

CONGRATULATIONS! You have been selected as student producer for the BFA Acting Senior Showcase! This is a great experience that will help you gain lots of practical skills in the theatre and professional arts world.

I created this handbook to serve as a guide for your internship experience. 2023 was the BFA program's **virtual showcase premiere**, so this is what I did for that format of presentation. Please feel free to abide by or disregard pieces of this information as the showcase evolves, but PLEASE read it all the way through for tips, tricks, and methods that may serve you during your time as producer. Once again, congratulations, and break a leg!

- Geneviève Carreño (Student Producer, 2023 & 2024)

STUDENT PRODUCER GOALS AND RESPONSIBILITIES:	1
ACCOUNTS & PASSWORDS	1
SUGGESTED TIMELINE (SPRING SEMESTER):	3
DATABASE:	4
IN-PERSON EVENT PLANNING	5
COMMUNICATIONS (emails)	5
Printing Services:	5
Poster Distribution Guidelines:	6

STUDENT PRODUCER GOALS AND RESPONSIBILITIES:

- Collaborate with designers from the Hive to launch (update) the Showcase Website
- Gather headshots, resumes, and personal information from actors to be stored in a virtual database and sent to collaborators
- Compose and send e-blasts to industry agents to advertise the website and showcase launches
- Create original graphics and a content calendar for social media; manage the BFA Showcase Instagram and Facebook page
- Coordinate and execute an in-person screening/performance/iteration of the showcase on BW's campus, including theatre lobby decorations, photo opportunities, and a reception
- Document and update this handbook to pass on to successive student producers!

ACCOUNTS & PASSWORDS

[MailChimp](#)

Username: [REDACTED]

Password: [REDACTED]

[Instagram](#)

Username: [REDACTED]

Password: [REDACTED]

[Meta Business Suite](#)

Username: [REDACTED]

Password: [REDACTED]

[Facebook](#)

Username: [REDACTED]

Password: [REDACTED]

[LinkTree](#)

Username: [REDACTED]

Password: [REDACTED]

[Google \(YouTube\)](#)

Username: [REDACTED]

Password: [REDACTED]

SUGGESTED TIMELINE (SPRING SEMESTER):

December prior or Spring Week 1 - Production meeting

Week 1 or as available - Select group shots from photography gallery

Week 2-3 - Attend showcase class

Week 3 - Production meeting

Week 4 (Mon) - All actors must submit 2 headshots and bio info** to producer

Week 4 - Website meeting

Week 6 (Mon) - Actors' personal websites and preliminary agent contacts are due to producer

Week 6 - Website meeting

Week 6 (Fri) - **Eblast*** and social media announcement teasing website launch

Week 7 - Website meeting

Week 7 (Fri) - **Website launch at 10 AM;** **eblast*** and social media announcement

Week 8 - Website wrap-up meeting

Weeks 8-10 - Daily actor features on BFA Instagram

Week 12 (Mon) - final call for updated materials AND Breakdown Services info

Weeks 13/14 - Interviews with The Exponent & BW University Relations for release

Week 13 - Order catering for in-person event

Week 14 (Mon) - Social media announcement for in-person event

Week 15 (Mon) - **Eblast*** and social media teaser of showcase drop

Week 15 (Tues) - feature in Conservatory e-newsletter

Week 15 - Print headshots, display case decorations, & program

Week 15 (Fri) - Social media reminder for in-person event

Week 15 (Sat) - Red Carpet Event 8 PM (lobby setup in afternoon)

Week 16 (Mon) - **SHOWCASE DROP 10 AM;** **eblast* with link**

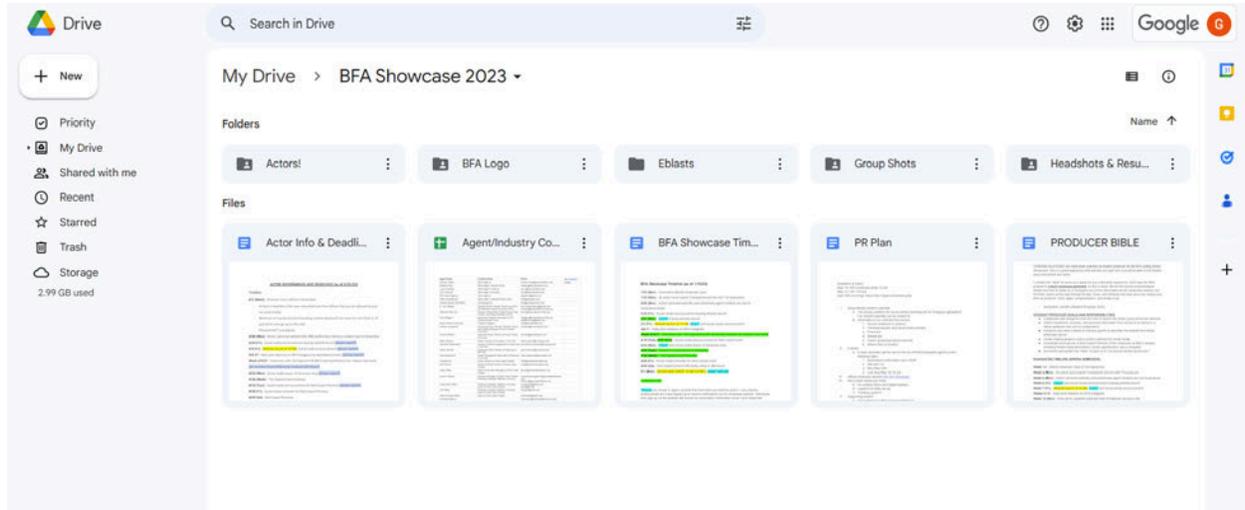
Week 16/17 - Graduation announcement on social media; **final eblast***

***Eblasts** are emails to agent contacts that have been provided by actors + any industry professionals who have signed up/RSVP via the showcase website. Each eblast will contain a never-seen-before group photo of the BFA Class of 2023.

**Bio info includes: Name, preferred pronouns, bio (100 words max), updated resume, career goals/aspirations/interests, where they're headed, social media handles (optional)

DATABASE:

For the 2023 and 2024 showcases, I used Google Drive to store and manage the actor information database. See the image below for how I organized the folder:



I shared access to the 'Actors!' folder with all actors and the website designers via email for them to upload and use materials. After initial upload, I requested that actors email me their materials directly since I won't receive notification that their folder has been updated.

Here are some guidelines for database management:

- Actors must label their headshots with approval (for social media, online, fair use) AND preference (if they have one). Getting requests to switch pictures because they didn't like the one you chose gets tiring. Be proactive and request this BEFORE upload.
- Resumes and biographies should be accurate to the time of showcase launch. That means any productions or projects happening after materials collection should be listed even though they haven't happened yet.
- Actors must also upload 3 or more production photos for website and instagram feature.
- Talk with your website designers about how to pass along website updates and requests.
 - Forwarding emails
 - Attaching/including verbatim requests in a catch-all email

IN-PERSON EVENT PLANNING

- Catering
 - [REDACTED] - BW Catering Manager catering@bw.edu
- Ticket link - contact [REDACTED]
 - Short event description
 - Graphic with dimensions 360x240 px
- Decorations & Food
 - Step & repeat banner - stored in Kleist lobby office
 - Balloons
 - Tablecloths
 - Cups
 - Plates
 - Utensils
 - Drink dispensers
 - Ice
- Display case
 - Headshots (8x10 in)
 - Name cards
 - Group shots
 - Event poster
- Campus marketing
 - Event poster (11x14 in)
 - [Digital display TVs](#)
 - Conservatory newsletter
 - BWTD teams email list/billboard
 - The Exponent/The Sting
 - Jacket Connect

COMMUNICATIONS (emails)

Printing Services:

[REDACTED]

Hi [REDACTED]

Below are printing details for the attached graphic for the BFA Acting 2023 Senior Showcase: Red Carpet Premiere event this Saturday, April 29th.

Name:

Quantity: 40

Paper Type: Cardstock

Paper Color: White

Size of Paper: 11x14 in

The order can be billed to [REDACTED]
[REDACTED]

Please let me know if you have any questions or concerns and when would be a good time to pick up the posters.

Poster Distribution Guidelines:

For our purposes, we're mostly going to distribute in the arts/humanities buildings. They are denoted with a *

Academic Building & Organization Flyers (2023-24)

South Campus

Building	# of Flyers/Posters	Special Notes
Black Cultural Center (BCC)	1	Take publicity to [REDACTED] (BCC 2nd floor) or student assistant OR through campus mail to the attention of the BCC.
Bonds Administration Bldg.	3 large, 5 small Large = 11x14 or bigger Small = 8.5x11 or smaller	Must bring to Student Affairs Office (across from Mail Room). They will post in appropriate locations.
Commuter Lounge	1	Deliver to Office of Residence Life (Bonds) and they will hang up for you.

Kamm	6	First floor: Post on cork strips in hallways, stairwells, and bulletin boards in Vending Area. Second floor: DO NOT POST ON PAINTED WALLS, BUT YOU CAN POST ON BRICK WALLS.
Loomis	3	Post on non-communications dept. bulletin boards only - do not post on walls.
*Strosacker Hall (Union)	4	Bring to Union Welcome Desk & they will post on appropriate bulletin boards.

West Campus

Building	# of Flyers	Special Notes
Lindsay-Crossman Chapel	1	Post only on bulletin board.
*Conservatory of Music <i>Boesel, Kulas, Merner-Pfeiffer</i>	8	Bring to Conservatory Office (2nd floor BMAC) & they will post in appropriate locations.
Dietsch	4	Only post on bulletin boards on 2nd and 3rd floors (2 boards per floor).
Health Center	1	Post only in front entrance.
Lou Higgins Center	1	Give/send to [REDACTED] in the campus rec office and she will hang it for you.
Marting	1	Publicity must first be approved by [REDACTED] - after approval, post only on bulletin board in Student Lounge (2nd floor). OR she will post for you. Students must provide their own removable masking tape or push pins. Bulletin board that is specifically reserved for Sigma Tau Delta in the lounge may not be used for postings by other organizations. No postings on anything other than provided bulletin boards on the second floor. NO POSTINGS ON WOODEN DOORS.

North Campus

Building	# of Flyers	Special Notes
Buildings and Grounds	3	Please send to B&G via campus mail and they will post
Center for Innovation and Growth (CIG)	2	Please deliver to [REDACTED] Flyers can be left in [REDACTED] mailbox, located in CIG 123 (back of building, swipe for access; [REDACTED] mailbox is labeled accordingly). There is NO posting on the walls!
*Kleist	4	All publicity must be approved by [REDACTED] BEFORE posting. Take publicity to [REDACTED] office, located in [REDACTED] for approval.
Knowlton Center	2	Send 2 copies to [REDACTED] via campus mail and she will post for you OR stop by the admin office on the 2nd floor to the right of the central staircase.
Malicky Center	8 max (only 6 needed)	Posting permitted in lobby, stairwells & on basement bulletin boards <u>only</u> . Other bulletin boards by permission of building secretary. Removable masking tape should be on back of paper. *Organizations should remove their own publicity following their event.*
Ritter Library	1	Post on bulletin board in main entrance – no posting on anything other than provided bulletin board.
Safety and Security	1	Please send to S&S via campus mail and they will post.
Telfer	4	Posting on some brick walls is okay – but not on donor wall outside Room 115 (Surrarer Auditorium). Students must provide their own tape that will not damage surfaces (PLEASE DO NOT

		USE TAPE FROM THE LABS) or push-pins. Bulletin boards that are specifically reserved for “Departmental Use Only” or designated student organizations may not be used for other postings. NO posting on wood surfaces or exterior building doors!
Telfer - Chemistry/Physics	-	In addition to the above Telfer posting policy, in the Chemistry/Physics section of the building, posting is permitted only on bulletin boards in stairwells. Signs must be hung with the masking tape rolled on the back of the paper.
Wheeler	3	Bring flyers to office on the main floor and building staff will post for you.
Wilker	4	Only post on bulletin boards provided on the south landings in each stairwell. NO POSTING ON WOOD SURFACES. Signs must be hung with push pins or with masking tape rolled on the back of the paper. Do NOT post on walls or doors.

***NOTE:** Building staff may remove publicity if the above policies are not followed.

Posting Promotional Campus Materials in Residence Halls/Apartments

The box below shows the maximum amount of flyers/posters that can be posted in an individual hall. Please separate your flyers/posters by hall, label them with the intended hall and bring them to the Residence Life office located in Bonds Building, 1st floor (across from the mailroom). Your flyers/posters will then be given to the hall staff to place in the halls.

Please provide your flyers/posters at least 48 hours in advance of your event. Anything less than 48 hours will not be accepted.

MAXIMUM DISTRIBUTION COUNTS

RESIDENCE	FLYERS (8.5x11)	POSTERS (11x14 or larger)
21 Beech	3	3
Carmel	6	3
Constitution	8	8
Davidson (63 Beech)	2	1
Ernsthausen (ehouse)	8	8
Findley	10	7
Harding	4	3
Heritage	16	6
Klein	4	4
Front Street	6	3
Lang	8	5
North	8	5
Saylor	4	4
Total	87	60