

Publicity Legacy

By: Madison Sneddon

When being the publicity Crew-head, you are in charge of any and all advertisement such as T-shirt design, posters, tickets and playbills. Depending on the show, you will meet with the director for any and all preferences. You also will be working closely with Mr. Raap. He is your man for designs, printing and sizes. He is very familiar with our program and will be a huge help throughout the way.

First, talk with director and stage manager for the due dates. What kind of due dates? You will need to have deadlines for everything to make sure you are scheduled in time for the show. That includes: the design, actors bio's and the printing. Communicate with Raap by letting him know this information. I advise you to have those dates prior to meeting.

Next, you will need to discuss theme within the design with directors. Some creativity will need to come from your end as well. Design is very important and something Mr. Raap will focus a lot on. Posters will be the main focus when it comes to the design part. So have answers to the following questions. Color coordination, Important elements regarding the show, font type, artistic style, ect.

Also, When it comes to printing, you will need to know the amount. Tickets usually are printed starting with at least 100 for every show night. Black Box is no more than 80. Posters range from 8x10 to 12x17.

Then, there is Playbill. This is a little more challenging and harder to make sure everything is where it should be. The playbill is made up of important information that we give to audience prior to the show. which will include:

- Front page (very pretty)
- cast/crew list (order matters)
- Bio's (notes from actors/crews)
- Upcoming events in department
- Special thank you's

