



Bernadette A. Eichler Youth Ambassador Program Guidelines

- The Youth Ambassador must arrive at the theatre by 6pm and meet in the Romano Room for a pre show educational forum
- Facebook, Twitter and Instagram before the show at intermission and/or after the show. The Youth Ambassador must always use our social media handles and hash tags which are the same for all three types of social media (#BEYAP, #BroadwayUtica, #BU)

REVIEWS AND PREVIEWS

- A one page research synopsis of each show will be due one week prior to curtain call. All pre-work must be completed on time to attend the performance.
- All post-show reviews MUST be submitted within **one week** after the performance or you will not be permitted to attend the next show.
- All show Previews/Reviews need to be emailed to Kristen@BroadwayUtica.com and must be approved by Kristen Matteson prior to posting on any social media outlet. The Youth Ambassador must include your name, grade level and high school name. Before sending in your review for approval, please proof for grammar and spelling errors.
- Once approved, you can post to your social media accounts. Each social media post must have the following – **Thank you to the Bank of Utica for sponsoring #BEYAP** – Use your handle and hashtag : **#BroadwayUtica, #BEYAP, #SoBroadway, #BU**
- Previews but must be submitted before the show. If you are unable to attend a show or you are not permitted to attend a show, the preview synopsis is still required. If no preview is submitted before the show night, you will not be permitted to attend the next show.

CAST & CREW PARTIES

- Each Youth Ambassador will have the opportunity to attend at least one Cast Party.

COMMUNITY SERVICE HOURS

- All Youth Ambassadors are required to perform 10 community service hours throughout the season. Community service hours are credited by attending the six one hour pre-show educational forums as well as participating in the **Broadway Utica Cares All ~ A Pledge for Purpose** community events (ie: AHA Heart Walk, ACR Health Hike For Life, etc).

Preview Synopsis and Review Quality

The Youth Ambassador Program is an elite group of students. Our goal is to insure the experience you gain from the Bernadette A. Eichler Youth Ambassador Program will touch your heart, inspire your mind, and broaden your overall knowledge of Broadway, the Arts and the community in which you live.

Remember, a useful tool in the writing process is to be thoughtful of the adjectives you use. Take a few minutes to proof read your work and consider creative adjectives to complete you reviews. When using words such as “awesome” or “cool” you are 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 - content does. To get some ideas please go to the Broadway Utica website, click on the Education Programs tab, YAP Reviews. There you will find a blog archive which has some of the work of our past Youth Ambassadors. Take a look at the previous reviews and show us your creative writing talents!



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