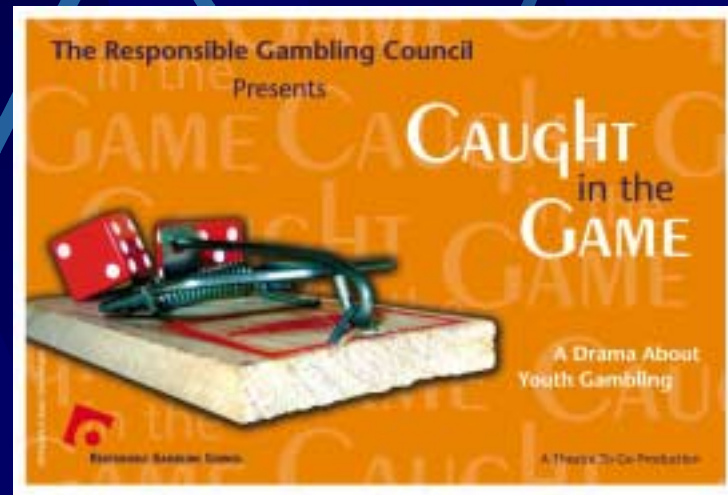


Using Performance to Engage Youth

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Lessons Learned

Engaging Youth: The Challenges

- High school audiences: too cool?
- Not the local theatre: too boring, artsy
- Competing with mainstream media
- School Rules



Relating to Youth

- Attract and hold their attention or message lost
- Script: written by youth, adapted
- Wardrobe: why bother?
- Music: appropriate



Relating to Youth (cont.)

- Cast: age, peer to peer
- Language: in their words, profanity 🤔
- Style: adapt from other forms of media, visual action

Informing Youth

- An entertaining story that happens to provide messages



DON'T:

- ✘ dumb down, no after school special
- ✘ bang over head
- ✘ be preachy
- ✘ be too trendy
- ✘ try to trick or scare them

DO:

- ✓ be true to the message
- ✓ be creative and interesting
- ✓ be subtle
- ✓ be real
- ✓ trust them

Thank You

