



GEORGIA HIGH SCHOOL
MUSICAL THEATRE AWARDS
Shuler Hensley Awards an ArtsBridge Program

2017-18
PARTICIPATING
SCHOOL GUIDE

Table of Contents

WELCOME	3
A LETTER FROM SHULER HENSLEY	4
MISSION & OBJECTIVES	5
AWARD CATEGORIES	5
ADJUDICATION CRITERIA	5
EVALUATION RUBRIC	5
AWARD CATEGORY RULES	6
DIRECTOR’S CHECKLIST	6
PRIOR TO YOUR SHULER PRODUCTION	7
NIGHT OF YOUR SHULER PRODUCTION	7
AFTER YOUR SHULER PRODUCTION	8
SOCIAL MEDIA / GOOGLE GROUP	8
FACEBOOK.....	8
INSTAGRAM.....	8
TWITTER	8
STUDENT OPPORTUNITIES	9
SHULER S.T.A.R. COUNCIL	9
SHULER STUDENT ENSEMBLE	9
SHULER STUDENT SCHOLARSHIPS	9
PRODUCTION NOMINATIONS	10
OVERALL PRODUCTION NOMINEES & SHOWSTOPPER AWARD RECEIPIENT	10
LEADING ACTOR / ACTRESS NOMINATIONS	11

WELCOME TO THE GEORGIA HIGH SCHOOL MUSICAL THEATRE AWARDS – THE SHULER AWARDS!

Directors,

We are thrilled to have you and your students participating this year in the Georgia High School Musical Theatre Awards, named after Marietta native and Award winning film and stage actor, Shuler Hensley! We are looking forward to a fabulous year of celebrating high school musical theatre in the state of Georgia.

In this packet, you will find everything you need to know regarding your participation in the Shuler Awards. We hope this packet will answer any and all questions you may have regarding the program and keep you on track with deadlines. Please do not hesitate to reach out to us if you need clarification on ANYTHING!

As a Shuler participant, you and your students gain access to the resources of ArtsBridge Foundation and Cobb Energy Performing Arts Centre. ArtsBridge, the education outreach arm of the Cobb Energy Centre, provides quality arts education programs designed to engage, motivate and elevate the next generation of artists and arts supporters. ArtsBridge offers field trips to Cobb Energy Centre, Master Classes with professional artists, a Family Performance Series, Artist Chats with the touring artists that perform on the Cobb Energy Centre stage, Backstage Tours, Professional Development for Performing Arts Teachers and so much more!

Thank you for your dedication to your students and to musical theatre. We appreciate all that you do to foster the growing talent in our community! Have a wonderful year and we will see you at the Shuler Awards on April 19, 2018!!

Bravo!

Sarah Clay Lindvall

Director of Arts Education & Community Outreach

770-916-2808

sclaylindvall@cobbenergycentre.com

A LETTER FROM SHULER HENSLEY

Having been a part of the Broadway community for the past 15 years, it has never ceased to amaze me that, no matter who I talk to about their careers and inspirations (Hugh Jackman, Bradley Cooper, Patti LaPone, Patrick Wilson, Mandy Patinkin, Eartha Kitt, Frank Langella, Billy Crudup, Ian McKellan... to name a few) the one thing that is common place is that their LOVE of the Theatre started in High School. The age when you are testing your views of the world and trying to find your place in it. Finding a place in the ARTS helped to define who they are as an Artist, but more importantly, as a Human Being. Can there be a more noble, vital cause?

As we passed the 16 year anniversary of 9/11 this fall, I am reminded of my own experience. I was playing Javert in my Broadway debut when the Towers came down. I was grappling with my own purpose in the world and wondering whether Theatre and Art were really that important in the "real" world. The first performance we did of Les Mis after 9/11 (two days later) there were only a couple hundred people in the audience. BUT at the stage door, after the show, nearly ALL of them were there to thank us for giving them, "a place to come to and escape the chaos, trauma and sickness of the world outside and to be uplifted.." Even for a few hours. Can there be a more noble, vital cause?

Having been a part of the GHSMTA for the past nine years, I have seen it grow from 11 to 75 schools. Every kid I have the chance to talk to says that this experience has "changed their life". It has given them a chance to further be exposed to the power of live theatre and the ARTS community. They meet other kids that are "just like me". They are able to "celebrate" the love of Musical Theatre and come together as ONE to inspire others as well as themselves. Can there be a more noble and vital cause?

Lastly, what can be said about the Teachers, Directors and Mentors of these children.....YOU? My Grandfather was the Superintendent and teacher for over 50 years in Marietta. He also drove me three times a week, every week, to Atlanta so that I could be "a part" of The Atlanta Boys Choir. My Mother gave me my first experience on stage in her Ballet Company's production of "The Nutcracker". My High School musical director, Frank Boggs, instilled in me the magic of song and the power of performing as a group. Teaching the love of the ARTS and the endless possibilities of its effect on others. This influence is so apparent on the faces, hearts and minds of your students when I talk to them. You have inspired and ignited a "spark" that is bigger and more powerful than any of us. The Power of ART to inspire, educate and transform the lives that are exposed to it! Can there be a more Noble and Vital cause?

Thank you for inspiring the children. For supporting their love of ART, and for supporting and recognizing the value of programs like ARTSBRIDGE and Arts Education. The GHSMTA program is really a celebration of our community of young people who have a need to inspire and affect the world around them through ART. They already know, thanks largely to YOU, that Musical Theatre and all art forms break down Walls; Racial Barriers, Religious Differences, Social stereotypes, and Economic Hierarchies and "even for a couple of hours", elevates and connects us all as HUMAN BEINGS.

There is no more Noble or Vital cause. Thank you for your commitment and support to arts education!



MISSION & OBJECTIVES

MISSION: To Celebrate Excellence in High School Musical Theatre in the State of Georgia.

Our Objectives are to:

1. Recognize, promote and celebrate Georgia's high school musical theatre programs;
2. Increase awareness, advocacy and support for Georgia's arts education programs;
3. Develop, foster and provide educational, performance/production opportunities to students;
4. Cultivate and nurture positive relationships among Georgia's high school theatre programs.

AWARD CATEGORIES

We have 17 Award Categories this year! Our categories include:



ADJUDICATION CRITERIA

Adjudicators evaluate how each participating high school musical **meets or exceeds its potential, utilizing its available resources. Each musical is evaluated and scored against itself for consideration**, charging schools to create the best possible work in their unique circumstance and environment.

EVALUATION RUBRIC

The Rubric defines each award category and score. Please review the Adjudication Rubric attached.

AWARD CATEGORY RULES

The Category Rules provides specific rules regarding guest artists, unpaid volunteers, rentals, etc. Please review the Award Category Rules attached.

DIRECTOR'S CHECKLIST

2 WEEKS PRIOR TO YOUR SHULER MUSICAL CURTAIN:	<p>Shuler Production Application sent to you by an ArtsBridge representative. You may email your application to education@cobbenergycentre.com</p> <p>Musical Poster and Playbill (pdf or jpeg format only) to education@cobbenergycentre.com. Your playbill must include the names of your cast members and production team and a list of musical numbers. Please be sure to include your Shuler ad as well!</p>
5 DAYS AFTER CLOSE OF YOUR SHULER MUSICAL:	<p>Musical DVD & photos due: DVD – mail, deliver or email link to video; PHOTOS – high resolution, jpeg format, must be emailed to education@cobbenergycentre.com</p>
NOVEMBER 6, 2017	Nominate 1 technical theatre student for the S.T.A.R. Council. (see page 9 for info)
FEBRUARY 5, 2018	Nominate 2 singer/dancer students for the Shuler Ensemble. (see page 9 for info)
MARCH 5, 2018	Shuler Scholarship online application due. (see page 9 for info)
MARCH 18, 2018 LAST DAY FOR SHULER MUSICAL ADJUDICATION	
MARCH 22, 2018	<p>Final deadline for DVD/PHOTO submissions. DVD – mail, deliver, or email link to video; PHOTOS – high res, jpeg format, emailed to education@cobbenergycentre.com</p>
MARCH 2018	Date TBD: Shuler Nominations announced live on www.gpb.org . Honorable Mentions/ Nominations will be posted on ArtsBridgeGA.org following the live announcement.
April 2, 2018	Complete musical orchestra scores due for Overall Production Nominees, Best Performance by a Leading Actress/ Actor Nominees and Best Showstopper Award Recipient. Mail to Cobb Energy Centre, Attn: Shuler Awards.
APRIL 12, 2018	Media releases must be completed for all schools and individual students nominated and performing at the 2018 Shuler Awards. Media Release forms must be the official 2018 Shuler Hensley Awards Media Release Form. Send to education@cobbenergycentre.com
APRIL 16 & 17, 2018	Leading Actor / Actress Nominee Auditions will take place at the Cobb Energy Centre. More information regarding these auditions once nominations are announced.
APRIL 16 – 19, 2018	Shuler Rehearsals (details at later date)

APRIL 19, 2018

2018 Georgia High School Musical Theatre Awards – The Shulers at the Cobb Energy Performing Arts Centre. Tickets go on sale March 2018.

PRIOR TO YOUR SHULER PRODUCTION

☆ 2 WEEKS PRIOR TO YOUR SHULER PARTICIPATING PRODUCTION CURTAIN:

- Complete and submit the Shuler Production Application. It is absolutely crucial that the information on the Production Application is up-to-date and accurate. Because we evaluate schools based on how well they use their resources, our Adjudicators must know exactly what resources you used. Email the completed production application to education@cobbenergycentre.com.
- Email musical poster and playbill (pdf or jpeg format only) to education@cobbenergycentre.com. Your playbill must include the names of your cast members and production team and a list of musical numbers. Please be sure to include your Shuler ad as well!

☆ RESERVE SEATS FOR SHULER ADJUDICATORS:

- Provide up to 8 complimentary tickets for the 4 Judges, Committee member and their guests. You will be contacted by an ArtsBridge representative to confirm.

NIGHT OF YOUR SHULER PRODUCTION

☆ RESERVE SEATS IN YOUR THEATRE:

- Seats should be reserved for the Adjudicators and Committee Member. Seats may be reserved in pairs, they do not all have to be together.

☆ DESIGNATE A PARENT LIAISON:

- Designate a parent liaison to greet the Adjudicators and Committee Member when they arrive at the box office/ticket table. The parent liaison will show them to their seats and intermission/post-show meeting location.

☆ RESERVE 4 PLAYBILLS:

- Please reserve 4 playbills for Adjudicators and Committee Member. The playbill must include names of your cast members/production team and list of musical numbers.

☆ PROVIDE A PRIVATE ROOM:

- Please provide a private room for the Adjudicators and Committee Member to meet in during intermission and after the show. This room should be completely closed and away from anyone associated with the production.

☆ PROVIDE WATER: Additional refreshments (other than water) are extremely discouraged.

☆ **AVAILABLE FOR QUESTIONS:**

- The parent liaison or director must be available for questions, during intermission/after the show, but is not permitted in the room except when invited to answer questions.

AFTER YOUR SHULER PRODUCTION

☆ **5 DAYS AFTER CLOSE OF YOUR SHULER PRODUCTION:**

- Musical DVD & photos due: DVD – mail, deliver or email link to video; PHOTOS – high resolution, jpeg format, accepted by email only; email links to education@cobbenergycentre.com . Final deadline is March 22nd at the very latest.

☆ **WITHIN 30 DAYS OF EVALUATED MUSICAL PRODUCTION:**

- Each participating school will receive an overall production summary outlining the greatest successes and opportunities of the adjudicated musical.

☆ **MARCH 2018 TBD:**

- **Shuler Nominations** announced live on www.gpb.org. Honorable Mentions & Nominations posted on ArtsBridgeGA.org following live announcement.

☆ **TALK-BACKS ARE AVAILABLE** and encouraged. To schedule a talk-back, email Sarah Clay Lindvall at sclaylindvall@cobbenergycentre.com

☆ **SHULER PRODUCTION EVALUATION SCORES:**

- Scores and comments will be provided to the Director in May following the Shuler Hensley Awards Ceremony.

SOCIAL MEDIA / GOOGLE GROUP

We want to showcase your students and school every chance we get! Throughout the year, we will post your show posters and production photos on all of our social media channels. Please support our program by following our Social Media channels, promoting to your students and completing this section of your Production Application so we can tag you and follow you back!

FACEBOOK: ArtsBridge Foundation

FACEBOOK: Georgia High School Musical Theatre Awards

INSTAGRAM: artsbridgega

TWITTER: ArtsBridgeGA

SNAPCHAT: ArtsBridgeGA

YOUTUBE: ArtsBridge Foundation

STUDENT OPPORTUNITIES

SHULER S.T.A.R. COUNCIL

The Shuler S.T.A.R. Council (Students Take A Role) is a group of technical theatre students who participate in behind-the-scenes events and serve as Production Assistants during Shuler week in April.

Each participating musical director may select (1) one student to participate in the Shuler S.T.A.R. Council by November 6. Eligible students include the following:

- ☆ Students must be registered in grades 9-12 at the participating Shuler high school.
- ☆ Must be participating in a technical theatre position in their high school Shuler adjudicated musical.
- ☆ S.T.A.R. Council members **MUST** be available to participate in 75% of the scheduled meetings and 100% of the rehearsals during Tech Week for the Shuler Awards. There will be **NO** exceptions to this rule. Please select students who are available and willing to make the commitment.
- ☆ S.T.A.R. Council students must meet the following qualifications:
 - ✓ Demonstrate an interest in technical theatre including Lighting, Sound, Costuming, Stage Management, Scenic Design, Carpentry and Production Management (theatre & TV).
 - ✓ Display leadership, dedication, and a strong work ethic within their theatre program.

SHULER STUDENT ENSEMBLE

The Shuler Student Ensemble electrifies the Shuler Awards by opening and closing the show with exceptional talent, representing all participating school casts in the state.

Each School may select (2) two singer/dancer students from their Shuler adjudicated musical cast to participate in the Shuler Student Ensemble. Eligible students include:

- ☆ Students must be registered in grades 9-12 at the participating Shuler high school.
- ☆ Must be cast members in their participating high school Shuler adjudicated musical.
- ☆ Ensemble students may not have the lead role in his/her Shuler adjudicated musical (e.g. he/she may not be eligible for the Best Leading Actor or Actress Shuler Award).
- ☆ Must be strong singer/dancers with a strong work ethic and good behavior.
- ☆ Ensemble members **MUST** be available to participate in **ALL** of the scheduled Ensemble rehearsals. There will be **NO** exceptions to this rule. Please select students who are available and willing to make the commitment. Rehearsal dates are April 13 – 19, 2018.

SHULER STUDENT SCHOLARSHIPS

ArtsBridge invites gracious donors, dedicated to theatre arts education, to grant scholarships for outstanding students participating in the Shuler Awards. Scholarships are awarded during the Awards ceremony in April.

Scholarship Applicant Qualifications:

- ☆ Must attend a participating Shuler high school and be a graduating senior.
- ☆ Must have participated as a cast/crew member in their high school's Shuler participating musical.
- ☆ Must intend to major/minor in theatre, music, dance, arts admin or fine arts education in college.
- ☆ Must maintain a "B" average or above in all areas of academic study.
- ☆ Must actively participate in high school theatre activities.
- ☆ Recipients are required to attend the Shuler Awards on April 19, 2018.
- ☆ Scholarship application & materials are due **March 5, 2018.**

Student Scholarship applications will open in January 2018. More details to come soon!

PRODUCTION NOMINATIONS

Should your school be nominated for a Shuler Award, we want to be sure you are prepared for the quick turnaround after nominations are announced. **ONLY SCHOOLS THAT RECEIVE A NOMINATION IN THE CATEGORIES BELOW NEED TO TURN IN THIS INFORMATION.** Schools that receive Honorable Mentions do not need to submit the information below. **Nominations are announced March 2018 and the items below are due April 2nd.**

Overall Production Nominees and the Showstopper Award Recipient will perform one (1) number from the nominated Shuler production on the night of the Awards Show. If your production is nominated for Overall Production or receives the Showstopper Award, here are the mandatory requirements you must complete to be eligible for the nomination/award:

OVERALL PRODUCTION NOMINEES & SHOWSTOPPER AWARD RECIPIENT	
ALL ITEMS BELOW ARE DUE BY MONDAY, APRIL 2nd BY 5:00PM	
COMPLETE MUSICAL ORCHESTRAL SCORE	Your complete musical score must be delivered to Cobb Energy Centre by Monday, April 2 nd . If you no longer have the score, contact your Licensing House and have them overnight the complete orchestral score to us immediately to: ArtsBridge Foundation Attn: Shuler Awards 2800 Cobb Galleria Parkway Atlanta, GA 30339
PRODUCTION NUMBER	Select the production number that you would like to perform at the Awards Show. The Shuler Creative Team reserves the right to approve your selection.
COSTUMES	Obtain costumes from the show for all students. Nominated production numbers must be performed in the costumes you used for your participating Shuler production.
SET PIECES & PROPS	Please provide a detailed description and photos of your set piece, props and/or flying pieces, including size.
MICROPHONES	Provide a list of how many students will need to be mic'd during the musical number. We ask that only students with solos be mic'd so that the sound is more balanced. List student names and character in order of importance to the number. The number of mics utilized will be at discretion of Creative Team.
LIGHTING REQUESTS	If you have any specific lighting requests , please submit them via email to Sarah Clay Lindvall. We will try to accommodate your requests to the best of our ability. We also ask that you relay information about costumes, sets and prop colors (i.e. does your production number have a color scheme?).
DRESSING ROOMS	Please provide the number of males and females in your cast , so we can plan accordingly for dressing room space. Please keep in mind we are very limited in space and will accommodate each group as we can.

MEDIA RELEASES	Due April 12th! Media Releases must be completed for all schools and individual students nominated and performing in the 2018 Shuler Awards. Media Release forms must be the official Shuler Hensley Awards Media Release Form.
-----------------------	---

LEADING ACTOR / ACTRESS NOMINATIONS

Leading Actor / Actress award nominees will perform in a medley with the other nominees in their category. Each nominee will sing a portion of a song from their participating Shuler show. The Shuler Creative Team reserves the right to approve the songs selected for this production numbers. If your Leading Actor / Actress is nominated for an award, here are the mandatory requirements you must complete to be eligible for the nomination:

COMPLETE MUSICAL ORCHESTRAL SCORE (Due April 2nd)	Your complete musical score must be delivered to Cobb Energy Centre by Monday, April 2nd . If you no longer have the score, contact your Licensing House and have them overnight the complete orchestral score to us immediately to: ArtsBridge Foundation Attn: Shuler Awards 2800 Cobb Galleria Parkway` Atlanta, GA 30339
PRODUCTION NUMBER (Due April 2nd)	Select the production number that you would like to perform at the Awards Show. The Shuler Creative Team reserves the right to approve your selection. Please select the most “prominent” number in the show.
COSTUMES	Obtain costumes from the show for the nominated student(s). Nominated students must be performed in the costumes you used for your participating Shuler production.
MEDIA RELEASES (Due April 12th)	Due April 12th! Media Releases must be completed for all schools and individual students nominated and performing in the 2018 Shuler Awards. Media Release forms must be the official Shuler Hensley Awards Media Release Form.
LEADING ACTOR / ACTRESS AUDITIONS	Leading Actor / Actress Nominee Auditions will take place on Monday, April 16 & Tuesday, April 17 from 5:00pm – 9:00pm at Cobb Energy Performing Arts Centre. This audition is an educational experience but will also be scored and combined with the score they receive from their performance in their musical at their school. These two scores averaged together will determine the Award recipients for each of these categories. More details to come soon!
SHULER REHEARSAL WEEK	Students will rehearse at Cobb energy Centre April 13 – 19 to prepare for the Shuler Awards Show on April 19, 2018. Nominees will not be called till the evening of April 16 th . Ensemble & S.T. A. R. Council Members will begin attending rehearsals on April 13 th .

Thank you for participating in the 2017-2018 Georgia High School Musical Theatre Awards – The Shulers! We look forward to celebrating YOU and YOUR STUDENTS this year!!

