ADVOCATING FOR VISIBILITY

One of our goals is to raise the visibility of performing arts programs throughout Tennessee, and showcase the talented students involved in them. We ask participating schools to mention their involvement in the Spotlight Awards in their show playbills and encourage high schools to announce their participation in school newspapers, websites, social media sites, newsletters and other materials produced by the school.

Public Relations
During the year TPAC will submit stories and press releases to various sources about our program and participants. After the Awards Ceremony, there will also be several stories and media appearances with our winning students. If you are contacted by any media outlets regarding your participation in the Spotlight Awards or the Jimmy Awards, please promptly let us know. Schools should not speak on behalf of the Spotlight Awards without contacting us first.

TPAC Website *(https://www.tpac.org/spotlight)*
Schools in all participation tracks will be listed with their show titles and dates on our website by September 1. Updates will be made periodically throughout the year.

Instagram - @SpotlightAwards
Throughout the year we will use our Instagram page to share information on upcoming events and offers, as well as share relevant opportunities within the community. School Highlights are a great way to share about your theatre programs and shows. Details for how to submit content can be found on the following page.

- Tag us in your posts – While we will not share everything that we are tagged in, we do share quite a lot of it! Tag us in any of your theatre program posts about shows, rehearsals, tech work, etc.
- Show Poster – Any show posters uploaded by the Monday of your show week will be posted in our stories on Tuesday. Details on the following page.
- School Highlights - Production Images, Backstage video content, etc. – Can be uploaded to us to share. Please note that depending on the schedule of posts, we may not be able to post immediately or post all content submitted but will try to find times to highlight your program. Details on the following page.

Advocating For You
What else can we do to support and advocate for your program? Whether it's meeting with principals or sending information to central office staff, let us know what would benefit you the most!

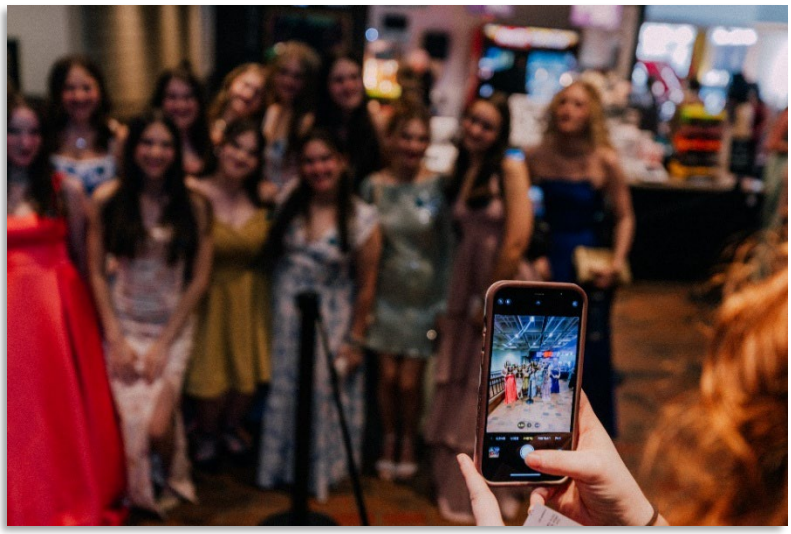

Photo by Caitlin McNaney for MA2LA Photography.

SUBMITTING CONTENT FOR SCHOOL HIGHLIGHTS
INSTAGRAM @SPOTLIGHTAWARDS #SPOTLIGHTNASHVILLE

Remember to tag us in your posts – While we will not share everything that we are tagged in, we do share quite a lot of it! Tag us in any of your theatre program posts about shows, rehearsals, tech work, etc.

Show Posters

Any show posters uploaded by the Monday of your show week will be posted in our stories on Tuesday.
Yes, any show poster! Whether you've entered the show in our Spotlight program or not, we will share uploaded posters for our participating schools in our Tuesday Poster drop.

- Label file "POSTER – [School Name] – [Show Title]"
- Upload to this request link by 11:59 on a Monday to include it in the Tuesday Poster Drop - https://www.dropbox.com/request/5e4xE19nioDhmjNJaB7i

School Highlights

Let us highlight your school's theatre program! School Highlights will include 1-5 Instagram story pages highlighting your uploaded show/rehearsal content. *Schools can submit posters for multiple shows but will only have 1 School Highlight scheduled.*

- Story Post 1 – Includes your School Name with either your show poster or your show title and dates.
- Story Post 2-5 – Compilation posts including a fun mix of photos and videos submitted
    - The number of posts will be adjusted depending on the content submitted.

What to submit:
Photos – at least 10 preferred, no more than 25 | Videos – No more than 6, no more than 1 minute per video

Ideas for what photos to include:

- ✓ Production Photos – full cast on stage or specific scenes
- ✓ Candid photos backstage
- ✓ Special design elements, Costumes, Set, etc.
- ✓ Any special props, stunts or magic
- ✓ Techies!
- ✓ Cast rituals/warm-ups/community building

Ideas for videos to create:

- ✓ Shake My Hand In Character
- ✓ Get Ready with Me
- ✓ Guess the Character
- ✓ Guess the Choreo
- ✓ Lip Sync – Guess Who's Singing
- ✓ Your show choreo teasers
- ✓ Performance clips from the wings
- ✓ Tech content
- ✓ Miscellaneous current trend

How to submit content for School Highlights:

- Gather content from rehearsals or opening night performances. All content should be submitted by 11:59 PM on your opening night, or before. Late submissions will not be accepted or used in the School Highlight.
- Label files "IG – [SCHOOL NAME] – [Content information or number]"
- Upload to this request link - https://www.dropbox.com/request/9TqdO9NvajU6k3GNq3YZ
- We will make every effort to post highlights within 1-3 days of your opening day.