirely by The Doctor Family Foundation, this annual program provides twelve talented Charlotte area high school students an all-expenses-paid Broadway-intensive weekend in NYC. The intent is to affirm the students in their artistic potential, engage them in numerous aspects of Broadway production, and inform them of opportunities available in and through the performing arts. The fortunate twelve are selected from students nominated by music and theater teachers from 25 area high schools.



During the 2017 Broadway Experience, the students saw *TOP OF THE ROCK*, *ANASTASIA*, *TOO HEAVY FOR YOUR POCKET*, and *CATS*. They also took part in post-show Q&A sessions with cast members from two of the three shows. A first time trip to the Big Apple would of course not be complete without touring Lincoln Center, Radio City Music Hall, the Empire State Building, and Central Park.

The Blumenthal Experience



Each year, students nominated for The Broadway Experience but not selected for the New York adventure are invited to an intensive day of discovery at BPA's three Tryon Street campuses.

The Blumenthal Experience is designed to showcase career opportunities in the field of performing arts, and offers several workshops in which students can learn more about careers in the arts. Students will learn from BPA's Technical Theater staff, meet with BPA arts management professionals, participate in a monologue workshop, take part in a resume-building workshop, and see a touring Broadway show hosted by Blumenthal. The 2019 Blumenthal Experience will take place in conjunction with BPA's run of the hit musical *MISS SAIGON*.



Junior Ambassadors

BPA's Junior Ambassadors program provides Charlotte Region high school juniors and seniors an excellent educational and hands-on volunteer experience in the beyond-the-stage world of the performing arts. Participants are selected from applicants who maintain a minimum 3.0 grade point average and have stellar character references. During the school year, Junior Ambassadors serve as volunteer theater ushers in BPA theaters and attend a series of "Saturday Seminars." During our 2017-2018 performance season, 45 Junior Ambassadors, representing 27 area high schools within 7 counties, will collectively contribute more than 1,000 volunteer ushering hours.



College Internship Program

Blumenthal internships provide hands-on and instructional learning experiences to college and graduate students considering careers related to the performing arts. The Education Department has the privilege of coordinating intern experiences among BPA's participating departments. Full-time Blumenthal internships (30+ hours per week) require a minimum student commitment of ten weeks. Pending the needs of individual departments, and true to the nature of the world of the performing arts, flexibility in daily and/or weekly work scheduling is often required. To assist full-time interns with living expenses, Blumenthal provides a stipend of \$250 per week. Past interns have completed projects such as lighting design for our Best of Open Mic, served as project assistants on the Blumey Awards, helped organize benefits for the HR department, and more.



Scholarships

Mary Doctor Performing Arts Scholarship

The Mary Doctor Performing Arts Scholarship Fund was established in honor of business leader and philanthropist, Mary Doctor. Each year, up to two graduating high school seniors within the Charlotte Region demonstrating above average ability and great interest in one or more areas of the performing arts are selected as scholarship recipients. Each student receives an annually renewable scholarship of up to \$10,000. Since the inception of the fund in 2010, 16 Charlotte-area students have been awarded these extremely generous scholarship packages. To date, 8 institutions of higher learning have been attended/are being attended by Mary Doctor scholarship recipients, including NYU's Tisch School of the Arts, Boston Conservatory, and UNC School of the Arts. This year's winners are HK Wall of Northwest School of the Arts and Kahlil Cabble of Central Academy for Technology and Art.



Gordon Hay Scholarship



The Gordon Hay Scholarship is a merit based scholarship program established in 2015 in memory of Gordon Hay, an organizational development professional who believed passion and fire from within fuel exceptional results. Each year a \$5,000 scholarship is awarded to one high school senior planning to pursue a non-performing career in the performing arts industry. The award is not to be used for tuition, but for books and supplies and extra-curricular learning opportunities related to the recipient's career interest. Examples include professional conferences, seminars or workshops, unpaid internship programs, and theatre and music performances. This year's winner is Sophie Feher of Ardrey Kell High School.

The Spirit of Service Scholarship

With many thanks for the generous gifts from one of our donor families, several high school seniors in the Junior Ambassadors program are presented scholarships each year. The purpose of these awards is to encourage the pursuit of higher education and provide financial assistance for expenses related to the first year of college.



Special Community Outreach Programs

Get to Know the Show



Get To know the Show (GTKS) programs are free events provided for the general public. These programs are designed to present information regarding upcoming Blumenthal-presented shows in an entertaining, upbeat, enjoyable manner, and, when available, to offer attendees the ability to purchase specially discounted tickets. Typically held in the Booth Playhouse, GTKS programs often

incorporate a variety of activities including teaching artist presentations, hands-on activities for attendees, and cast member appearances.

Arts for All Ticket Scholarships

In December 2009, BPA announced a commitment to expand accessibility to select touring Broadway shows for families and children with limited financial resources. We currently partner with a number of local organizations (Boys and Girls Club of Greater Charlotte, Communities in Schools, Circle de Luz, and many more) to identify and invite families to participate. Several weeks prior to each performance, families and organizations are given a show packet and study guide. The cost of these programs are covered by Blumenthal Performing Arts and donor partners because of the belief that sharing arts experiences with all members of our region is vital to creating a strong and vibrant community.



Freedom Schools

Blumenthal provides tickets to a touring Broadway production in the summer months in conjunction with Freedom Schools' educational summer programs for underserved children. This year, Freedom School students and family members saw Disney's THE LION KING.

Big Brothers Big Sisters Ticket Scholarship



Beginning with the 2010-2011 performance season, BPA has provided a unique ticket scholarship account program for Big Brothers Big Sisters (BBBS) of Greater Charlotte in the amount of \$14,000 annually. This account allows BBBS to acquire tickets to any performance of any Blumenthal-presented show. This show selection flexibility enables BBBS to incorporate Blumenthal theater attendance with their own awards programs and as special incentives—accommodating the individual schedules and show preferences of “Bigs” (mentors) and their respective “Littles”

(mentees). Thanks to a generous donation from Duke Energy, Blumenthal will continue the BBBS ticket scholarship program for the 2018-2019 season.

Whirl

WHIRL (as in *Give it a WHIRL!*), is a Blumenthal initiative designed to provide more participatory and interactive performing arts activities for the Charlotte area community. WHIRL events are open to the public, family-friendly, and free.

Open Mic



Open to performers and spectators of all ages, Open Mic occurs about eight times a year, providing Charlotte Region folks an opportunity to perform on the stage of Blumenthal's McGlohon Theater. Hundreds attend each event to see and hear instrumentalists, singers, dancers, storytellers, poets, jugglers, magicians, and other performers of all ability/skill levels. This year, we offered our first-ever Open Mic Workshop for all performers who have performed with us before and were

interested in enhancing their performance abilities. For information on performing and attending, see blumenthalarts.org/Blumenthal-enrichment/whirl.

Improv Pre-Show Workshops

Ever see an improv comedy show and think "I can do that"?! Workshops are a part of the Queen City Improv Room series of comedy shows in the Stage Door Theater, and are held the day of the performance. Workshops are designed for comedy beginners, but those that want to hone their improv skills are welcome, too! Workshops are free for participants.



Jazz Festival Educational Activities

In conjunction with BPA's 2018 Charlotte Jazz Festival featuring Wynton Marsalis and the Jazz at Lincoln Center Orchestra, our Education team provided numerous opportunities for jazz students to get involved with the festival.

This year, we hosted the fourth annual Loonis McGlohon Young Jazz Artists Competition, in which the first, second, and third place winners receive scholarship prizes of \$3,000, \$2,000, and \$1,000, respectively. Through participation in the competition, some of our winners have also made important connections within the jazz world that have accelerated their budding careers.

Another opportunity for students was in our new Student Jazz Band Showcase program. Six different jazz bands from area high schools and colleges were able to participate in educational programming during the Festival. Thanks to our donors, these students were able to receive free tickets for concerts, participate in master classes with professional musicians, and round out their weekend with a jazz showcase performance.

For students that were unable to come to the festival, we offered eight in-school master classes with musicians from Sammy Miller and the Congregation and the Jazz at Lincoln Center Orchestra.