



**Social Media Content for
Clybourne Park
for Westminster Theatre
by Gray**



Facebook:

- Cast questionnaires accompanied by actor photo
- Curated content – interview with writer, article about Clybourne Park and Chicago
- Boosted video advertisement (\$50)

Example 1



Meet the cast of Westminster Theatre's production of Clybourne Park!

Taylor Wallace is a first-year at Westminster College pursuing a BFA in theatre performance. Taylor plays Francine and Lena in the upcoming production of Clybourne Park. She took a moment to tell us about her role in the play, her love of acting, and her plans for the future.

Tell us a little bit about your characters

What I love about Francine and Lena is that they are both strong women written in two completely different ways. Francine is very subtle, and able to handle the way a variety of people treat her. Lena will not let anyone walk over her and she is very smart and

not the stereotypical “mad black women” which I’m really grateful for.

What are some of your favorite parts/aspects of this play?

It doesn’t leave anyone out. It doesn’t depict one set of people as perfect so everyone is made fun of.

Why do you think this play is important?

Surface level it's a lot of useless arguing, but underneath it shows issues which we don't really talk about. Even 50 years later we still avoid these conversations and I think this could start some conversations.

What do you hope audiences will take away from this play?

I hope they see both sides of an argument. It seems that today a lot of people can't compromise or they aren't willing to hear what someone else has to say and I hope by watching this play it will make other think about how their actions will affect others.

What do you like about acting?

I love the characters. No two characters are the exact same.

What are your plans in theatre?

I'm really interested in Drama Therapy so I'm planned to scope out that field.

Don't miss Taylor's performance in the Westminster Theatre production of Clybourne Park!

Directed by Jared Larkin

November 9-11 & 16-18, 7:30pm

Courage Theatre

\$10

Tickets: tinyurl.com/clypark

#utahtheatre #utaharts #clybournepark #slctheatre #visitutah #slc #saltlakecity #visitslc @nowplayingutah

Example 2

The house

in which *Clybourne Park* is set becomes one of the characters in Bruce Norris' biting satire about race, homeownership, and gentrification. As you can see, the stage instantaneously transforms after 50 years. Left partially renovated, the characters navigate through the sensitive subject matters of preservation, history, and heritage.

The house that Lorraine Hansberry wrote about in *A Raisin in the Sun* is located the Washington Park suburb in west Woodlawn, a part of Chicago. The address is 6140 South Rhodes, built in 1909, in an architectural style known as "Brick Flat."

In 1937, Carl Hansberry, father of the playwright Lorraine Hansberry, purchased this property at a time when Washington Park was restricted only to white residents through housing covenants. This set off a three year legal battle that inspired Lorraine Hansberry's *A Raisin in the Sun*.

The Washington Park subdivision in which the house sits was subject to a number of violent activities orchestrated by white community organizations in the years leading up to Hansberry's purchase of the property. Between 1917 and 1921, the use of bombs discouraged non-white families from encroaching upon the majority white neighborhoods. At times, these bombs were used on houses of African American families as well as real estate agents and bankers who sold to African American buyers. In fact, prominent African American banker and businessman Jesse Binga endured five bombings in 1919 alone.

Fast forward to present day. According to 1990 census reports Woodlawn, the community area in which Washington Park rests, consisted of over 98% African American residents. As of 2008, the white population grew to 30% due to gentrification, which is where the second act Bruce Norris' *Clybourne Park* takes up.

Check out this editorial pertaining to Woodlawn and *Clybourne Park* here: <http://ow.ly/zgpZ3ogv8Qv>



Twitter:

- Production images with lines from the play.
- #utahtheatre @slcoZAP @westminsterslc

Example



“Ma’am, we don’t want your things.
Please. We got our own things.”

Clybourne Park @WestminsterSLC
Theatre

Tonight, 7:30pm

Tickets: <http://tinyurl.com/clypark>

#utahtheatre @slcoZAP #SLC

Instagram:

- Open with 6-square jigsaw.
- Cast questionnaires (See Facebook)
- Photos of dress rehearsal with description of play
- Hashtags: [#utahtheatre](#) [#utaharts](#) [#clybournepark](#) [#slctheatre](#) [#visitutah](#) [#slc](#) [#saltlakecity](#) [#visitslc](#)
[@nowplayingutah](#) [@westminsterslc](#)

Example 1



Directed by Jared Larkin
November 9-11 & 16-18, 7:30pm
Courage Theatre
\$10
Tickets: tinyurl.com/clypark

[#utahtheatre](#) [#utaharts](#) [#clybournepark](#)
[#slctheatre](#) [#visitutah](#) [#slc](#) [#saltlakecity](#) [#visitslc](#) @
[nowplayingutah](#)
[@westminsterslc](#)

Example 2



Clybourne Park by Bruce Norris
Opening tonight at Westminster College Theatre

Winner of the 2011 Pulitzer Prize and the 2012 Tony Award for Best Play, Clybourne Park is the story of one house in two neighborhoods: a 1950s white neighborhood trying to stop the sale of the house to a black family; a present day African-American neighborhood battling the scourge of gentrification by white homebuyers.

Directed by Jared Larkin
November 9-11 & 16-18, 7:30pm
Courage Theatre
\$10
Tickets: tinyurl.com/clypark

#utahtheatre #utaharts #clybournepark
#slctheatre #visitutah #slc #saltlakecity #visitslc @
nowplayingutah
@westminsterslc

PC: [Donnie Bonelli](#)

YouTube/Video

- Video trailer featuring interview with director, Jared Larkin, cut with scenes from rehearsal (to be used in Facebook video advertisement).
- Detailed description hitting pertinent words and keywords for search optimization



Video link: (<https://www.youtube.com/watch?v=eHkH9YXOU3k&t=5s>)