



ASIAN STUDENTS ASSOCIATION

THE LNY GUIDE

ASA Lunar New Year 2012

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I. What is LNY?

IA. This LNY Guide

In spring 2012, ASA will be holding its 20th Anniversary Lunar New Year show, better known as LNY, celebrating the Year of the Dragon. The confluence of these two important landmarks means that this year's LNY will be an unforgettable event. This document serves as *your* guide for becoming a part of LNY 2012. Whether it is through leadership in the community or through a prominent spot in the show lineup, your involvement is sure to make this year's show the best LNY yet!

IB. LNY Overview

The Lunar New Year Show is one of Duke's premiere cultural exhibitions, the most diverse display of East Asian heritage on campus, and the Asian Students Association's biggest undertaking of the year. The annual event has its roots in East Asian cultures, which historically operated under a lunar-based calendar and still hold elaborate celebrations and festivals to bring in the New Year.

ASA's LNY reflects this rich tradition with a communal Asian dinner and a showcase of music and dance acts prominently featuring student talent from around Duke. The dinner takes place in the Great Hall, fully catered by various Asian restaurants from around the Triangle area to give attendees a culturally unique dining experience. Performances range from independent acts, with Martial Arts, diablo, piano and more in last year's show, to established student groups, such as Duke Chinese Dance Troupe, Defining Movement, Sabrosura and Stop Motion.

Watch the LNY Trailer here to see what it's all about: <http://bit.ly/nsGVrK>

IC. Note about ECAASU 2012

The weekend after LNY, Duke will host ECAASU 2012, the largest & oldest Asian American student conference in the nation. ECAASU is run separately from ASA and LNY but naturally, the events have some overlap. As part of the events, there will be small showcase of the culture and talent from around Duke's campus and, if willing, some acts from LNY may be chosen for inclusion. More information, you can visit the conference website for ECAASU 2012: <http://www.ecaasu2012.org>. Please email me or Derek (derek.mong@duke.edu) if you have any questions.

II. What is the schedule for LNY 2012?

IIA. LNY Key Dates

Oct. 13th – Information meeting & all apps available

Nov. 4th – All applications due

Jan. 30th & 31st – Pre-ordering for LNY shirts, DVDs and tickets

Feb. 8th – 15th – LNY Tickets available

Feb. 18th – LNY Dinner, Show and Afterparty

IIB. LNY Application Calendar

For Prospective Committee Members:

Oct. 13th – Information meeting

- Chair Applications will be here: <http://bit.ly/or3ItV>
- Committee Sign-ups will be here: <http://bit.ly/oMnreV>

Nov. 4th – Committee sign-up deadline

Nov. 6th – Committees finalized & Chairs appointed

For Prospective LNY Acts & MCs:

Oct. 13th – Information meeting

Nov. 4th – Performance & MC applications due

Nov. 11th & 12th – Main Auditions

Dec. 2nd & 3rd – Supplemental Audition 1

Jan. 13th & 14th – Supplemental Audition 2 (if necessary)

Feb. 14th - 17th – Tech & Dress Rehearsals in Page

III. How can I get involved with LNY?

IIIA. LNY Performances – Proposal forms available here: <http://bit.ly/oGooLC>

The passion and the energy of the performers at LNY are the qualities that make the event so special. The majority of acts are independent groups and students without close ties to ASA, so every year, we are on the lookout for up and coming talent that can bring something new and exciting to the show. If you or your group wants the chance to perform in front of a sold out crowd in Page, don't hesitate to audition!

All acts will need to fill out a Performance Proposal before they can audition. For main auditions, we expect that you will have about **1 minute of material** practiced and potential ideas for the rest of the piece, while later auditions should have more material (1.5 -2 min) prepared.

Note on Criteria

Deciding on a concrete set of rules for who does or does not perform at LNY is always a difficult matter – sometimes we just *know* an act is right. However, we can try to provide a good description of what we are looking for in an act. LNY is focused on creating **cultural impact**, helping the audience gain new appreciation for elements of Asian culture through exposure of unique aspects or transformation of cultural stereotypes.

In other words, acts should strive to **universally appreciated** (we hope that many family members and non-Asian students will attend) and **culturally unique** (presenting Asian or Asian-American images often not visible on Duke's campus). Again, email me (stephen.zhu@duke.edu) if you have any questions as you are preparing your audition.

Ideas for Independent Acts

This section provides a few examples of popular independent acts from past LNYs but remember, you are not limited to these types of performances! We encourage acts to incorporate aspects of this year's show - the 20th anniversary or Year of the Dragon. Be creative - if you or your group have an idea for an act, please feel free to contact me, and we can talk about how you can implement it.

Dance

Stop Motion `11: <http://bit.ly/pOXjBM>

Dhoom `11: <http://bit.ly/osFmLk>

Cultural

Wushu Act `10: <http://bit.ly/q61aHI>

Diabolo `11: <http://bit.ly/qghDEX>

Musical

Temptasians `09: <http://bit.ly/q90TzI>

Da Cru `10: <http://bit.ly/qeOIIK>

IIIB. LNY Masters of Ceremonies – Applications here: <http://bit.ly/n9JH4o>

The MCs of LNY set the tone of the show by providing humor and entertainment during transitions between acts. Recent MCs have accomplished this by creating various high-production videos and well-rehearsed skits on stage, but there is no need to emulate this formula. Be creative! We want MCs to incorporate aspects of this year's show - the 20th anniversary and Year of the Dragon.

All potential MCs will need to fill out an MC Application before they can audition. For main auditions, we expect that you will have **1-3 skits** rehearsed, with lots of potential ideas to talk about. Besides being talented, funny individuals, successful MCs will have great teamwork, a confident stage presence, and a true desire to entertain the audience. Below are some examples of past MC works:

MC Videos

Intro Video Trailers `09: <http://bit.ly/pu5Zlo>

LNYception `11: <http://bit.ly/qpQECn>

MC Acts

Black Screen `09: <http://bit.ly/n8up4i>

Single Ladies `09: <http://bit.ly/pgYtM8>

IIIC. Open & Recruiting Acts

Each year, LNY includes a few classic acts that accept anyone from the general student body. Joining these acts is a great way to have some fun and gain experience participating in the show. Typically, no specific background is required, just energy and enthusiasm! Read more about some of this year's open acts:

Fashion Show

More info coming soon! Check out Fashion Show 2011: <http://bit.ly/oRrhJK>

Lottery Dance

More info coming soon! Check out Lottery Dance 2009: <http://bit.ly/qsNjud>

IIID. LNY Committees Overview

There are five committees managing the parts of the LNY Show: Dinner, Sales, Publicity, Ushering and Show. Each committee is led by a committee chair responsible for delegating tasks so that everything is completed satisfactorily and on time. Leadership and membership roles on the ASA LNY Committees are available to all Duke students. Committees typically offer a few perks, including:

- Free LNY T-shirt
- Free LNY Dinner
- Guaranteed LNY Show ticket
- Reserved seats (for those working during the show)
- Free LNY DVDs (for certain committees)

Chair Applications will be available here: <http://bit.ly/or3ItV>
Committee Sign-ups will be available here: <http://bit.ly/oMnreV>

Note on Committee Chairs

Each of the committees will be led by a chairperson, appointed based on applications to those chair positions. Past experience in a similar role is great but not at all required to do this job well. LNY Chairs must be able to communicate well – over email, in-person, or otherwise – and must have the ability to think quickly on their feet. Most importantly, chairs must bring the enthusiasm and dedication necessary to make this year's LNY incredible!

Depending on the type of committee you lead, you will have different responsibilities, e.g. organizing a tabling schedule, working with Page staff or contacting other organizations on campus. More detailed descriptions of each committee are listed below:

Dinner Committee

The Dinner Committee's main role is to handle the logistics and preparations for the LNY Dinner. Most of the committee's work, such as set-up, clean-up, and food service, will be done on the day of the show.

Committee Chair: Your job is to coordinate between ASA and the restaurant to make sure that dinner flows as smoothly as possible. This will include contacting caterers to setup deliver and estimate costs, arranging dinner logistics with the Great Hall, and dividing up tasks among the committee to make sure tasks are being done efficiently.

Committee member: Your main task is to arrive at least an hour prior to the dinner to help with set-up and prepare the food. During the course of the dinner, you may be asked to help with serving. Finally, at the end of dinner, your team will help clean up the dining area. LNY Dinner will end with sufficient time for committee members to get to Page, and reserved seating will be available for the food committee.

Sales Committee

The Sales Committee's role is helping ASA exec with tabling on the BC Plaza a month before and during the week of LNY. You will serve many functions as you will be promoting LNY to the public, selling LNY-related merchandise, and giving out tickets for the show. Tabling will tentatively be Jan. 30th & 31st and Feb. 8th-15th.

Committee Chair: Your main job is to organize a reliable tabling schedule involving the members of the Sales Committee and the exec board. You will be responsible for keeping track of supplies involved with tabling (Banner, FLEX readers, etc.) and for communicating this information to your team. Also, you must make sure that tickets are given out to as much of the student body as possible.

Committee Member: Your job is to provide availability for tabling and to make sure that you are there during your time slot. If issues come up, contact the Sales Committee chair so that scheduling problems are fixed.

Publicity Committee

The Publicity Committee is the group responsible for advertising LNY through creative and awesome graphic design. Each year, they help design the LNY posters, T-shirts, DVD cases and any other material that will be needed.

Committee Chair: The chair will be in charge of organizing design submissions used to promote LNY, ensuring that all materials are finished by the necessary deadlines. You will also be working closely with DiDA and ASA Exec to smother the campus in publicity (boards, posters, flyers).

Committee Member: You may be asked to help with designing certain elements for this year's LNY, such as logos, shirts or DVD cases. Also, during the weeks leading up to the show, you will be asked to help flier for LNY.

Ushering Committee

The Ushering Committee's task is helping the Page staff and House Manager to collect tickets and pass out programs on the night of the show. You will have to arrive 1 hour before the start of the show and may need to stay afterwards to help clean up.

Committee Chair: Your main task is to organize the schedules of committee members to make sure that people arrive on time and are available to help during the opening and closing of the show. You may also have to work with Page staff and House staff from Duke Box Office to coordinate personnel.

Committee Member: You must arrive 1 hour before the start of the show and stay for clean-up. Most of your job responsibility is to insure that people hand you their tickets and receive a brochure. You will have a seat, but due to the nature of your job, the quality of the seating is not guaranteed so all members will receive a complementary DVD and possibly other incentives.

Show Committee

The main job of the Show Committee is to help out with running the LNY performance to make sure the show is well executed. The committee may need to be backstage to assist Page's small crew during the show, tech rehearsal and dress rehearsal. Members of this committee will receive a free DVD and likely other incentives as well.

Committee Chair: You will be Stage Manager during rehearsals and the event, helping the LNY Coordinator with logistics regarding the show. Primarily, this will involve communicating with Page crew and performers to make sure that show timing, and stage setup proceeds as planned. You may need to help contact the different acts and help coordinate rehearsal times.

Committee Member: Your role will be helping the Stage Manager and Page crew with keeping the show rolling and setting up the stage for complex acts. You will need to be at rehearsals to get familiar with the acts so that the show runs as smoothly as possible.

IV. Contacts for LNY

IVA. Key People

VP of Cultural Affairs/LNY 2012 Coordinator: **Stephen Zhu**

stephen.zhu@duke.edu

ASA President/ECAASU 2012 Coordinator: **Derek Mong**

derek.mong@duke.edu

ASA Exec Board

asaatduke@gmail.com

IVB. Websites

All this information will be posted on the Duke ASA website!

<http://www.duke-asa.com/lny2012/>

ASA trailers & videos are here on YouTube: youtube.com/user/DukeASA

Be sure to like us on Facebook: facebook.com/DukeASA

And follow us on Twitter: [@ASAatDuke](http://twitter.com/ASAatDuke)

No Google+ yet, sorry ☹

V. LNY Calendar

October 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
				LNY Info Meeting & Apps Available		
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
					Applications & Sign-ups DUE	
6	7	8	9	10	11	12
LNY Committees Finalized					Act & MC Auditions (Main)	Act & MC Auditions (Main)
13	14	15	16	17	18	19
Audition Decisions (Tentative)						
20	21	22	23	24	25	26
27	28	29	30			

December 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
					Act & MC Auditions (Supplementary)	Act & MC Auditions (Supplementary)
4	5	6	7	8	9	10
Audition Decisions (Tentative)						
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
					Act Auditions (If Necessary)	Act Auditions (If Necessary)
15	16	17	18	19	20	21
Act lineup finalized						
22	23	24	25	26	27	28
Lighting & Music Cues DUE (Preliminary)	Chinese New Year					
29	30	31				
	Preordering for LNY DVDs, Shirts, Tickets	Preordering for LNY DVDs, Shirts, Tickets				

February 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
			Ticket Tabling on BC Plaza	Ticket Tabling on BC Plaza	Ticket Tabling on BC Plaza	
12	13	14	15	16	17	18
	Ticket Tabling on BC Plaza	LNy Tech Rehearsal (Tentative)	LNy Tech Rehearsal	LNy Tech Rehearsal (If needed)	LNy Dress Rehearsal	LUNAR NEW YEAR SHOW
19	20	21	22	23	24	25
					ECAASU Cultural Showcase	
26	27	28	29			