

# **Theatre**

Subculture Assignment

# **Kids**

# Program

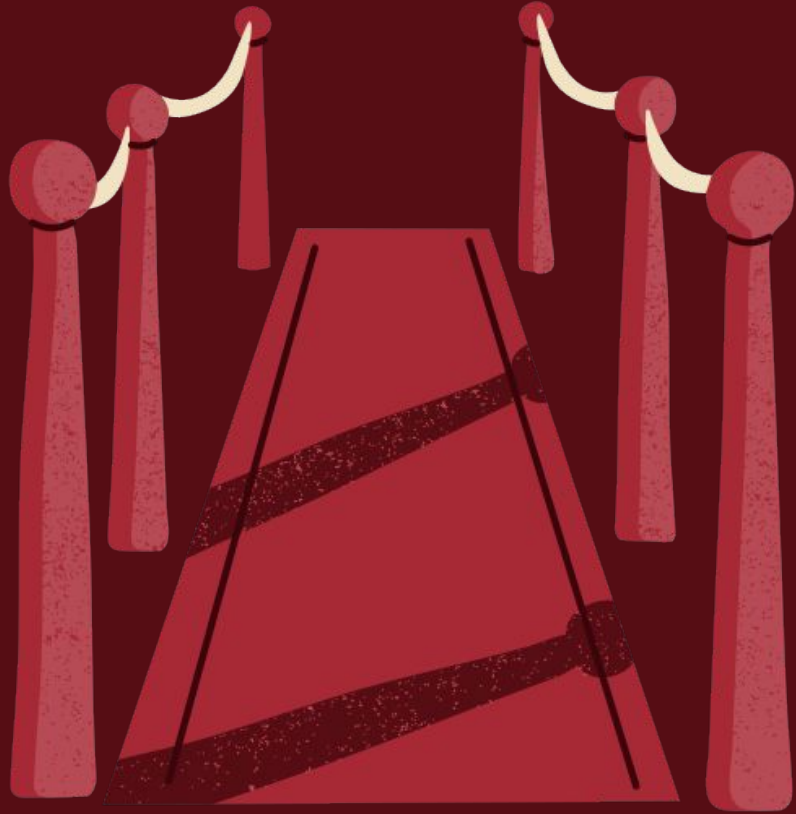
## Meet the Cast

### Peek Behind the Curtain - Theatre Kids

- ❖ Myth v. Reality
- ❖ Target Persona
- ❖ Day-in-the-Life
- ❖ Getting into Character
- ❖ Takeaways

**Creative Brief:** Blue Diamond Nuts



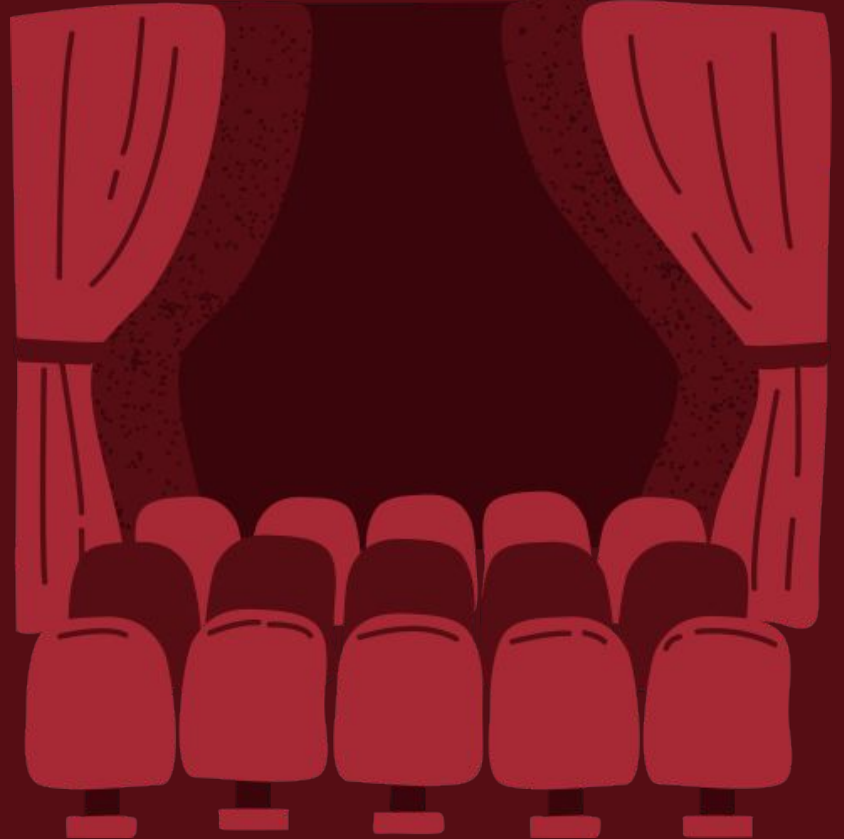


# **Peek Behind the Curtain**

Lights, camera, action!

**Myth 1:**

**Theatre Kids are  
“Quirky” and  
“Weird”**







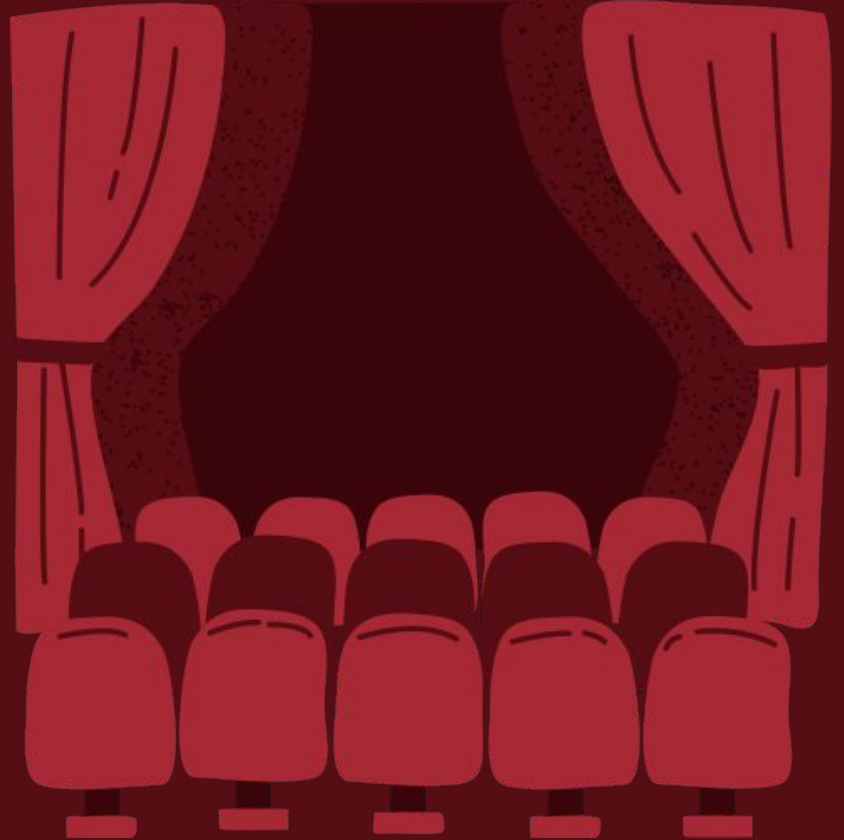
# Reality 1

When non-theater lovers hear the term “theater kid,” stereotypical characteristics often come to mind. These traits can include being “quirky,” “weird,” and “anti-social.” The Spectrum said, “Theater kids have long been written off as a subculture which serves as nothing more than a hotbed for drama and inflated egos.” Just because interests differ does not mean these traits are accurate; kids in the theater world build communities that feel as close as family members, spending hours a week in rehearsals and getting to know each other on very deep levels.

When asked what comes to mind when hearing the term “theater kid,” Boston University senior Carly Von Halle said she believes many people create a negative connotation with the word. While she has never been part of any productions, she enjoys being a spectator, seeking out shows any time she is on vacation, and she believes theater kids are competitive but are full of endless energy and have no problem commanding a room.

While BU senior Renata Feinstein has grown up loving theater her whole life, featured in performance through middle school, and continuing in pit orchestra through high school, she has a deep passion for theater. Soundtracks are in every single one of her playlists. Even though she has a lot of experience in this world, she doesn’t classify herself as a “theater kid,” but she is friends with them. To achieve this status, she believes you need to be involved in multiple aspects of theater in a dedicated way. She thinks a lot of stereotypes like being “gay, funny, quirky, artistic, and comedic” are accurate.

**Myth 2:**  
**Theater Kids are**  
**Only Performers.**









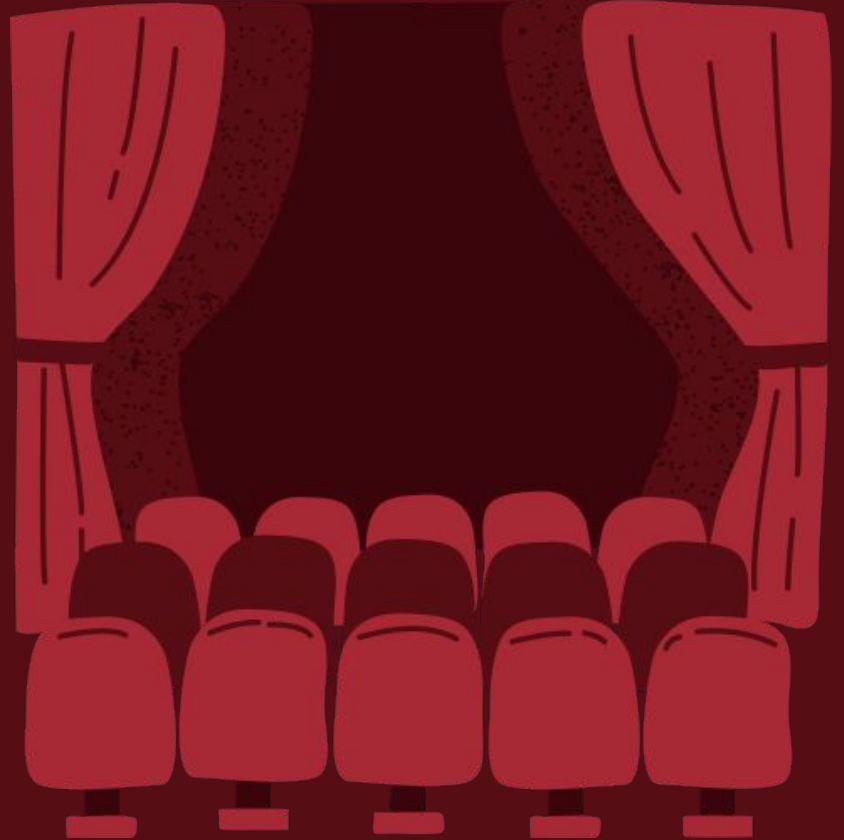
## Reality 2

Theater kids are not limited to those who perform. Although many people start with performing in their all-school musicals or community theater, there are often more people involved in the behind-the-scenes than the cast. Tech, producers, directors, writers, songwriters, casting directors, stage managers, and so much more.

These are people who are heavily involved in the production but do not get the limelight. One interviewee, Noel Cummings, was originally a performer in high school. In college, he switched his attention to tech. He fell in love and wants to continue this work in the real world. He has traveled to New York countless times from his home in Connecticut to watch Broadway shows. “I went to London for Hadestown. I’ve seen upwards of 40. Maybe 50. And I’ve been a part of 16 shows,” Noel admitted.

Noel is a self-proclaimed theater kid, but as a quiet engineering major in tech, he does not fit the classic performer stereotype.

**Myth 3:**  
**Theatre Kids**  
**Take**  
**Themselves too**  
**Seriously**



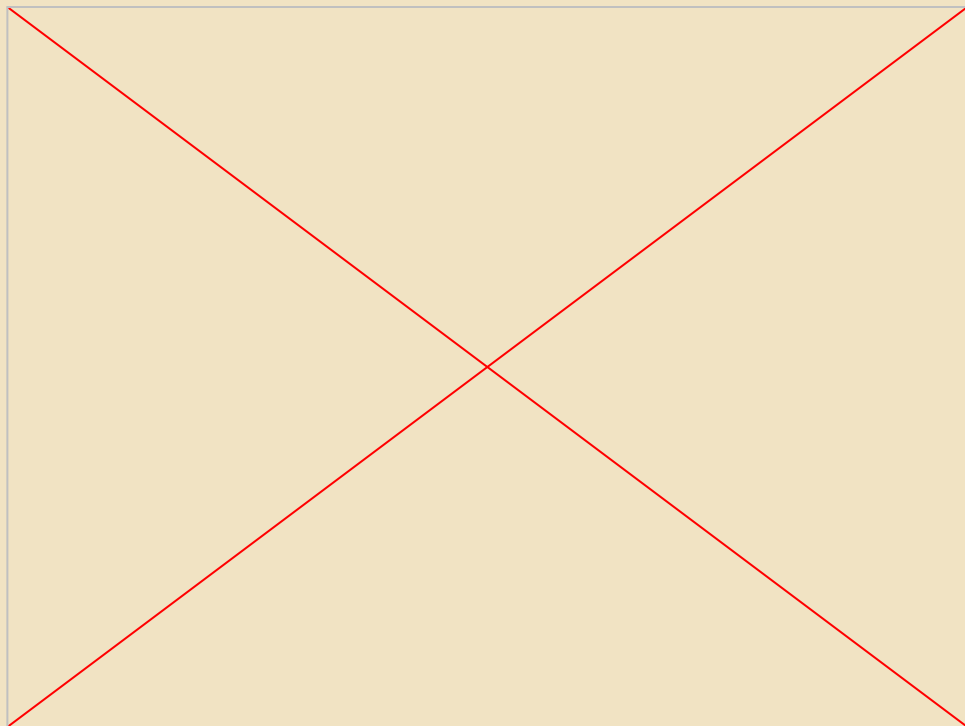




## Reality 3

For those who have watched “Glee”...The Rachel Berry effect. And though these characters exist, the majority of the people in the theater community are there there for the shits and giggles. Especially at a level like undergraduate extracurricular musical theater, people are there to have fun and bring joy to other people.

Case in point - “The Nut” - ritual before opening night. Someone on the tech team has a coconut and hides it somewhere on them, and people ask, “Who has the nut?” Once the right person is asked, everyone goes outside, and the coconut holder throws it so it breaks into pieces, and everyone shares and eats the coconut pieces.



# Getting Into Character

## Why theater?

It is about people from start to finish. Whether or not someone pursues theater as a career, the friends and family that led to or resulted from theater stay.

## What role does it play in their life?

Theater impacts not just interests or literal activities but the people you party with, the people you grab coffee with, live with, etc.

## How did you get into theatre?

"My brother did it, and I needed something to do. My mom did it in high school, and my dad did it in the Air Force. My family has always loved theater." -Noel C.

"My grandparents and parents would take me to shows. I saw *Wicked* in the fourth grade." -Renata F.

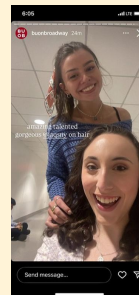
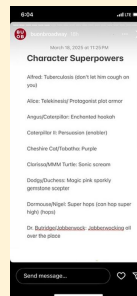
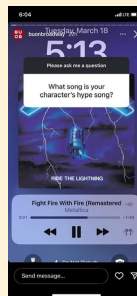
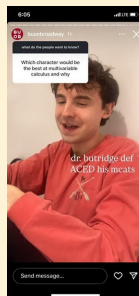
"I read the book *Dear Evan Hansen* in middle school and loved it, and for Christmas, I got tickets to *Dear Evan Hansen* the musical and loved that so much that it inspired me to go to other musicals " - Carly V.

## How do they get into character?

Getting into character is easy when there's the set, costumes, and makeup (because before, it's all make-believe). For club theater programs, the way people get into character is set by the director - the improv games and movements they have cast do.

## Stage makeup

Cast is asked to show up early to get ready together (though some get ready on their own). Since tech crew have to wear all black, they'll wear gems on their face (called tech gems).



# Target Persona



**Alex**

Meet Alex, a 22-year-old male senior at Emerson College who is starring as Aaron Samuels in the spring production of "Mean Girls." Originally from New Jersey, Alex grew up an hour outside New York City and developed a deep passion for all things theater. This love began after his grandma took him to see "The Lion King" when he was seven years old. From then on, his favorite memories are of his grandparents taking him into the city to see new shows. Theater has been a vehicle to help him bond with his family members and make friends throughout middle, high school, and college. It has become a key part of his identity.

Alex started working on set designs in middle school, and one day, the school's theater teacher overheard him singing to himself, insisting he audition. Since then, Alex has auditioned for every show possible, and each experience has helped him grow into his own skin. Theater drove his decision when choosing a college because he believed Emerson would allow him to grow his talent while exploring a new city. A typical week for Alex includes attending classes and rehearsals and working at Tattle. He struggles to find time to hang out with friends he has made outside of the theater and wishes to get more sleep, but he knows he is doing what he enjoys. After graduation, Alex hopes to move to NYC to audition for Broadway productions so his grandparents can see him on the big stage one day.

# Day-in-the-Life



**Alex**

during a typical show week

## **8:00 AM**

Wake up - Might still have leftover makeup from last night's tech rehearsal, get ready for the day

## **9:00 AM**

Food prep - eat breakfast, pack lunch & dinner for the rest of the day

## **10:00 AM**

Work at the cafe - Catch up on any assignments and homework not done during the heavy rehearsal week

**12:30 PM** - Anthropology class

**2:00 PM** - Lunch

**3:30 PM** - Internship meeting

**4:00 PM** - Strategy class meeting

## **5:00 PM**

Call time - get to the theater, get into hair & makeup, costumes

## **6:00 PM**

Warm-ups - vocal, dance, lift call

## **7:00 PM**

"Dinner" - try and squeeze in a quick frozen meal before the audience starts rolling in

## **8:00 PM**

Show time! - nothing else matters but your character, your cast, and the audience for 2 hours

## **10:00 PM**

End of show - go straight home

## **10:30 PM**

Second dinner - frozen meal or ramen for the quickest meal with the least amount of dishes

## **11:30 PM**

Get unready - take off the layers of makeup and gel in your hair

## **12:00 AM**

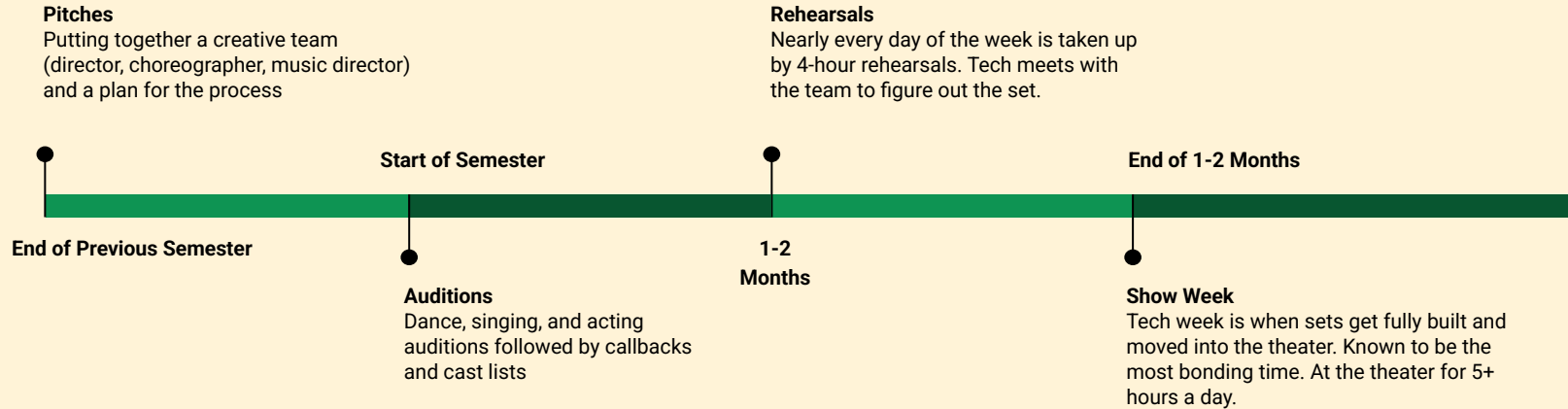
Enrichment time - only time to do nothing (scroll, read, watch TV)

## **12:30 PM**

Time to sleep and do it all over again the next day



# Timeline



# Space

- There is a phenomenon of people getting into relationships due to pure forced time and taking up space together. Whether it be proximity, the characters people are playing, connection, or all of the above, it is an incubator of closer relationships.
- Because of how common it is, meeting other theater kids is not limited by where you are but by exposure to people. People meet other theater kids through community theater, theater clubs, open calls, dance workshops, acting workshops, vocal workshops, family, friends, school, at work or parties, etc.
- The creative team (director, choreographer, music director, stage manager, and tech director) is responsible for setting the energy for the environment. Their leadership influences the cast and crew closeness and respect.



# Symbols and

## Artifacts

### Clothing/Makeup

- Costumes based on the specific show
- Comfy athleisure for rehearsal
- Merch from favorite shows on Broadway/ shows they've been in
- Character shoes
- Stage makeup

### Accessories

- Mics
- Collecting Playbills
- Scripts
- Wrap gifts (and sappy notes)
- Flowers from audience members after a show

### Vocal Artifacts

- Throat coat and pastilles
- Vocal humidifier
- Avoid dairy, spicy, or anything irritating

Caffeinated beverages and candy to snack on



# Unique-isms

## Language

“Thank you, 10”

- Timing thank you call-outs to show in response to what the director/choreographer/stage manager said for timing (10 minute break, places for the top of the show, etc.)

“The Scottish play”

- Superstition that saying “Macbeth” out loud in a theater will bring bad luck; requires rituals to counteract the curse

Slime tutorial

- Bootleg versions of shows or performances on Youtube
- Most performers will reference these videos as “slime tutorial” instead of “show video”

Pre & post show rituals like “The Nut”

- “Everyone went to the same diner after the show, late at night. And it’s kind of a special treat, because we were allowed to stay up late and go out after our show.” - Renata Feinstein

Tech week + spirit week (like dynamic duos)

- The week of the show
- Known to be the highest stress time

## Rituals and Habits

- Chants and warm-ups
- “Break a Leg”
- Show Circle
- Lunch before shows
- Mic Checks
- Varying pre or post show specific rituals



# Influencers

Many of the biggest Broadway influencers are successful stories of regular people auditioning to which people subscribe in order to keep up with their journeys.

**JJ Niemann**



**Amber Nicole Ardolino**



**Trisha Paytas**





# Theater Kids are all Around

Many celebrities and musicians who are taking over social media have all started in theater. Since the 80s and 90s, the past few years have showcased more “drama club” kids on the big screen, and some may not be aware of their roots. After making an impact in film and TV, these stars often find their way back to the stage, starring in Broadway shows for a limited time.

## Grown-Up Theater Kids Run the World

A Supreme Court justice. The governor of New Jersey. Senator Ted Cruz. A prominent MSNBC host. Practically half the tech world. What's behind this moment of thespian power?

Share full article · 127



Nolan Peltier

## ARTISTS WHO CARE



### The 'Theatre Kids' of the Music Industry are Taking Over

309K views · 2 weeks ago

Anthony Allen Jr

Thanks to Kendrick Lamar on the superbowl stage, Doechii emergence in mainstream music, Sabrina Carpenter's stage presence ...

This representation is commonly portrayed in popular television shows and movies like “Glee,” “High School Musical,” and recently the movie adaptation of “Wicked.” While many stereotypes have created a mentality that theater kids should “hide” their passions or be embarrassed, representation has given this group the confidence to care openly about their passions.

## Theater Kids Are Everywhere on TV and in Movies



By Jen Chang, a TV critic for Vulture and New York

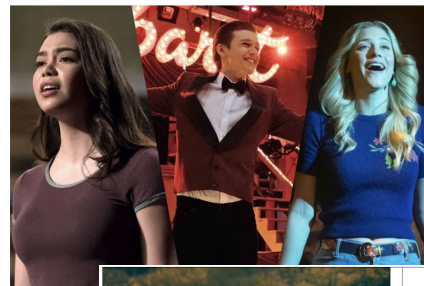
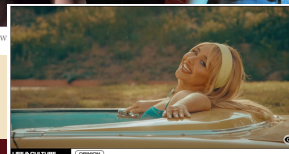


Photo: NBC/FOX/The CW



### Is 2024 the year of the theatre kid?

From Sabrina Carpenter and Ariana Grande to Mike Faist, pop culture is currently awash with hard-working, perfectly polished performers





The image depicts a stage scene. On the left, a red curtain is partially drawn, revealing a dark stage floor. A bright spotlight shines from above, illuminating a white rectangular sign that has a trapezoidal shape at the top. The sign is the central focus of the scene.

Curtain call on...

**Blue  
Diamond  
Nuts**



# Introducing the New Flavor...



Cinnamon Sugar Almonds and Cashews

## ...for Busy Theatre Kids

# Creative Brief

GOAL	Increase sales of Blue Diamond Nuts' new flavor "Thespian Fuel," by 5%.
TARGET	<b>Tireless Theatrical Thespians-</b> College students who grew up around theater and want to continue it, whether through a club or their career. Musical soundtracks somehow make it into every playlist that Spotify makes for them. They are not afraid of embarrassment, often speaking their minds. They acknowledge the theater kid stereotypes, even agreeing with them: they're loud and dramatic, and they all had an awkward Hamilton obsession phase. Tireless Theatrical Thespians get into character when surrounded by their castmates, transporting themselves into a different mindset. They don't outwardly talk about their identity to every new person they meet, but their true theater kid heart is inevitably shown once you spend time with them. They love talking about characters they've played/are playing. They have busy schedules, balancing classes with long rehearsals and time spent memorizing lines. They frequently have to say no to plans because they have rehearsal ("Sorry, I can't. I have rehearsal.").
CONSUMER PROBLEM	Jam packed schedules leave little time for anything but theater.

# Creative Brief

DESIRED ACTION	Get “Thespian Fuel” to be the go-to quick rehearsal snack for Tireless Theatrical Thespians.
INSIGHT	Time spent eating is time lost mastering your craft.
KEY MESSAGE	When feeling low on time and energy, grab a pack of “Thespian Fuel.”
SUPPORT POINTS	<ul style="list-style-type: none"><li>- Nuts are a healthy and nutritious snack (over other quick, mess-free snacks like fruit gummies or power bars)</li><li>- Actors have very little time to think about food when they’re busy with school, rehearsal, and other responsibilities.</li><li>- When Tireless Theatrical Thespians are in the final weeks of production with dress rehearsals and actual shows, “Thespian Fuel” is a snack that is costume-safe</li><li>- A quick snack like “Thespian Fuel” can easily become a staple in an everyday routine.</li><li>- This new flavor of Blue Diamond Nuts adds extra protein and healthy fats to give them energy throughout the day.</li></ul>

# Creative Brief

## MEDIA CHANNELS

### Social Media - 60%

- We will prioritize platforms like TikTok and Instagram because if Tireless Theatrical Thespians have any downtime to spend on their phones, they are on these platforms. Ads of varying lengths (5, 10, and 15 seconds) will be placed on the platforms with humorous tones relating to the incredibly busy nature of their lives while supplying energy to push throughout the rest of the day.

### OOH - 20%

- Our OOH efforts will be focused on and around public transportation such as trains and buses in the city, as well as different T stations and bus stops— especially prioritizing college campuses and stops near the theater district like Boylston, Arlington, Park, and Downtown Crossing. These are the hubs of public transportation Tireless Theatrical Thespians often use within the city of Boston.

### Streaming - 20%

- We will be focusing on a campaign titled “Sorry, I Can’t, I Have Rehearsal” for streaming advertisements. The platforms we will focus on are Hulu, Peacock, and YouTube. While Tireless Theatrical Thespians spend a lot of time on social media, they still consume long-form media, and this will be a great way to target them during their downtime.

# Creative Executions





Scene 1

Shot 1a

Panel 1

Video ad opens on student's busy day, shows him rushing to  
classes and seeing his friends.

Shot: Day in the life

Camera: Zoom out

Audio: Fade in opening music

Time: 2s



Scene 1

Shot 1b

Panel 2

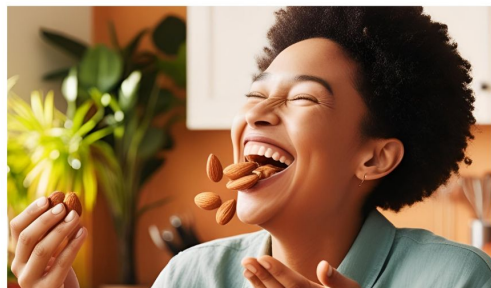
During every event/class, student is asked if he wants to hang  
out later, to which he says "Sorry, I can't. I have rehearsal."

Shot: Medium

Camera: Zoom out (slow)

Audio: Opening music

Time: 3s



Scene 1

Shot 1c

Panel 3

After every time he says no, he tosses a handful of Blue  
Diamond nuts in his mouth and rushes off.

Shot: Wide

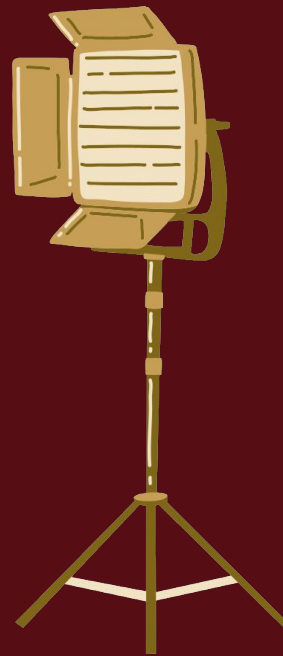
Camera: Zoom out ends

Audio: Opening music

Time: 5s



# The End!



# Resources

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