



**DESIGN &  
CONTENT  
PORTFOLIO**

COMPLIED BY:  
**STEFANIE TOWNSEND**

## Musicals: More than Mindless Entertainment

By Stefanie Townsend

Musical theatre is in an odd position within the theatre world. Musicals grace Broadway stages and car stereos across the nation. They become pop culture icons and films. They also get a bad rap. Musicals are often accused of not being a serious form of performance compared to straight plays. They are seen as fun, entertaining, frivolous and mindless entertainment. Mindless entertainment only staged in order to make money as more people are willing to pay for the feel-good show rather than the true, gritty, emotional art that makes up the rest of the theatre's season.

These statements are very far from the truth.

In reality, musicals have a great deal to teach us. Musicals can inspire, critique society and be dark, themselves. Anyone who has seen *Cabaret*, *Spring Awakening* or other musicals that touch on heavy subjects knows that not all musicals are fun and dancing and fluff. Musicals are known for the showtunes and for the dance numbers – after all, *Something Rotten!* created a whole routine to celebrate these elements of musicals. These elements do not cheapen musicals or their effect on people. They allow a story to be told through a different genre and in a different manner, and perhaps the stories and themes can come across more easily to people due to the music and dancing.

Music sets atmosphere, mood and tone and helps create the world along with the words and work of the actors and designers. Even musicals that are considered less serious, generic gateway musicals have lessons to teach and stories to tell. *Wicked*, for example, touches on what prejudice can do to individuals and a society, and at what point a person must begin to take control of their own life and destiny. Neither of those topics are light or fluffy, and are commentary on society and topics to inspire people to take action.

Just because they are presented through iconic songs, it doesn't mean that the message is lost or unimportant. The overall tone of the musical may be more lighthearted – musicals based on Disney films come to mind. They may feel like musicals that are just there to make people feel good and to get patrons in seats and money into the box office. Even these musicals have things to say, they are just said more subliminally. Even media that is created for children has topics that go over the heads of children, but are quickly noticed by adults. Even the most subliminal of messages are powerful and important. Musicals may be more popular among audiences, but it doesn't mean that they aren't a serious art form with messages to share.

## Lessons from the Tonys

By Stefanie Townsend

We were just in the middle of Tonys season, meaning theatre lovers around the nation and most likely the world tune in to watch to see who wins. Actors, lighting designers, directors, composers, playwrights and more (including sound designers, once again) are honored during theatre's award ceremony. While we watch, biting our nails, full of anticipation, enjoying the performances and cheering for the winners, there are so many lessons to learn from Broadway's big night.

### Dedication

These people did not give up easily. It takes years upon years to become a consistently working actor. The amount of times people have to muster up courage to audition, have their heart broken, and convince themselves to keep going is impossible to count. The amount of love someone must have to continue is immeasurable. The amount of competition people face, be it actors or directors or costumers or designers is overwhelming. Throwing in the towel can be so tempting so often. It's so easy to look up to those Tony winners and be afraid you won't get there. Those people were most likely in that place, too. But they didn't give up. They at least ignored those voices, if not silenced them. They remained dedicated to their passion and craft. And that is one of the reasons they stood on that stage that night, holding their award.

### Hard Work

People do not become successful or famous overnight. It may seem that way, but it just isn't so. Hard work has to come along with the dedication. You can be following your dream, you can be dreaming big and sticking to your goal, but effort must be put in. People who win Tonys, or Oscars, or SAG, or any other big awards like those had to put in the effort. They had to prove themselves not only to others, but to themselves as well. They had to show people that they are the right person for the role and for the job. They had to show that they were the right answer to the problem. They had to be professional, they had to be eager to learn and listen. They had to fight to get their position, and they had to fight to prove they were not the wrong choice. They know that they are not perfect and never will be, and embrace that they will always have room to learn. And they learn. And they apply it. And they continue to work hard. They continue to earn their keep and that award with their name on it.

### Love Your Craft

Life is too short to spend time pursuing something that you aren't passionate about. The world of theatre and film is unkind. There are plenty of actors and directors in the world, ones already successful and established, and ones working to climb the ladder to reach their goal status. You have to love your craft to be dedicated. You have to love your craft to work hard. You have to love your craft and be absolutely sure that you cannot go through life doing something else. Because when you give your heart and soul to your craft, your craft will thank you and reward you for your sacrifice for it. The Tonys are a night to get together and to celebrate people of the theatre world for their accomplishments and gifts they shared with us. But it's also important to realize that the Tonys also teach us lessons that are important to keep in mind.



You Can Dream It. We Can Find It.



**Just Listed: 3708 Observatory Drive Fort Collins, CO 80528**

Located in Fort Collins's Observatory Village, this charming 3 bed, 3 bath, 2 story "Cottage Home" is move-in ready! Treat yourself to quality features, fixtures and upgrades such as granite kitchen counters, hardwood floors throughout the main floor, and updated baseboards, trim and hardware. On the second floor, you can find a loft area, two bedrooms and a spacious master suite. The 5 piece master bath comes with updated faucets, sinks and shower fixtures. Enjoy a theatrical experience in the comfort of your own home with the included theater set up in the unfinished basement, and mowing the lawn is a thing of the past with a xeriscaped back yard!

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Fort Collins, CO 80524

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6832 Antigua Dr 8  
Fort Collins, CO 80525

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2756 Outrigger Way  
Fort Collins CO 80524

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**Windermere**  
REAL ESTATE



Windermere Services Colorado  
400 East Horsetooth Road  
Fort Collins, CO 80525

[Contact Us](#)



**Shift Gears. Get Weird.**



**Join the Festivities**

At New Belgium Brewery, we understand and appreciate the power of community. After all, it is the local community that helped us get to where we are today.

To say "Thank You", we're hosting our 20th Annual Tour de Fat on August 31st, 2019. But that's not all - we're donating proceeds to Non-Profit Organizations as a way to give back.

Beer, bikes, and our First Annual Float Contest - you can find all of this and more this August. So why not grab a pint and celebrate our community?

## **Benefiting Bicycle Enthusiasts**

**Bike Fort  
Collins**

**Overland  
Mountain Bike  
Club**

**Ft. Collins Bike  
Co-Op**

**Ciclismo Youth  
Foundation**

New Belgium Brewery is honored to support these local Non-Profits through the Tour de Fat event.

## Bicycles. Booze. Battle to Win \$500 in Credits.



You read that right! We are proud to present our first annual Tour de Fat Pedal Powered Parade Float Contest. Come up with a unique, fun float and let your creativity shine. Best of all? It could win you \$500 in credits to New Belgium Brewery. Happy Crafting!

[View Contest Rules](#)

Excited? So are we! Stay tuned as we send you more information until the big day.

Shift Gears and Be Weird,

Your Friends at New Belgium Brewery



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2020 SEASON

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# ENHANCEMENT PROPOSAL

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PROPOSED TO  
**TRUE TROUPE**

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CREATED BY  
**STEFANIE TOWNSEND**

# Breakdown

## ENHANCEMENT PROPOSAL



## I. Executive Summary

The goal of the Enhancement Project is to optimize and enhance the overall marketing strategy of TrueTroupe. By utilizing marketing platforms such as Hootsuite and Mailchimp, focusing on best practices and implementing sources such as Patreon, we can increase value to our target market and increase engagement as well as funding.

## II. Business Overview

Founded in 2018, TrueTroupe is a Cheyenne-based theatre company that is currently funded through ticket sales, donations and Wyoming grants.

## III. Target Market

The primary target market for TrueTroupe is the Cheyenne and Pine Bluffs community. The demographics for each community will be discussed further in the proposal.

## IV. Goals

To increase overall engagement within our target market in order to:

Increase audience engagement

Increase word-of-mouth marketing

Increase patronage

which will in turn increase Troupe funding.

# Breakdown



## CURRENT BUSINESS STATUS

### Platforms

**Social Media:** Twitter, Facebook, Instagram, Snapchat, LinkedIn

**Website:** SiteBuilder

**Tickets:** Ticketsource

**Surveys:** SurveyMonkey

**Contact:** Gmail, Google Phone

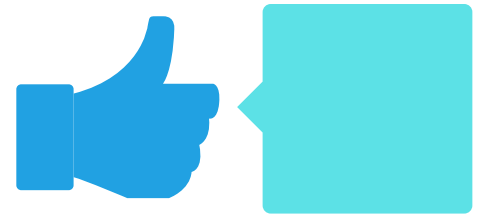
**Project Management:** None

**Sign Up:** Sign Up Genius

**Email Marketing:** None

# Hootsuite

SOCIAL MEDIA SOLUTION



## Current Status

- Minimal audience engagement on social media.
- Most engagement comes in on Instagram.
- Steadily gaining followers on Facebook, consistently posting on Facebook, advertising on Facebook. Minimal engagement.
- Low follower count, post count, engagement on Twitter.
- Approach on LinkedIn mimics approach on Facebook.
- Content recycled consistently on all platforms.

## Proposal

- To use Hootsuite as a social media platform solution
  - One username and login to manage multiple accounts
  - Create social posts for multiple platforms ahead of time and schedule them to post at specific time and date
  - Easily access and manage analytics such as engagement and ROI
  - Create advertisements via Hootsuite
  - Receive notifications of audience interaction
- Focus efforts primarily on Facebook, Instagram, Snapchat at the moment
- Utilize best practices on each platform
  - Facebook: 1-2 posts daily as a start, max 120 characters/post, utilize larger photos, never recycle content
  - Instagram: max 5 tags, 1-2 posts daily as to not over-saturate, use multiple photos in one post, use branded hashtags, never recycle content, do live videos in Insta stories as they are prioritized, use Insta stories for surveys
  - Snapchat: BTS exclusive, plan for cohesive story, download content and archive or post to other platforms, never recycle content
- Set up content calendar: plan campaigns ahead, schedule certain content for certain days, keep audience tuned in over time
- Develop consistent posting schedule and post during peak engagement times
- Add value to campaigns
- Create and commit to consistent brand voice

# Facebook

## SOCIAL MEDIA SAMPLES



Just another day at rehearsal... or is it? Caption this photo for a chance to win two tickets to Dog Sees God!



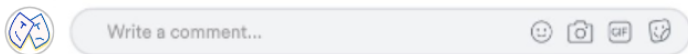
20

21 Comments 10 Shares

Like

Share

View more 16 Comments



New Year, New Season. Mark your calendars for our Facebook Live event on Saturday at noon where founder Adrianna True will announce this year's lineup!



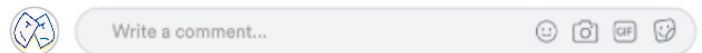
10

7 Comments 10 Shares

Like

Share

View more 4 Comments

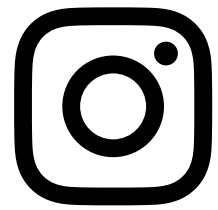


Facebook Insights reporting indicated that photo posts were the most popular among True Troupe followers. Based on this data, our recommendation would be to prioritize the use of photo on future posts, and find the balance between photo based posts and alternative posts.

Regardless of the medium in the post, a clear and enticing call to action must be established in each post. In these examples, encouraging followers to join Facebook Live to learn about the new season and caption the photo for free tickets guides the audience to take the next step (engagement) while also providing them value (a reason to engage).

# Instagram


## SOCIAL MEDIA SAMPLES



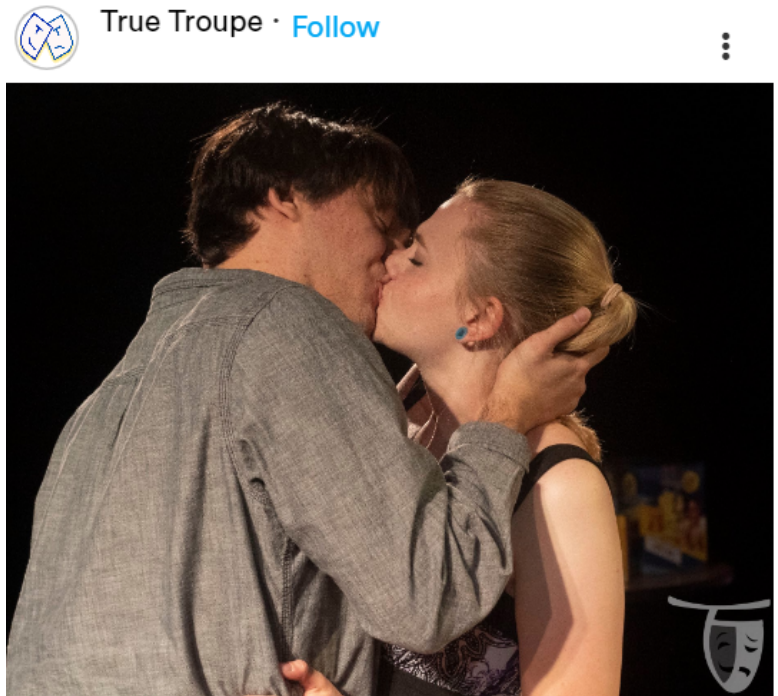
Liked by cheyenne and 12 others  
**True Troupe** Come move and groove with us at our Movement for Actors workshop this Saturday! Presented by AOA graduate Stefanie Townsend. Go to [truetroupe.com](http://truetroupe.com) to reserve your spot today!

[#truetroupe](#) [#cheyenne](#) ... more

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6 August



Liked by cheyenne and 12 others  
**True Troupe** We're pretty passionate about our work. Come see what we've been up to for the last few weeks! Click the link in the bio to get your tickets for Love/Sick this weekend!

[#truetroupe](#) [#cheyenne](#) ... more

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 [Add a comment...](#)

6 August

Instagram engagement has been more successful as opposed to Facebook engagement, primarily due to the fact it is a photo heavy platform. We recommend continuing the trend of posting eye catching photos and providing engaging captions. Call to actions and value must be presented in every post - we need to guide the follower on a journey and give them a benefit to taking the next step.

Instagram stories should be utilized to collect survey data, as Instagram surveys are more engaging, provide more data to marketers, and are more attractive to users.

# Asana

## PROJECT MANAGEMENT SOLUTION



## Current Status

- Inconsistent content posting schedules
- Deadlines not met, if created
- Responsibilities not met
- Time and efforts are not being utilized efficiently

## Proposal

- To use Asana to manage a variety of projects, particularly social media, content management, production schedules
- Social Media:
  - Develop schedules for each campaign
  - Assign steps in campaign to appropriate team member
  - Outline the copy expected to be included in the step and where it should be posted
  - Monitor the campaign lifecycle
- Content Management:
  - Develop schedule for content update - update on specific date consistently
  - Plan content ahead of time to ensure variety in content and quality of content, ensure optimal SEO content
- Production Schedule:
  - Create and manage deadlines for each designer, crew member, cast member
  - Monitor responsibilities and deadlines
  - Track crew efficiency
  - Ensure production responsibilities are dealt with efficiently
- All responsibilities are in one place and can be overseen by more than one team member

# MailChimp

EMAIL MARKETING AND ENGAGEMENT SOLUTION



## Current Status

- No email marketing solution currently in place

## Proposal

- To use Mailchimp as an effective, consistent, efficient platform to connect with and inform patrons
- Easily inform patrons about:
  - Workshops
  - Auditions
  - Ticket releases
  - Giveaways
- Efficiently send patrons surveys
- Use email results to further segment patrons to target them with most relevant content
- Retain engagement by providing information and content on a consistent basis

# Surveys

## SUGGESTIONS FOR ENHANCEMENT



### Current Status

- Open ended questions provide inconsistent results
- Lack of specifics give minimal information

### Proposal

- Use multiple choice questions to give more thorough and actionable analytics
- Provide detailed questions and responses to provide clear and consistent data
- Request clarification for choices on multiple choice questions to get a better understanding of project impact

By doing the above, we are able to better understand how to serve our audience and what will provide most ROI.

# Cost and Calendar

## Cost of Implementation

- Hootsuite: \$15/month with 50% 501c3 discount
- Asana: Free basic package
- Mailchimp: Free basic package

TOTAL COST TO IMPLEMENT: \$15/month

## Calendar Of Implementation

- MONTH ONE:
  - Subscribe to Hootsuite and add platforms to Hootsuite
  - Develop goals for the next season
  - Subscribe to Asana
- MONTH TWO:
  - Begin developing content strategy for website and social media
  - Develop calendars for campaigns based on goals
  - Use Instagram stories to gain more insight for workshops
  - Establish and assign responsibilities for Asana
- MONTH THREE:
  - Review the analytics from Hootsuite and adjust future plans accordingly
  - Continue to develop calendars for content
  - Review the Instagram responses to create strategy regarding future productions and workshops