

5. PRESS GUIDELINES

All participating Regional Awards Program (RAP) press releases mentioning The National High School Musical Theatre Awards®, NHSMTA®, or The Jimmy Awards® must be approved in writing before they are released to the media. Press releases may be emailed to RReiner@Broadway.org. If the matter is urgent, please call 212-703-0215.

As of February 17, 2024, Jason Laks is The Broadway League Foundation's official spokesperson. Requests for interviews and/or comments from Mr. Laks may be directed to Ed Lefferson at Communications@Broadway.org or by calling 212-703-0231.

The following program descriptions have been created to provide background information for members of the media. These documents are also available for use in their entirety by our participating awards programs on their websites and in their press materials. Any alterations to these descriptions must first be approved by NHSMTA. Additional information about the National High School Musical Theatre Awards is available on our Frequently Asked Questions page. PDFs of these documents may be shared with members of your local media. Any alterations to these descriptions to include references to regional programs must be approved by NHSMTA. Please email any edited documents to RReiner@broadway.org.

LINK: [NHSMTA Short Program Description](#)

LINK: [NHSMTA Long Program Description](#)

NHSMTA scholarships and awards are subject to change each year. RAP press materials and general commentary should not include any speculation about possible awards based on those presented in previous years. A generic statement about NHSMTA award offerings [is available here](#). Information about awards offerings for the 2025 Jimmy Awards can be found on page 12 of this packet.

Official Jimmy Awards program logos can be found here:

LINK: <https://www.jimmyawards.com/logos/>

FAQ can be found at <https://www.jimmyawards.com/about/faq/>.

6. SOCIAL MEDIA GUIDELINES

As the Jimmy Awards social media presence evolves, the Broadway League Digital team has created the following guidelines for best practices for engaging with the Jimmys social feed. Similar to the program's press guidelines, Regional Award Programs should follow the guidelines below when interacting with the Jimmy Awards social channels and are encouraged to reach out with any questions. SHARE SHARE SHARE!

Leading up to the Jimmy Awards, especially during RAPs season, we feature photos, videos, and reels from RAPs and various information on ticketing, past Jimmys performance content, etc. We do our best to tag sponsors and RAP accounts. If you are tagged in a post from @jimmyawards, please share the post on your account's IG stories!

TAG US IN POSTS!

Theatre people help theatre people! Make sure to tag @jimmyawards if you're posting Jimmys-related content on your IG account. If you post about the Jimmys on your stories, tag us, too! We would love to share content from our RAPs on our stories but cannot do so if our account is not tagged.

SAVE SAVE SAVE!

Make sure to like, comment, and—most importantly—save the post(s). Saves are gold in Instagram currency and help drive traffic to our page, which could also drive traffic to your pages!

AVOID!

Using apps such as Regram to share content from @jimmyawards or screen recording our videos to share on your account(s).

This is not the most efficient way to increase visibility for the Jimmy Awards nor for your programs and/or sponsors. Even worse, it can create a copyright issue. If you're having trouble finding an asset you'd like to post, please don't hesitate to reach out to us!