

2012 Ford Amphitheatre Summer Season

CREATIVE BRIEF:

TITLE OF SHOW:

DISCIPLINE(S):

CONCEPT OF SHOW:

1. Provide a description of your event. What will audiences see? Hear? Experience?

Please include information about the number of performers, live music and instrumentation (if applicable), costuming, props, use of the theatre space, scenic design (if applicable). Give us the stage picture.

2. What are you trying to achieve creatively with the work?

3. Is there a specific way you plan to engage with the audience before the show, possibly making use of Edison Plaza?

Please include information about the type of performance, performers involved, use of Edison Plaza or front of the Amphitheatre (Example, in 2010, an aerial duo performed on the front façade of the Amphitheatre before the main show started).

4. Position your work within your discipline historically. What artists or movements have influenced your work?

5. What is new and exciting about the project for your group? for your discipline?

6. What are you trying to accomplish being a part of the Ford Summer Season? Specifically, what were your motivations in applying to the partnership program?

7. What are the stories behind your event? What about your show will interest the media?

Put yourself in the reader's/viewer's position. What aspects of your show would make a good story? Think about the performers, creators, the show theme/development, the source of inspiration, props, costumes, lighting, music? Does any of this resonate with current topics in the media?

AUDIENCE:

1. Who are your target audiences?

Be specific. General categories such as “students” or “families” are not specific enough. For example if you are presenting a ballet based on a Russian folk theme likely target audiences would be ballet students and schools, Russian cultural organizations, those interested in folk literature and storytelling.

2. What is your current relationship with your audience (i.e., how often do you perform? How do you stay in touch with your audience in between performances?)?

3. What drives/attracts your core audience to what you do?

4. How do you communicate with your audience (i.e., how do they find out about your shows)?

PERSONAL OR CREATIVE BACKGROUNDS:

8. GROUP BIOGRAPHY including AWARDS, HONORS and DISTINCTIONS:

(This information should be factual; if you include phrases like “hailed as the best...” back it up with proof of recognition—critics’ quotes, awards, etc. Be as specific as possible.)

9. GROUP LEADER/PRODUCER/COMPOSER AND/OR CHOREOGRAPHER BIOGRAPHY:

10. What sets your show apart from the other events going on around town? How are you similar?

If you perform in Los Angeles frequently how is your Ford show different from your other performances? Research your show dates in advance to know about competing/similar events.

11. How will your promotional campaign reflect the content and mood of your show?

What kind of images and style of copy will best reflect your show?

PRESS/PROMOTIONAL ANGLES:

- 1. National/International angle (i.e., part of a tour, artists from other locales working on production):**
- 2. Local/community angle:**
- 3. Cultural angle (is there a specific cultural tradition your work comes from?):**
- 4. Novelty angle:**
- 5. Is the work topical? Any connections to significant current/world events and/or anniversaries?**
- 6. Are there specific media outlets/freelance journalist that have covered your organization in the past? If so, please list media outlet and contact name.**

YOUR COMMUNITY:

- 1. Do you do community outreach and/or work with or provide services to groups throughout the year, such as senior homes or children's groups? Be descriptive.**
- 2. Are there other large institutions that may be having a show or event that relates to yours (i.e., your show about an artist and a museum's exhibit of the artist's work)?**
- 3. Are there other service organizations who share a similar mission to yours?**
- 4. Do your Board members, staff, performers and key volunteers have connections to your local community, such as through leadership, educational, social, volunteer, professional and religious groups or media outlets?**