

PUBLICITY

I. DESCRIPTION:

1. The publicity crew chief is appointed by the director and producer
2. The publicist is responsible for all aspects of promotion specific to a play, which includes, but is not limited to, the following:
 - a. Articles for area newspapers including the *Independent* and Robson's *Splash*
 - b. Newsletter articles and/or web sites for each of the three phases within Sun Lakes
 - c. Posters for bulletin boards throughout Sun Lakes, SunBird, Solera, and area businesses
 - d. Flyers for distribution via organizations, meetings, and ticket sales sites e. Contacts with Sun Lakes' organizations to have speakers/announcements at their regular meetings and/or information in their newsletter
 - e. Sun Lakes News on Western Broadband,
 - f. Scroll announcements Western Broadband.,
 - g. Billboards (2) for Glenburn/Riggs intersection
 - h. Pictures as needed to support all of the publicity efforts
3. Appoints or contacts various people to be responsible for above jobs. Normally, one person does the media, another the road signs, another the sales posters and another fliers. All report to the publicity crew chief. Crew chief normally does media portion.
4. Back-schedules the deadlines so that when volunteers agree to do one of the above jobs, the crew chief is able to give them a deadline.
5. Take photos of cast and rehearsals for publicity (or obtain a photographer) and work with the program crew chief to obtain photos for the program.
6. Keep a file of all publicity items to pass on to the historian and to the next person handling publicity for upcoming productions.