

**Weber State University to Present ‘35MM: A Musical Exhibition’**

*Groundbreaking multimedia performance explores an innovative new concept in musical theatre that will delight Northern Utah audiences*

**Who: Weber State Theatre [Weber.edu/PerformingArts]**

Weber State University (WSU) Theatre Program provides instruction, development and inspiration to performing artists. WSU has a reputation for being one of the premiere acting and musical theatre programs throughout the United States and holds more awards than any other education institute in the state. Distinguished faculty provide academic and professional guidance to WSU students. Those participating in the program have access to, and learn with world-class equipment and facilities.

**What: “35MM: A Musical Exhibition”**

“35MM: A Musical Exhibition” is a stunning new multimedia musical by Ryan Scott Oliver based on the photography of Mathew Murphy. Each unique song in this innovative musical is inspired by a photo that captures a moment in time. The musical and visual pairings convey a myriad of emotions while telling stories. The intertwined collection of music and photography re-imagines what the modern American musical can be. The fusion of the two mediums creates a thought-provoking experience that all musical theatre enthusiasts will enjoy.

**When:** February 2-6 at 7:30 p.m. (MST)

**Where:** Val A. Browning Center for the Performing Arts

 Eccles Theater

 1901 University Circle

 Ogden, Utah 84408

Free parking will be available in the ‘A’ and ‘W’ lots directly south of the Val A. Browning Center for the Performing Arts.

**Info:** Tickets are $10-12 each. Tickets can be purchased online at WeberStateTickets.com or

by calling 801-626-8500.

**Share:** #WeberStateU to present “35MM: A Musical Exhibition” Get tixs at http://bit.ly/1HBxCrEv #WSUarts

**About the Telitha E. Lindquist College of Arts & Humanities**

The Weber State University Telitha E. Lindquist College of Arts & Humanities teaches students to excel as they seek, understand, question and express complexities critical to the experience of being human. The Lindquist College of Arts & Humanities offers undergraduate degree programs in the following five areas: Communication, English, Foreign Language, Performing Arts and Visual Art & Design. Master’s degrees also are offered in Communication and English. The college serves more than 2,000 undergraduate majors and 250 graduate students. The Lindquist College of Arts & Humanities is the Western region’s foremost institution for student- centered teaching and research that investigates the human experience and aims to educate global citizens who are responsible, creative and critical artists, performers and communicators. For more information, please visit, (www.weber.edu/cah).

**Contact:**

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The Primary audience I would like to target is Weber State University (WSU) students between the ages of 18 and 24-years-old, who are in the theatre program at WSU, live in Weber County and earn at least $18,000 a year. Students in the WSU Theatre Program will be interested in the inspiration they can acquire from this innovative performance. Individuals who live in Weber County will be able to travel to and from the event quickly, which is important to students with busy schedules. This particular age range will be able to relate to the songs Ryan Scott Oliver wrote for the musical. Students who are in the theatre program will have the most interest in this performance.

One secondary audience that I would like to target is WSU students between the ages of 18 and 24-years-old that are studying photography, live in Weber County, earn at least $18,000 a year and are interested in 35mm photography. This audience will be interested in attending a musical exhibition that is inspired by 35mm photographs. This age group will be able to relate to the ideas expressed in the presentation. People that earn at least $18,000 a year will be able to afford the ticket price. WSU students who live in Weber County won’t have to travel far to the theater for the performance.

Another secondary audience that I would like to target is WSU professors between the ages of 35 and 40-years-old, that work in the Telitha E. Lindquist College of Arts & Humanities, live in Weber County, earn $35,000 a year or more and have an interest in musical theatre. This audience can afford tickets to this performance. Working on campus gives them flexibility when planning to attend this performance. WSU professors in this age range will be able to relate to the material in this presentation. Individuals with an interest in musical theatre will be likely to spend their valuable time at this event.

A third secondary audience that I would like to target is male amateur photographers between the ages of 21 and 28-years-old who earn at least $30,000 a year and live in Weber County. This audience is interested in photography and will look for inspiration from successful photographers. They are likely to attend this event because they live near the theater. This audience is still developing their photography skills and will view Mathew Murphy as someone the aspire to be like. They will view the event as an educational and entertaining experience.



Name: Cecily Kiss

Class: Comm 3440 – Professor Denniston

Date: April 19, 2016

Assignment number or description: Assignment #4 Media Advisory

Score:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Rubric:

50 Points: Student completed the assignment in its entirety. All necessary sections for the media advisory (WHO, WHAT, WHEN, WHERE, SOCIAL MEDIA BOILERPLATE and CONTACT) were included and in proper order.  The headline and subhead are compelling and no longer than two lines each. Student italicized subhead and source of media advisory is included in headline.

25 Points: Student followed AP Style with proper capitalization, punctuation and grammar. Each AP Style error will result in FIVE POINTS being deducted.

25 Points: Student included one primary and four secondary audiences they desire to target with the media advisory. For each audience there is at least one paragraph explaining why the audience was targeted