

The national trade association for the Broadway industry in New York and across North America.

An Inclusive Reopening
Social Media Campaign
David McKibbin - August 2, 2021

Barrier



- The 2019-2020 Broadway Season (which came to a halt following the COVID-19 pandemic), saw limited representation in terms of diversity and inclusion.
- Of the 37 new productions to open on Broadway in 2019-2020
 - FOUR were written by authors of color
 - Only TWO directors of color
 - 33 productions had TWO designers of color or fewer
 - EIGHT productions cast NO performers of color.
- This limited representation was confronted following George Floyd's death/BLM.



Communications Task

- To successfully combat the barrier of limited BIPOC representation on Broadway stages, our strategy should do the following:
 - Highlight artistic and fiscal successes of Black artists and shows. (i.e. SEVEN new plays written by Black Playwrights premiering on Broadway)
 - Create a dialogue between Black artists and audiences about Broadway reopening and creating a more inclusive industry
 - Introduce audiences/students to Black theater artists in a variety of roles (actors, directors, playwrights, producers, designers, stage managers).

Goal

- We wish to highlight the diverse array of new productions scheduled to open on Broadway in the 2021-2022 season.
- This will encourage audiences to celebrate Broadway's reopening and its continued efforts to promote diversity, equality, and inclusion.



Objectives

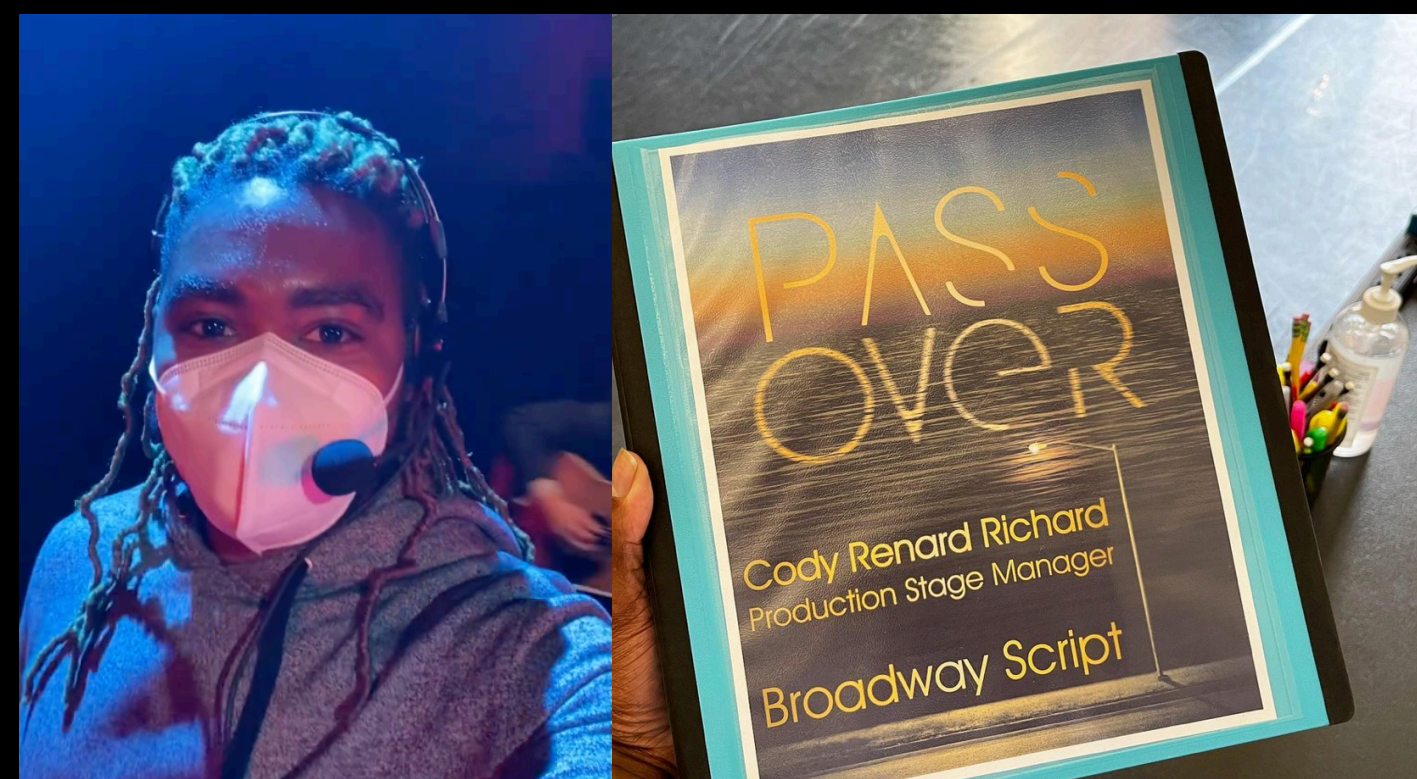
- To increase the overall growth in Broadway attendance compared to the 2018-2019 Broadway Season
- To increase Broadway show attendance by 10% among nonwhite audience members — from 3.8 million in 2019 to 4.2 million



Strategy

- Our ultimate strategy is to help Black audiences (especially Millennials and Gen-Z) identify with theater artists who look like them
- This means introducing them to Black artists in a variety of roles
- Not just Actors
- Playwrights, Directors, Designers, Stage Managers, Technicians, Craftspeople

Cody Renard Richard
Stage Manager - Pass Over, Freestyle Love Supreme
Producer - Thoughts of a Colored Man



Zhalion Levingston
Director - Chicken and Biscuits
Youngest Black Director on Broadway



Paul Tazewell
Costume Designer - Hamilton, In the Heights, etc.



Tactics

- Instagram Story Takeovers from Various BIPOC Artists going about their day (especially during rehearsals, meetings, tech, etc.)
- Create Twitter and Instagram Quizzes that discuss the growing level of diversity in Broadway's upcoming season:
 - How many upcoming new plays were written by Black Playwrights?
 - A. Seven
 - B. Two
 - C. Four
 - Tony Award-winning costume designer Paul Tazewell has worked on musicals ranging from *Hamilton* to *Ain't Too Proud*. He will soon be costuming a jukebox musical based on the life of which pop superstar
 - A. Prince
 - B. Michael Jackson
 - C. Beyonce

Tactics (continued)

- Show videos on Facebook, YouTube, and Instagram showcasing the seven new plays written by Black playwrights scheduled to open this fall
- These videos will be presented as each play announces its cast
- Previews will feature the actors reading short excerpts from the script in a table read format



Campaign KPI Metrics

- Primary:
 - Recorded attendance at Broadway productions by nonwhite audience members
 - Ticket revenue at the seven new plays written by Black playwrights
- Secondary:
 - Engagement: Number of Likes, positive comments, story views, shares, retweets, and participation in interactive content (i.e. quizzes)

Brand Voice

- The Broadway League's voice is informational and enlightening, but not didactic or condescending
- The Broadway League stands in solidarity with marginalized communities
- Our language should be informative, welcoming, and inclusive at all levels

Brand Aesthetic

- Color Scheme:
 - Includes Maroon and White from Broadway League logo
 - Additional colors: Black and Brown
- Hashtags
 - When appropriate, we plan to use hashtags that support marginalized communities
 - PAST HASHTAGS IN POSTS: #NYCPride2021, #BroadwayJuneteenth, #AAPIHeritageMonth, #StopAsianHate

Mood Board

THE BROADWAY LEAGUE®

Learn from the Past



Live in the Present

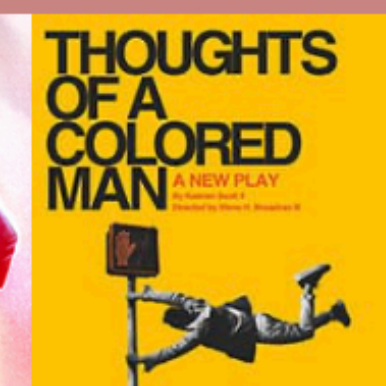


DEAR WHITE AMERICAN THEATER,



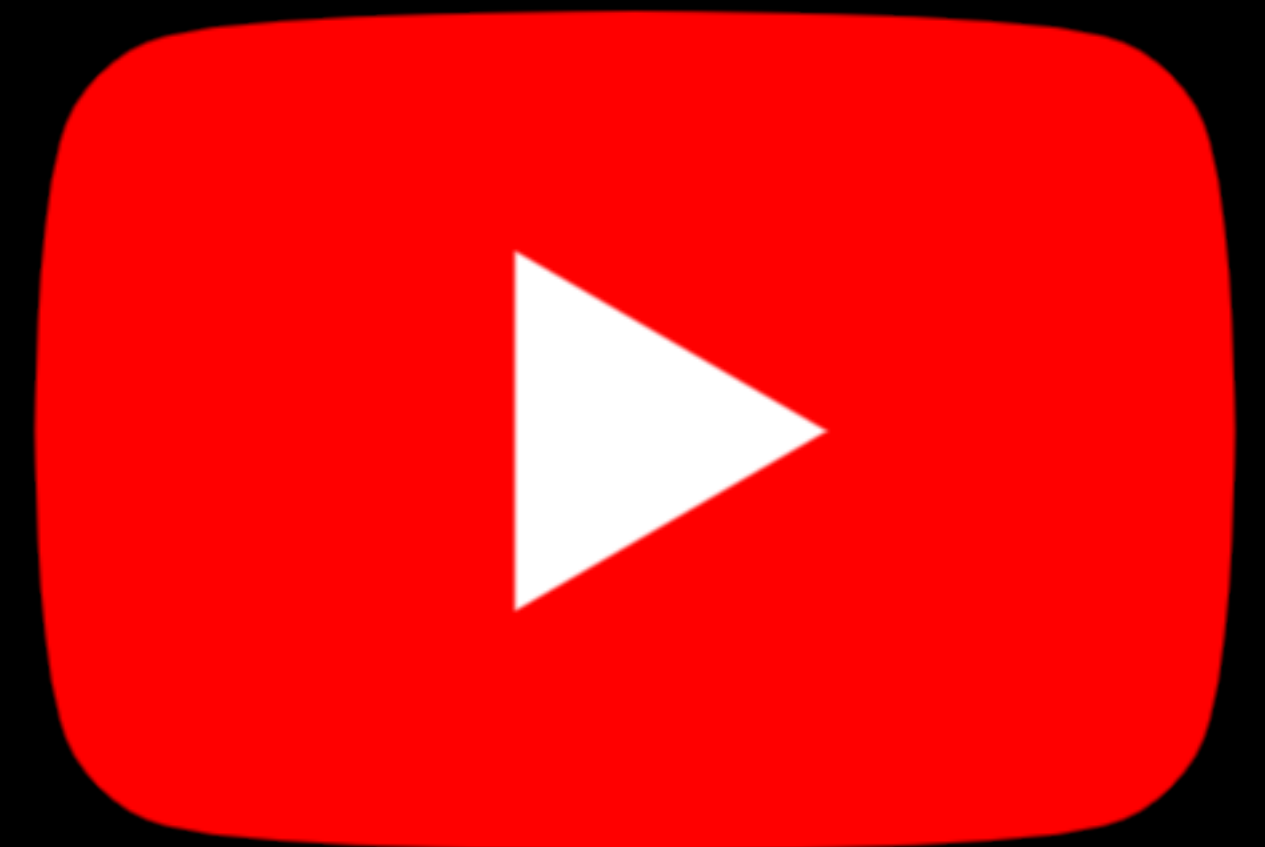
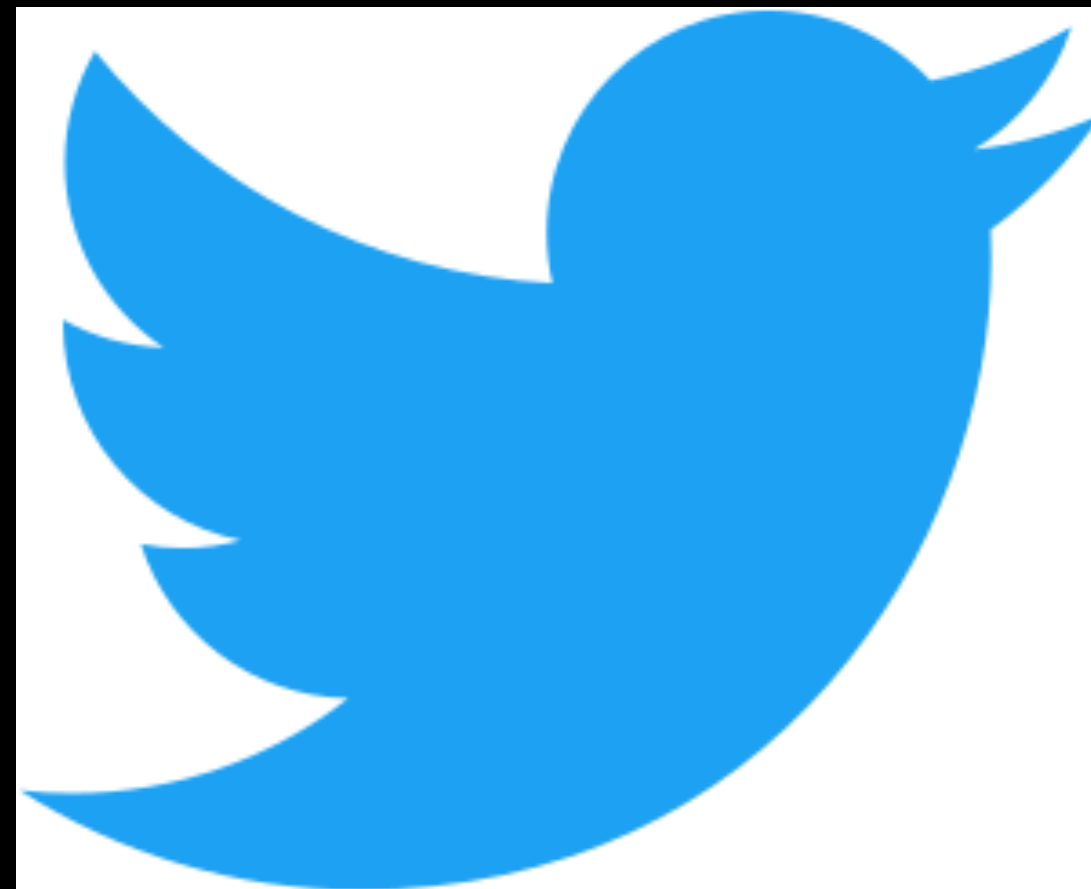
Dear White American Theater,

Prepare for the Future



Platforms

- Facebook
- Instagram
- Twitter
- YouTube



Platform Bio

The Broadway League on Twitter



The screenshot shows the Twitter profile of The Broadway League. At the top is the Twitter logo and a search bar. Below is a banner image of a crowd holding a 'SOLIDARITY' sign. The profile picture is a red circular logo with a white 'V' shape. To the right of the profile picture are three dots and a 'Follow' button. The name 'The Broadway League' and handle '@BroadwayLeague' are displayed. The bio text describes the organization's role as a liaison between producers, unions, governments, and patrons, and mentions its location in New York, NY and website. At the bottom, it shows '585 Following' and '67.6K Followers'.

Search Twitter



The Broadway League
@BroadwayLeague

As the national trade association for Broadway, we serve as a liaison between producers, unions, governments, and patrons like you. As we reopen after a long absence, we strive to make Broadway more inclusive for all.
New York, NY www.broadwayleague.org

585 Following 67.6K Followers

Hero Story

- Longform video for YouTube, intended to be distributed on other channels (Facebook and Twitter)
- Three Black Broadway artists forced to adapt following the COVID-19 pandemic as they prepare to make their returns to the theater
- All three are involved in *Pass Over*, the first play to return to Broadway on September 2



Jon Michael Hill
Actor (Moses)



Antoinette Chinonye Nwandu
Playwright



Cody Renard Richards
Stage Manager

Hero Story

- Story begins with each artist discussing their pre-pandemic activities
- Fade to black, cut to news footage announcing Broadway shutdown due to COVID
- Interviews with each artist discussing how the pandemic impacted their careers/lives
- Transitions to George Floyd/BLM Protests
- Each artist reacts to the events surrounding the death of George Floyd and the entertainment industry's racial barriers
- Cody talks about the Cody Renard Richard scholarship for BIPOC theater students
- Antoinette discusses timing of *Pass Over*, a play about police brutality and institutional racism in America, opening on Broadway
- Video ends with opening night of *Pass Over* and the subsequent Broadway Block Party taking place outside the theater
- Interviews about the show and what the future holds for Broadway post-COVID, especially for artists of color



Hub Content - Broadway League Up Close blog

- Blog posts to appear on Facebook, Twitter, and Broadway League website
- Written Q&A Interviews with Black Artists involved in upcoming productions
- Hashtag for weekly blog. #BroadwayLeagueUpClose
- Interviews will focus:
 - The creative/production process
 - Artists' personal experience with the COVID-19 shutdown
 - Race relations in the American theater and entertainment industry
 - For those artists who are not performers, the kind of work they do in their respective field (design, stage management, producing, directing, etc.)
- Each blog post will end with a brief call to action, encouraging audiences to purchase tickets for the production represented by the artist being interviewed. A link to the show's box office will be included in said Call to Action.

Hub Content - A First Look table read series

- Short Form Videos to appear on YouTube, Facebook, and Instagram
- Hashtag #AFirstLook
- Actors from each of the seven new plays written by black authors will present previews of their respective productions in a table read form
- Each video will begin with an introduction by the show's playwright (or director Charles Randolph-Wright in the case of *Trouble in Mind*, written by the late Alice Childress)
- Time constraints: Scenes not to exceed five minutes, monologues not to exceed two minutes
- Actors could either be filmed from their homes (if quarantined and performing monologues) or in a rehearsal room, video studio, or on location (if performing scenes). Cinematic quality is key (think the New York Times' "In Performance" videos).
- Frequent use of closeups, medium closeups.
- Alternatively, actors could perform multi-person scenes via Zoom.
- The description for each video will feature a brief call to action, encouraging audiences to purchase tickets for the production represented by the artist being interviewed. A link to the show's box office will be included in said Call to Action.

Hub Content - Broadway is for Everyone UGC Contest

- This Instagram contest, called #BroadwaysForEveryone, is designed to encourage BIPOC high school and college students (ages 14-22) to shape Broadway's future.
- This is intended to promote engagement from Gen-Z audiences, who tend to be more politically active and socially conscious than millennials.
- Students will be asked to answer the following questions in a video:
 - What barriers do you think are preventing young people like you from attending or participating in live theater?
 - What does #BroadwaysForEveryone mean to you?
 - What do you hope to see in terms of diversity, equality, and inclusion as Broadway reopens?
- Entrants should tag @broadwayleague and #BroadwaysForEveryone in their posts
- Winners will receive free tickets and backstage passes to a Broadway show of their choice, along with opportunities to attend workshops and masterclasses run by the American Theatre Wing.

Hygiene Content

- BUCKET 1: INSPIRATION

- Quotes from Black playwrights, directors, and other artists about the creative process, diversity, inclusion, and perseverance during tough times.
- We wish to show how theater has the potential to grow and evolve during changing times.
- August Wilson's "Ground on Which I Stand" speech from 1996 represents the challenges Black theater faced, and how its growth can impact American theater and culture.
- Content Type: Instagram posts with text
- POV: Subject matter is related to Broadway and the theater industry



"We stand on the verge of an explosion of playwriting talent that will challenge our critics. As American playwrights absorb the influence of television and use new avenues of approach to the practice of their craft, they will grow to be wildly inventive and imaginative in creating dramas that will guide and influence contemporary life for years to come."

August Wilson (1945-2005)

"The Ground on Which I Stand"

Caption:

"We stand on the verge of an explosion of playwriting talent that will challenge our critics. As American playwrights absorb the influence of television and new avenues of approach to the practice of their craft, they will grow to be wildly inventive and imaginative in creating dramas that will guide and influence contemporary life for years to come."

August Wilson (1945-2005)

As Broadway reopens following a long intermission, let's celebrate the triumphs it continues to make in terms of creating a more diverse and inclusive landscape for #BIPOC storytellers.

Hygiene Content

- BUCKET 2: EDUCATION
 - #TBT photos from historic Broadway productions, particularly shows written by Black playwrights and featuring Black performers
 - These Instagram posts will not only serve as tidbits of Broadway history, but an opportunity to highlight the shows and people who led the way to Broadway becoming more diverse and reflective of America's changing values.
 - POV: Looking at photos from previous Broadway shows as part of a greater history of the American theater



Lorraine Hansberry
Author of *A Raisin in the Sun*



Claudia McNeil, Sidney Poitier, and Diana Sands
in *A Raisin in the Sun*



Claudia McNeil and Sidney Poitier
in *A Raisin in the Sun*

Caption:
#TBT

With Broadway's first show set to open since the pandemic on September 2, let us look back at the first play on Broadway to be written by a Black woman, Lorraine Hansberry's "A Raisin in the Sun." This production was also staged by Broadway's first Black director, Lloyd Richards.

"A Raisin in the Sun" won the 1960 Tony Award for Best Play. Although Hansberry passed away at the tender age of 34 to pancreatic cancer, she has become a trailblazer for Black women in the American theater.

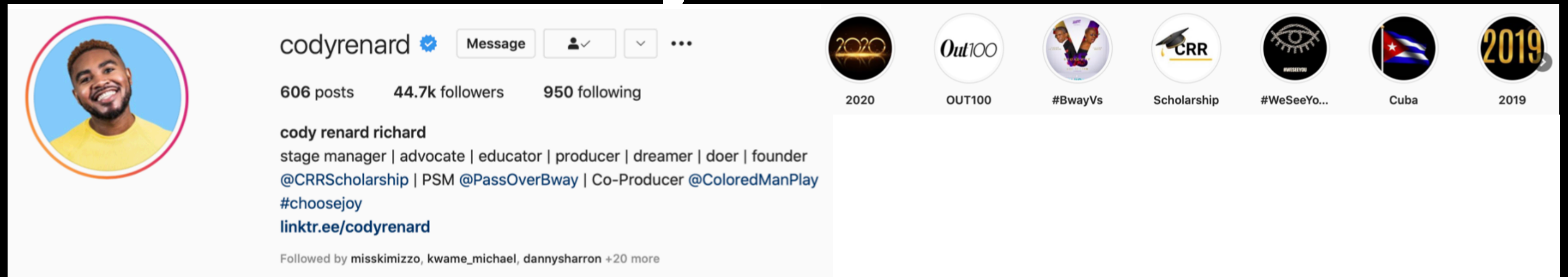
@PassOverBway, which is the first new play to open on Broadway this season, is also written by a Black woman, Antoinette Chinonye Nwandu.

Macroinfluencer: Uzo Aduba



- Star of Stage and Screen
- Previous Broadway Credits: *Coram Boy*, *Godspell*
- TV/Film: *Orange is the New Black* and *Mrs. America* (Primetime Emmy Winner)
- Soon to appear on Broadway in Lynn Nottage's play *Clyde's*.
- We hope to share Uzo's story and creative process through an Instagram story takeover in October, along with publishing a post on her page discussing the Broadway League's dedication to inclusion.

Microinfluencer: Cody Renard Richard



- Stage manager, advocate, producer, educator.
- Previous Broadway: *The Lion King* (Asst. Stage Manager), *Dear Evan Hansen* (Asst. Stage Manager), *Freestyle Love Supreme* (Production Stage Manager)
- Recognized for his Advocacy by Playbill, CNN, Forbes, Dramatics.
- Featured in Variety's "Broadway to Watch" list for 2020
- Creator of Cody Renard Richard Scholarship for BIPOC theater students
- Production Stage Manager: *Pass Over*, Co-Producer: *Thoughts of a Colored Man*
- We believe that Cody can prove that there is a place for BIPOC artists in every aspect of theater, not just acting.

Thank You Very Much!
We hope to see you at the theater soon!