Publicity Manual

A guide to publicizing Masque productions at Worcester Polytechnic Institute

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Posters

Graphic Design
- Work with graphic designer to ensure poster design is completed on time
- Make sure to get a Facebook profile picture version and banner version (See Social Media)

Printing
- Posters are printed through the Boynton Hall print shop
- Standard size is 13x19
- Total number to print: 150

Numbers and Locations

On Campus
- 60 to Res Services in East Hall
- 5 for Campus Center
- 10 for Salisbury (give to Karen/Margaret in the HU&A office)
- ~4 for each academic building
  - AK
  - Washburn
  - Olin
  - Fuller
  - Stratton
  - Higgins Labs
  - Goddard
- Make sure there is a poster for Susan’s office and a poster for Erika’s office

Off Campus
- Colleges
  - Clark (~4)
  - Becker (~4)
  - Assumption (2)
  - Worcester State (~10)

These are nearby colleges. When hanging posters at other schools, do not hang the posters on random bulletin boards that you see. Always go first to the Campus Center, Activities Office, or equivalent and ask them for protocol. In some situations this office will hang the posters for you, in other situations (Worcester State for example), you may receive a list of buildings with locations that you may hang posters in. You must respect these protocols.
(Can’t find the “activities office”? Just ask someone! Everyone is very friendly. 😊)

- Businesses (~20)
  - Bean Counter
  - Wooberry
  - Clark Community Thrift Store
  - That’s Entertainment
  - Subway
  - etc.

Just like when hanging posters at other schools, when hanging posters at businesses you must request permission first and hang them in designated areas. Many businesses will be happy to let you hang the poster in a window or on a bulletin board. Remember to bring tape just in case!

**Social Media**

**Facebook Events**
Masque’s Facebook group is called “WPI Masque”. The admin of this group is the current VP-Publicity. Contact the VP-Publicity to acquire “Content Creator” Privileges for the duration of the production. This will allow you to post and create events as WPI Masque.

You should:

- Create a Facebook event for the show containing the following information:
  - The title
  - The location
  - Banner picture
  - The dates and times
  - A URL for ticket reservations
  - A contact email
  - A blurb about the show
  - Example template (Does not need to be exactly this):
    (blurb about the show)
    
    Come find out when Masque and WPI’s Department of Humanities and Arts presents (show title) by (show author)!
    
    Shows will be in WPI’s Little Theatre (dates) at (time). Ticket Reservations are available at wpi.edu/~theatre. For more information, please contact (show email)

- You should invite people to this event and share it as though every person you have ever met will want to go (this is your job). Get others to like it, share it, post about it, etc.
Profile and Banner Pictures

You should work with the Graphic Designer to get together a Facebook banner picture and a Facebook profile picture. This is NOT the poster, but an augmented version for enthusiastic cast/crew/etc. to set as their pictures. This banner picture is used on the WPI Masque Facebook event as well.

Examples: Take a poster and then.....

→ Profile picture → Banner picture

You want the text to be readable in each. That is one reason why this should not be a tiny version of the poster, which would likely be unreadable.

Window Painting

- Ask WPI bookstore manager to book window for weekend / week of show
- Book it AT LEAST a week in advance, but two weeks is preferred and the earlier the better.
- Reserve the window for one day before you want to advertise- this is the day you paint the window. (For example: reserve the window Sunday through Saturday so you can paint the window on Sunday night and have it up through the Saturday of the show.)
- If you don’t feel comfortable painting the window yourself, ask around! There are tons of talented painters around here!
- Masque owns ‘window paints’. They should be in the studio. Ask your producer about acquiring these. If they are not sure, ask your VP-Publicity on exec.
- Hint: it’s great to paint the window behind your table for table sitting. 😊

Table Sitting

Reserving a Table

- Tables can be reserved in two ways:
  - Talk to Kim Wykes in the Events Office in the Campus Center
  - Reserve a table through 25live
    - Tables are titled as “CC INDOOR TABLE (#)"
Tables are numbered 1 through 7, with 1 starting by the events office and 7 ending by the bookstore.

**Protocol**

- **DO**
  - Have a laptop with the reservation kiosk open
    - You can sign out laptops at the CC Main Desk
  - Have intriguing visual components to your set up
  - Have flyers, something, anything, something creative to pass out.
    - Examples include:
      - Small flyer versions of poster (Lots of shows)
      - Little cubes/dice (New Voices)
      - Cards (I think I made this one up, be creative)
      - Pill bottles full of candy (Next to Normal)
    - These items are all heavily show specific of course
  - Engage people passing by in conversation
  - Maintain a high level of enthusiasm about the show
  - Limit standing idly around the table having social conversations
- **DO NOT**
  - Do homework at the table
  - Sit on your laptop

**Emails**

- Send an advertising email to each:
  - campus-events@wpi.edu
  - potpourri@wpi.edu
  - graduates@wpi.edu
  - employees@wpi.edu
- Send groups info on your event to send to their aliases:
  - masque@wpi.edu
  - ayo@wpi.edu
  - vox-exec@wpi.edu

**Press Release**

- What to do with a press release
  - Post to Social Web ([http://www.socialweb.net/](http://www.socialweb.net/))
  - Send to
    - Worcester Magazine
    - The Telegram and Gazette
Photographs

- Make sure there is a photographer for the show
- Have photos taken at a dress rehearsal
- Use the photos for the Masque Website, The Towers article, the WPI website, and anywhere else appropriate.

The Towers

- Tell The Towers about the show well in advance.
- Send them the dates of the show, a press release, and photos*.
- Work with them to make sure they have the information they need to cover the show.

*Photos may not be available until the last minute. Let them know that you will have photos but still send them the rest of the information in advance. They may be able to add your photos before publication.

Masque Website

- Contact current VP-Publicity about putting information on the Masque Website
- Send the dates / times, a press release, any relevant information.
- Send pictures when you have them.

WPI Website

- Contact the Marketing department about having the show promoted on the WPI homepage
- They require a *good/professional* photograph
  - 815px by 283px
  - You must crop/size it to this yourself
- Get in contact with them early and send them the basic information of the show. They may ask you for a blurb or write one themselves.
- Contacts:
  - Jillian Ferguson (jferguson@wpi.edu)
  - Maureen Deiana (mdeiana@wpi.edu)
  - Eileen Brangan (ebmell@wpi.edu)

TVs in CC and Daka

Talk to the Daka personnel and Campus Center main desk about getting an ad on the TVs. These ads are in the form of a PowerPoint slide and can be the same slide used for a Soccomm Movie Ad.
Soccom Movies

- Contact the Soccomm Films Committee to put an advertisement before the weekly movie
  - soccommfilms@wpi.edu
- These advertisements are in the form of a PowerPoint Slide

Programs

Depending on the show, you may be asked to coordinate the programs. Talk to your Producer early to check and make a plan. Programs change on a show by show basis, but responsibilities generally include but are not limited to:

- Coordinate with Graphic Designer on a design and layout for program
- Get cast list, tech list, director’s note, etc.
- Get programs printed

Creative Publicity Ideas

- Brainstorm unique publicity ideas that are very specific to the show
- Talk to the director and coordinate any special plans
- Examples
  - Cubes all over campus (NV31)
  - Dress up booth in show-themed costumes
  - Flash mob in Campus Center
  - Walk around campus dressed up in costumes
  - Give out/sell show-theme related food
  - Chalk numbers all over campus
  - Or coming soon....
    - YOU’RE COOL IDEA!

An idea unique to your show is crucial to getting noticed! You want people asking questions. What are those cubes for? Why is everyone wearing red today? Is there something going on? THIS REALLY HELPS TO SPREAD THE WORD ABOUT YOUR SHOW outside of the theater community.
GOOD LUCK!