



CAMBRIDGE UNIVERSITY AMATEUR DRAMATIC CLUB

APPLICATION TO DIRECT/PRODUCE THE 2009 LENT TERM MUSICAL AT THE ADC THEATRE

Applications to be received by 6pm on Friday 7th November
Please read the application instructions carefully

General information:

The Amateur Dramatic Club is the resident company at the ADC Theatre. We usually present between two and six ClubShows there each term, as well as 'Elsewhere' shows at other venues around Cambridge. Being selected as a ClubShow means more than just being given funding. It means that your production will be supported at every step of the journey by the Club Committee, who can offer advice and hands-on help with all aspects of production. **The Club encourages any student in Cambridge to apply to direct or produce the Lent Term Musical, regardless of previous experience or involvement.**

There are clearly many criteria that need to be considered when selecting our ClubShows: the general interest of a show, the opportunities for people to get involved, commercial viability, the time elapsed since the same or similar show has been produced... **But by far the most important decisive factor in show selection is the potential artistic success of a show.**

The Lent Term Musical enjoys a two-week run (13 performances) at the ADC Theatre in weeks 8 and 9 of the Lent Term. It is a production of enormous scale, and attracts some of the most highly regarded talent in Cambridge, both behind the scenes and onstage. One of the most crucial stages in assembling a strong application to direct/produce the Lent Term Musical is a **good choice of show**. Your choice would ideally be a show that was interesting for cast and production team to work on, that was within the bounds of possibility from both a cast and technical point of view (i.e., one might be hesitant to suggest a show in which dozens of males were required to dance endlessly, or one might hesitate to suggest something like *Starlight Express*), and that was likely to sell tickets. **Over the 13 performances you would need to sell just short of 3000 tickets to sell out.** In addition, the second week of performance is after the end of full term, and thus the show needs to sell well to Cambridge residents as well as students.

Although the potential artistic success of applications is the absolute determinant between them, with the Lent Term Musical financial considerations enter the fray more than they would in other situations. **The Club relies on income from the Lent Term Musical**

to fund interesting projects during the year, and so potential box office success will be certainly taken into consideration when considering applications. In addition, there is nothing more disheartening than making 13 performances of a show to an empty house – so it is crucial to get the choice of show absolutely right from the start.

Recent Lent Term Musical productions: *Into the Woods* (2008), *Return to the Forbidden Planet* (2007), *South Pacific* (2006), *My Fair Lady* (2005), *Annie Get Your Gun* (2004), *Gypsy* (2003), *Copacabana* (2002), *42nd Street* (2001).

Making an application:

To make an application to direct/produce the Lent Term Musical, you need to first submit a **written proposal** that explains your initial ideas and makes the case for your application being selected above others.

Your proposal needs to briefly and concisely outline some of your ideas about why and how you'll approach your chosen production. Feel free to include sketches/drawings etc if you wish. **Remember that the Selection Panel will be reading several applications, and you need to make yours stand out as artistically exciting, original and worth choosing.** *Why are your ideas more exciting than those of other applicants? Why should you be selected above other applicants?*

Specific areas you could discuss in your application might include,

- What is the show about? (plot, themes, synopsis) *Not all members of the selection panel will have had time to read your script (see below), so some kind of summary is very helpful.*
- What direction will your production take?
- Why do you want to direct this show?
- How would you go about bringing your ideas and interpretation to the stage?
- If the show contains dance, how will you work with your choreographer?
- How would this show appeal to an audience?
- How are you planning to approach rehearsals?
- Do you have any design ideas?
- What in your previous experience will help you approach this project as proposed?

If at all possible, applications should be made with a producer as well as a director on board. However, applications made without a producer are not at a disadvantage. Producers can apply **without a play** on the separate 'Producer Application Form', found on our website www.cuadc.org. If directors are already working with a producer on the show, it will be **useful for the producer to outline some initial practical, financial and publicity ideas in the application:**

- How would this show appeal to the prospective audience?
- What ideas do you have for publicising this show?
- What might you say in an advertising 'blurb' to sell this show?
- At this stage can you foresee any unusual or challenging technical or budgetary requirements for this show? A budget plan is advisable.
- How will you go about managing production resources?

(If you are a director applying alone, please give these questions some thought yourself.)

You are encouraged if possible to apply with a **Musical Director and Choreographer** as necessary. These people can add to the written application as appropriate.

You will need to submit (1) a completed coversheet, with (2) your written proposal, (3) a complete script, and (4) a CD with as much of the music as possible to the pigeon hole marked “Amateur Dramatic Club President” in the ClubRoom at the ADC Theatre, by **6pm on Friday 7th November 2008.**

Please put it all together in an envelope, and do not staple any sheets together (applications need to be photocopied). Coversheets can be found at the back of the application form. Late applications cannot usually be accepted.

After your written proposal is submitted, you will be invited to an interview in the following days. All members of the team making the application should attend. You will be interviewed by five members of the ADC Committee, all of whom will have read and discussed your written proposals. At least one of the interviewers will have read the full script as well.

The interview is an opportunity for us to discuss your application and for you to ask any questions you may have. You will have opportunity to explain in person why you want to stage your production, and to explain your ideas in more detail. The selection panel will also have questions arising from their discussions of your written application – they may ask you to develop some of your ideas further, or may ask specific questions about aspects of your production which you did not cover in your written proposals. **The interview is intended to be a friendly and interesting discussion of your proposals rather than an interrogation.**

After all the interviews, the Selection Panel will discuss all the applications and interviews and select a Musical for the Lent Term 2009. Successful and unsuccessful applicants will be informed of our decisions as soon as possible after they are made.

We try to make the applications process as transparent as possible. Although we do not automatically provide feedback (simply because some applicants do not like receiving it), **we are always ready and more than happy to provide feedback on request,** after programming decisions have been made. Similarly, all applicants will be asked to provide feedback on the ADC’s applications process so we can continue to improve.

For further advice or information:

The ADC Committee will be available for advice about applications (or indeed about anything!) at **ClubNight in the Bar at the ADC Theatre on Wednesdays during full term, from 9pm until 11pm.** Discount drinks for members!

Alternatively, please do not hesitate to contact Anna Marsland (Directors’ Rep) on director@cuadc.org, or Tim Checkley (President) on president@cuadc.org with any questions about any aspect of the application process.

We look forward to receiving your application!



Application to direct/produce the 2009 Lent Term Musical

COVERSHEET

Your details	Director(s)			
	Name	Email	College	Telephone
	Producer(s)			
	Name	Email	College	Telephone
	Musical Director(s)			
Name	Email	College	Telephone	
Choreographer(s)				
Name	Email	College	Telephone	

Your proposed production	Title
	Author(s)
	Please provide as many details as possible about performance/translation rights: <i>(Performance rights will need to be obtained for your proposed production. Writers' agents will hold rights – for musicals, this is often Josef Weinberger (www.josef-weinberger.co.uk) though other agents certainly exist. Sometimes – for example if a show is on tour or recently finished a professional run – amateur performance rights are not available. You must confirm that rights are available before you make your application.)</i>

Applications to be submitted by 6pm on Friday 7th November 2008. Please ensure you include your written application and a complete script and CD with this coversheet.