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PARTNERING WITH THE AMERICAN THEATRE WING AND
IN COLLABORATION WITH PLAYBILL, INC., DISNEY THEATRICAL PRODUCTIONS, AND SAMUEL FRENCH

Tips for Organizing and Promoting a Songwriting Challenge Webcast Watch Party **#IWriteMusicals**

Organize the Event

- Locate a room for your event. This may be your home or the school library, auditorium, or music classroom.
- Reserve audio/visual equipment that will allow your attendees to gather around a monitor hooked up to the internet and projecting a live event transmitted on the National Endowment for the Arts website.
 - Before the live webcast, reserve an Internet accessible computer, projector, or TV. Test the connections between your computer and the projector or TV.
 - Check that your Internet connection is working properly. High speed internet connection is required in order to view the live feed. The webcast will be on the YouTube platform so you can test your connection prior to the performance date by streaming any YouTube video.
 - Determine any audio or visual needs for your audience (i.e. external speakers, etc.).
- Each finalist will introduce their song and after the performance will take questions from the judges.
- There will be an intermission between the six performances and the announcement of the national champion that will feature performances by the mentors. More event details will be available April 18.

Promote the Event

- Announce the upcoming watch party on the school's closed circuit television.
- Use the sample flyer provided at [arts.gov/songwriting](https://www.arts.gov/songwriting) for sharing via email, Facebook, Twitter or Instagram and on bulletin boards.
- Promote the watch party during the school's daily public address and/or on the school calendar.
- Post photos of your watch party on Twitter or Instagram at #IWriteMusicals.
- Post a blog, email, or newsletter article about your successful event.

For more information about this National Endowment for the Arts initiative, go to [arts.gov/songwriting](https://www.arts.gov/songwriting).