

In The Heights

Are you coming into town for In The Heights? You can [prepurchase your tickets online](#). Thespians is hosting a between shows reception at Schwab Auditorium in the Gallery Room from 4 - 5:30pm on Saturday, April 5th. Join us for some light refreshments before heading to dinner. [Sign up here](#) so we can get an appropriate head count.

If you would like to advertise your business or give a special shout-out to someone in the program, please [contact marketing](#) about taking out an ad. Deadline for ads is Sunday (March 23rd).

Marketing

This has certainly been an exciting year for both the Marketing Committee, as well as The Penn State Thespians as a whole. During the fall, the Marketing Committee cut its teeth on promoting the fall production of Fosse's iconic "Chicago". With the help of some amazing Specs (prospective members) who took on large responsibilities such as designing advertising materials and controlling social media promotions, as well a wildly talented cast, crew, and production staff, Chicago was a smashing success! It became our first sold out show since our 2001 production of "Jesus Christ Superstar", and we even had to open up the Schwab balcony to accommodate the large crowds that came out to see the show. Currently, the Marketing Committee is in the process of preparing events and materials for the spring main-stage production of "In The Heights". We are hoping to make this show just as successful as our last, not only from a financial point of view, but also in further establishing The Penn State Thespians as a professional and accomplished theatre organization. Thank you to TAIG for all the support you have given us throughout this entire process. We look forward to many years of sharing in the joy of theatre with TAIG, as The Penn State Thespians continues to grow and prosper. The marketing committee hopes to see you all at the spring show, which runs from April 3rd to April 5th in Schwab Auditorium.

THON

The THON committee has had a truly unforgettable year, both in terms of participation as well as fundraising. By the numbers, we blew both last year's total as well as our record out of the water:

2013 Total: \$21,504.76

Record Total: \$23,681.80

2014 Total: \$30,843.21!

Not enough can be said about the amount of support that Thespians

THON has received this year, especially from the members. In the beginning of the year, we had set four clear goals to work on (Our "Four Diamonds" for the year): Corporate Donations, Donation Boxes, Alumni Relations and Club Involvement. And as THON 2014 comes to a close, we can confidently say that the club went above and beyond the call, working diligently to improve our tactics in not just these four focus areas, but in the overall emphasis on THON itself. Even more exciting, our THON family, the Ducketts, have started becoming much more involved in club activities, even offering up their house to host for the Third Canning Weekend! All of the members that had the chance to spend time with the Ducketts that weekend had nothing but fantastic things to say about the trip!



With THON 2014 now in the books, Hailey, Joel and Sean want to extend our sincerest gratitude to you, the members of TAIG, for all of the support you have given us throughout the year. With the addition of our online Donation Page, we found out just how easy it was to spread the word of THON throughout the Thespian community, and we want to thank everyone for all of your help in doing so. Moving forward, our hope is to see this year not as a lofty high point in the timeline of Thespians THON fundraising, but rather to utilize it as a benchmark, a turning point if you will, so that we can continue to raise such an unbelievable amount of money year after year For The Kids! The chairs have begun work on an instructional binder to help ease the passing of the position from one year to the next, in the hopes of solidifying the most effective and cost efficient ways to plan trips, hold fundraisers, etc. As per our own

fundraising page: "Stop thinking in terms of limitations and start thinking in terms of possibilities!" Thank you once again for everything that you've done for Thespians THON 2014! FTK Every Day!

Activities



Overall it has been a very eventful year in Thespians Activities. The chairs, Matt Kaye, Monica Mazel, and Anna Domingo have done great work with socials, game nights, and special events throughout the year. If any alumni want in on a fun and free March Madness bracket challenge let me know (mattkaye1023@gmail.com). Soon we will be experimenting with celebrations of other cultures as well as joint events with other organizations. Other than that, we hope all of you enjoyed reading this!

Web

The introduction of two completely new web chairs has brought about many changes in web. The first and most obvious change in the newly redesigned website. It features a more streamlined approach that keeps the most important details on the front page when applicable and all other information linked from the home page. While many parts of the website were simplified other aspects of the website were improved on. For instance, the site now allows for advertising of outside companies. For a fee companies can advertise on the Thespians website. In order to ensure constant and unique visitors to the site, the web chairs Stephen Hill and Troy Todd created a short web series that features important Thespians news as well as comedy segments to keep viewers entertained and coming back. As previously stated the web show's purpose is to create a constant viewership within the Thespians community as well as garner unique viewers who just want to watch the show. This traffic allows the website to ask for a higher rate when getting advertisers which is all income for further improving the club. If you're interested in advertising on the Thespians website or know someone else who might be interested to visit <http://psuthespians.com> for more information.



MasquerAIDS

MasquerAIDS was a big success this year thanks to the dedication of our current members and our alumni. This year we were looking for outside funding to help us pay the fee for Heritage Hall. We started an online funding page and reached out to friends, family, and alumni. We needed to collect \$219 for the fee and we ended up raising \$425. We were overwhelmed by the support we received, especially from TAIG members.

Children's Show

Children's Show just had a wonderful performance of our fall show, Where The Wild Things Are in the No Grown Ups Allowed Room during THON weekend, and we cannot wait to be back in Schlow performing for all the cute kiddos! We are now rehearsing for our spring show, Lilly's Purple Plastic Purse. Performances are at 7:00 pm on April 3, and at 11:00 am and 1:00 pm on April 5.



Fundraising

Fundraising this semester has had two major events take place this year. In the beginning of the year we sold merchandise that included t-shirts and laptop stickers. Although the process took longer than usual, people have now received these items and are really enjoying them. We also have returned to the tradition of selling flowers at main stage performances. These have given cast and crew members a great surprise on show night and have provided parents and friends a wonderful opportunity to congratulate those involved. We have plenty of events planned for the remaining months of the semester, the biggest of which is Harmonies. This year the show will undergo some major changes and may even include a friendly competition to show off the great talent of our members.

TAIG Calendar

- April 3, 4, & 5, 2014
 - In the Heights

- Schwab Auditorium
- April 5, 2014 (11 am EDT)
 - TAIG Board Meeting