

PUBLICITY & ADVERTISING

PLANNING

1. Become thoroughly familiar with the play – know the dates of the play.
2. Attend production meetings to discuss basic production schedule, deadlines and budget.
3. Plan a timetable for when radio, television and newspaper publicity or advertising will be most effective.

WORKING

1. Set up read-o-graph above theatre entrance as well as the one on the east side of the theatre. Letters are kept in box in coat check area.
2. Make arrangements for all television and radio interviews well ahead of time and find cast or crew to be there. Confer with director or producer as to who is most appropriate.
3. Contact newspapers. Try to find a newsworthy angle regarding the play or its people for the reporters and photographers. If it is necessary to supply them with photos, contact production photographer. Make sure you clear this with the director.
4. Make use of the radio and television stations' public service announcements to advise public of play dates, when and where to obtain tickets, etc. Check any available public service columns with the newspapers.
5. Keep costs at a minimum. If you have to buy advertising space determine when it will be most effective. Obtain copies of billing invoices for producer.
6. All advertising and publicity releases must include who, what, where, when and if appropriate, why. Have all copy typed before presenting to media. Provide imaginative ideas and copy about the play to the media. Provide media with updated information during the run. Include your name and contact number on press release.
7. Work with the poster and program coordinators. If there is a special 'theme' carry it throughout your advertising and publicity. In the event that you are also ordering the posters, contact the executive publicity manager to see which printers to use.
8. Try to come up with some 'gimmicks' to attract the public's attention. Handbills can be placed in local hotels, motels and restaurants. Use your imagination! The possibilities are endless.
9. Collect all newspaper clippings. Hand them to Lorraine Allum, the Archive Coordinator.

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RUN

1. If the play hasn't sold out, keep an eye on the house capacity. This information is available by contacting the Ticket Seller at 549-7469. If appropriate, place some advertisements in the newspaper or on the radio if ticket sales (or lack of) warrant action.

STRIKE

1. Be there to help strike the set.
2. Take down the read-o-graph both on the front and side of the building.
3. Give all bills and receipts to the administrative producer and return the job description manual and keys to the technical producer.