



www.broadwayutica.com

315-724-7196

Bernadette A. Eichler YAP Guidelines

- Arrive at the theatre by 6pm and meet in the Romano Room.
- Facebook +/-or Twitter and Instagram before, at intermission and/or after the show. Remember to **always** use our handles and hash tags which are the same for all three types of social media.

@broadwayutica #BUYAP

Reviews **MUST** be submitted within **one week** of the performance or you will not be permitted to attend the next show.

- Log into your Facebook on a desktop computer or laptop
- Post your preview/review - **Thank the Bank of Utica for sponsoring YAP** – Use your handle and hashtag : **@broadwayutica.com , #BUYAP**
- Copy and paste the preview/review into an email to Kristen@broadway.com. Include your name, school that you're from and grade level
- Previews may be written in place of reviews but must be submitted **before** the show. If you are unable to attend a show or you are not permitted to attend a show, a preview must be submitted (no shirts given in these instances). If no preview is submitted before the show night, you will not be permitted to attend the next show.

Preview and Review Quality

The quality of your previews and reviews is very important to us. We hope that the experiences that the Bernadette A. Eichler Youth Ambassador Program gives to you will touch your heart and inspire your mind. A useful tool in your writing process is to be thoughtful of adjective use. By taking a few moments to consider a more creative adjective, you can change the whole feel of your work. By using words such as “awesome” or “cool” you’re not conveying a clear picture of what it is that you’re trying to express. Also, the length of a work does not necessarily determine the quality, the content does. To get some ideas please go to the Broadway Utica website, www.broadwayutica.com and find the Education Programs tab and YAP Reviews. There you will find a blog archive which has some of the work of our Youth Ambassadors. Take a look and then show us all what you’re made of!