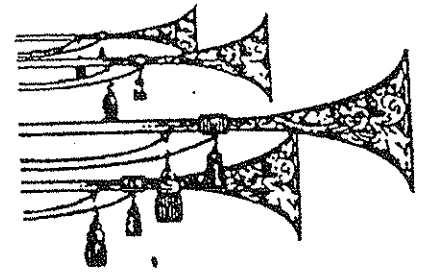


Publicity Design Project

1. **Read Play**
2. **Fill out fact sheet**
3. **Make graphic design**
4. **Design Poster**
5. **Write Press Release**
6. **Make Program**
7. **Choose & design 5 other promotion ideas**
8. **Make budget page. (\$200 budget)**
9. **Organize into professional looking packet to be turned in**

PUBLICIST JOB RESPONSIBILITIES



The publicist is responsible for planning and executing a poster and publicity campaign to promote the production. The publicity agent is responsible for composing press releases and sending it to local and city press and media. The following is a list of specific items which need to be done and a time-frame for accomplishing your tasks.

BEFORE REHEARSALS BEGIN

BEGUN DONE

- _____ _____ Read the play.
- _____ _____ Meet with the director to discuss publicity ideas especially suited for this production. Ask if there is a district or local public relations agent with whom you can arrange a meeting. Such a meeting will be helpful as you perform your duties.
- _____ _____ Become familiar with your school's purchase order procedures so you will know what to do when your crew needs to spend money for their ideas.
- _____ _____ Read some sample press releases. (Some are attached.)
- _____ _____ Together with the director, make a list of everything your crew needs to do. Make a production time line establishing deadline dates.

DURING THE FIRST WEEKS OF THE REHEARSAL PERIOD

- _____ _____ Post signs. Organize a publicity crew. Make a list of all crew names and phone numbers.
- _____ _____ Meet with your crew. Brainstorm on publicity ideas. (See attached list.)
- _____ _____ Agree on a design for the show poster. Present the idea to the director for approval.
- _____ _____ Find an artist to draw or sketch the design or have it created by a computer, or order the poster from a theatrical company.
- _____ _____ Take the mock-up of the poster to several local printers to determine the best price for the posters. Make an appointment to meet with the program editor. You may want to visit printers together since you have the same printing concerns. Determine whether the poster design will be used as the program cover.
- _____ _____ When you have decided on a printer, obtain a school purchase order.
- _____ _____ Meet with the director to determine how many posters you will need.
- _____ _____ Take the poster (CAMERA-READY) to the printer with the purchase order.
- _____ _____ With your crew compose a press release. You may wish to consult the play catalog for a play synopsis.
- _____ _____ Meet with the stage manager. Get a list of the cast and crew heads. You may want to include some names in the press release for local newspapers.
- _____ _____ Type your press release. Have someone edit the press release for spelling, punctuation, and grammar. Revise it and have it approved by the director.
- _____ _____ Type the final press release.
- _____ _____ Compose a cover letter which you can tailor to the organization, radio station, newspaper, etc., where you will send the press release.
- _____ _____ Compile a list of addresses and phone numbers for city and local area newspapers, radio stations, cable stations (community access hook-ups), and school/ parent newsletters. Many of these addresses are in the front of the newspaper version of the TV guide.
- _____ _____ Call all the above to check for deadlines for accepting your press release. Make note of the deadline.

DURING THE MID-REHEARSAL PERIOD

- _____ Meet with the director to determine a date to mail the press releases.
- _____ Address the envelopes, include the press release and the cover letter, and have them ready to mail.
- _____ Meet with your crew to determine where show posters will be placed in the school and community. Assign specific people to each place. It will be their job to get the poster to the destination. Include cast and crew members in the distribution process.
- _____ Mail the press releases.
- _____ Call the printer to establish the day and time to pick up the posters.
- _____ Distribute the posters.
- _____ Compliment and thank your crew.

DURING TECHNICAL WEEK

- _____ BLITZ THE SCHOOL AND COMMUNITY WITH NEWS OF YOUR PLAY. Employ the ideas listed on the attached sheet or invent new ones of your own. Be creative on ways to inform the public of your wonderful production.
- ✓ _____ Listen to the radio stations, read the papers, etc., to learn if they showcase your play. If they do, you may want to call and thank them. If they don't, you may want to learn why.
- _____ Check the location of the posters to make sure they are still posted.
- _____ Compliment and thank your crew.

DURING THE RUN OF THE SHOW

- _____ CONTINUE TO BLITZ THE SCHOOL AND COMMUNITY WITH NEWS OF YOUR PLAY. Be creative and energetic. Involve the cast and crews in your publicity efforts.
- _____ Check to see if the posters are still posted.
- _____ Before closing night write a letter to the person who will have your position for the next show. Give that person advice based on your experience. File the letter in your 3-ring binder behind your job description.
- _____ Compliment and thank your crew.

DURING STRIKE

- _____ Remove all posters. If they are still in good condition you may want to give them to cast members as a souvenir.
- _____ Compliment and thank your crew.

SEE FOLLOWING SAMPLE LISTS – Feel free to change the attached charts and lists or to develop your own charts and lists which meet the needs of your production.

SUGGESTED READING FOR ADDITIONAL HELP

Griffiths, Trevor R., Consultant Ed. STAGECRAFT: The Complete Guide To Theatrical Practice. New York: Drama Book Publishers, 1982.

FACT SHEET

CONTACT:

DATE: _____

NAME: _____

TITLE: _____

TELEPHONE: _____

WHO:

WHAT:

WHEN:

WHERE:

WHY:

HOW:

COST:

TIME:

OTHER:

FACT SHEET

CONTACT:

DATE: _____

NAME: _____

TITLE: _____

TELEPHONE: _____

SAMPLE

WHO: Cherry Creek High School Theatre

WHAT: Robert Bolt's *A Man for All Seasons*, drama of the confrontation between King Henry VIII and Sir Thomas More.

WHEN: Nov. 1, 2, 3 and 4

WHERE: Cherry Creek High School Theatre
9300 E. Union Ave, Englewood, CO

WHY: Fall student production

HOW: General Admission

COST: \$4.00 - adults; \$3:00 - students
Senior citizen and card-bearing Thespians free

TIME: All performances at 8:00 pm

OTHER: Reservations by calling 773-8921, ext. 2306 before 3:30 p.m.
weekdays the week before the show.

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

DATE _____

NAME: _____

TITLE: _____

TELEPHONE: _____

SAMPLE

CHERRY CREEK HIGH TO PRESENT "A MAN FOR ALL SEASONS"

The Cherry Creek High School Theatre will present Robert Bolt's award-winning drama, *A Man for All Seasons* for four performances, Nov. 1, 2, 3 and 4. All shows start at 8:00 p.m. and will be staged in the Fine Arts Theatre on the Cherry Creek High School Campus, 9300 E. Union Ave., Englewood.

The story takes place in the middle 1500s during the rule of King Henry VIII and his wife Queen Catherine of Aragon. Failing to receive a divorce degree from the Pope so he can marry Ann Boleyn, Henry requires all his subjects to sign and Act of Supremacy, making himself the spiritual and temporal leader of England. Conflict arises when Sir Thomas More, one of Henry's ministers and a Catholic, refuses to sign the act because it will make Henry both spiritual and temporal leader of England. Rather than heroic per se, More's objections are based on following rules. This leads him into direct confrontation with Henry and, ultimately, his death.

The costuming and set decorations for this show create an atmosphere of life in medieval England. The characters teach the true meaning of heroism, both male and female, regardless of the obstacles in their way. Featured in the cast are Kyle Levine as Sir Thomas More, Josh Bureson as Henry VIII, Ellen Brilliant as Lady Margaret, and Stephanie Toews as Lady Anne. Michele Busti is the director for *A Man for All Seasons*. Don Budy is the set designer and technical director, and Karyl Meyer is assistant director.

Tickets are \$3 for students, \$4 for adults. Senior citizens and Thespians who present their cards are admitted free. Tickets are not reserved and will be available the week of the show during school hours as well as 45 minutes before the show.

Further information available by calling 773-8920, ext. 2306 before 3:30 p.m. weekdays

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

NAME: _____

TITLE: _____

TELEPHONE: _____

DATE _____

PROMOTION IDEAS FOR A SCHOOL PLAY

Most of these ideas can be easily adapted to college or community theatre.

1. Posters
2. Give away a prize to the first 100 or so people who buy tickets
3. Flyers (place on car windows)
4. Make buttons for the cast to wear
5. Announcements over the PA
6. Make up a song about the show
7. Smoke letters in the sky
8. Buy one ticket/get one half-off
9. Hang banners in the lunchroom
10. Have door prizes between acts
11. Have actors wear painter's hats or T-shirt for show
12. Raffle off something and draw the winning ticket at intermission
13. Have a public address truck go through the neighborhoods
14. Pictures and publicity in the city and local newspapers
15. Contact local papers for features
16. TV community calendars
17. Friday and Sunday "Entertainment Sections" of the newspapers
18. Radio stations and community calendars
19. Helium balloons with messages inside them sent out from the school
20. Phone-a-thon
21. Make a big billboard sign for in front of the school or theatre
22. Send a letter home to each cast, crew, student family about the show
23. Put signs in front of the school
24. Bumper stickers
25. Commercials/ads on radio and in the newspaper
26. Make an attractive billboard
27. Put flyers on school lunch trays
28. Turn a mystery person loose in school (on the mall) with two free tickets for first person to identify
29. Have someone dress like a newspaper boy handing out flyers/pamphlets
30. Decorate a can as a newspaper/info
31. Have family members call friends
32. Special group rates
33. Senior citizen free shows
34. Hand out pencils with show name
35. Have business cards with show info
36. Huge typewriter in front of school
37. Put signs on back of and in buses
38. Big balloon in front of school/theatre
39. Pass out fortune cookies with play info inside
40. Poster on someone's wheelchair
41. Speeches from players in show
42. Billboard on wheels, on trailer or car
43. Do a rap promoting the play
44. Bags with show name on side
45. Show aprons for lunch ladies to wear
46. Bookmarks at library desk
47. Tell 10 friends/pass it along
48. Sandwich signs (front & back)
49. Bullhorn announcements
50. Have Thespians do lunch time scenes and other activities

The following is a check list of the information you must include in any size program.

I. Cover Page

- A. Sponsoring organization
- B. Title of the play
- C. Authors
(Check the copyright page of the script or your contract for complete and correct listings and point size.)
- D. Dates of all performances (optional)
- E. Time of performance (optional)
- F. Name of auditorium (optional)

II. Inside and Back Pages

- A. List of Director(s):
 - 1. Stage Director
 - 2. Music Director
 - 3. Choreographer
 - 4. Orchestra Director
(Note: Sometimes the Orchestra Director is listed under Production Staff.)
- B. List of Designers
 - 1. Setting
 - 2. Lighting
 - 3. Costume
(Note: Sound, Makeup, Special Effects, Stage Manager, and the Technical Director are usually listed under Production Staff but, on occasion, have been listed in this section.)
- C. Place and Time
(Example: A country road; evening.)
- D. Musical Numbers
- E. Information regarding Intermission(s):
(Example: "Intermission will be fifteen minutes long.")
- F. Cast
(List either in order of appearance or in an order that the audience will comprehend quickly. Note: Triple-check the spelling of names.)
- G. Orchestra
- H. Production Crew:
 - 1. Production Stage Manager
 - 2. Director of Audience Development and Services
 - 3. Stage Manager
 - 4. Sound Designer
 - 5. Makeup Designer/Supervisor
 - 6. Hair/Wig Designer
 - 7. Special Effects Designer

230 *Act Four*

8. Technical Director
 9. Vocal Coach
 10. Movement Coach
 11. Dramaturg
 12. Assistant Designers (Set, Lights, Costume)
 13. Assistant Technical Director
 14. Assistant Stage Manager(s)
 15. Assistant to the Director
 16. Light Board Operator
 17. Sound Board Operator
 18. Master Carpenter
 19. Properties Master/Mistress
 20. House Manager
 21. Box Office Manager
 22. Master Electrician
 23. Consultants (Makeup, Audio, Movement, Dance)
 24. Head Flyman
 25. Advertising
 26. Program Design and Layout
 27. Poster Design
 28. Crews (list Running Crews and Construction Crews)
- I. Administrative Staff
- J. Acknowledgments
(*Note:* List everyone who helps in any capacity. This fosters good will and is invaluable in building your program.)
- K. Sponsors/Patrons
- L. Special Arrangements
(*Example:* "This play is presented through special arrangement with Samuel French, Inc.")
- M. House Rules
(*Example:* "No smoking, food, or beverages permitted in the theater. The use of cameras or recording devices is strictly prohibited.")

Additional Program Material

If you add more pages, you can give your audience more production information that makes for interesting reading before the play begins and during intermission.



