

Lydia Newman
Miller Arts Scholar in Drama
Fall 2021
Mini Grant Proposal

Marketing as an Actor

I. Project Summary

A website is one of the best ways to market oneself as an actor. These websites feature an actor's resume, their reels, links to social media, and more. By purchasing a web domain, a ring-light, and a book on physical acting, I can enhance my applications for auditions and can improve my online presence as an actor.

I am currently a third-year Drama and Media Studies double major at UVA. At UVA, I have had the privilege of performing in First Year Players' production of *The Music Man*, UVA Drama's production of *Love and Information*, a production of *Boys the Musical* through UVA Drama's New Works Festival, and I am currently acting in a production of *Peace by Piece*, an original musical by Vaheed Talebian, through the Virginia Players' Lab Series. I took CASS 1010 in Fall 2020 and CASS 1011 in Spring 2021, where I enjoyed getting to know my fellow arts scholars. Last spring, I received an artist mini grant for headshots and a 3rd year arts award to attend Boston Conservatory at Berklee's three-week summer Musical Theatre Acting Intensive. I am heavily involved in the arts at UVA, and I intend to bring my passion for drama and the arts into my future career as an actor.

I plan to purchase the domain name **lydia-newman.com** and set up a website with SquareSpace. I researched many different actor websites, and I reached out to a friend whose website I found to be professional and impressive. My friend informed me that she used SquareSpace to set her website up. On this website, I plan to post actor reels and self-tapes. To improve the quality and overall appearance of these videos, I would also like to apply for grant money for a ring-light tripod.

This past summer at Boston Conservatory, I became fascinated with how actors change their physical characteristics. My professor for Physical Character at Boston Conservatory, Christopher Webb, taught many concepts from the book *Laban for All*, and I would like this book for my personal library so that I can continue to reference it and, as an actor, learn more about my body. This book would also improve my physical acting in videos that I would post on my website.

I intend to set up a website over winter break and begin filming self-tapes to put on this website. With the help of a Miller Arts Scholars mini grant of \$500, I would be able to set up a professional website, post high-quality content, and improve my skills as an actor.

II. Anticipated Timeline

Fall 2021: Submit the Miller Arts Scholars Mini Grant Application and project proposal.

Winter 2021: Design and set up my website, purchase ring-light, purchase *Laban for All*.

2022: Use purchased ring-light to film videos for my website and for self-tapes, implement skills learned from *Laban for All* into these videos, and post videos on website.

III. Budget

Marketing Materials

Website- Web name and yearly price

Price for web domain name for 2.5 years at \$20/year	\$50
Price for SquareSpace Hosting for 2.5 years at \$12/month	\$360

Acting Resources

Book- to research physical acting techniques

<i>Laban for All</i> book	\$46.95
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Filming Tools

Tools- Ring-light Tripod

Price for dual 8" Ring-Light with Stand from Amazon	\$59.99
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TOTAL:
Budget Income, Funding, or Other Awards

Income Item: Artist Minigrant	\$500
Income Item: Personal Contribution	\$16.94
Total	\$516.94