



The Nottingham

New **Theatre**

Publicity Pack
2018/19

Publicity Managers

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Season Publicity Managers

1 st term:	IN HOUSE Season	Rohan
	FRINGE Season	Beth

2 nd term:	IN HOUSE Season	Beth
	FRINGE Season	Rohan

What we do:

- Production of the programmes for both Fringe and In House seasons
- Production of the Behind The Scenes (BTS) videos for the In House season
- Running various social media platforms
- Assist and advise on poster ideas and designs
- Assist and advise on any other publicity stunts you have
- Facilitating 'Publicity Assistants' for shows
- Headshots for programmes

What we can do on request:

- Production Shots
- Help assign poster designers, photographers or publicity assistants for teams
- Design and produce Snapchat geofilters for shows (coming out of show budgets)

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Printed Marketing Materials

Ideas for Printed Materials

- Start thinking about your printed publicity materials early so there is plenty of time to get it organised.
- We encourage teams to attempt to publicise through external companies (e.g. newspapers)
 - However, these companies may need the images far in advance.
 - Speak to our External Relations Manager (external@newtheatre.org.uk) for more information
- Contact one of us if you fancy a brainstorm, just want to talk through an idea or need to be put in contact with a photographer/artist and we will gladly help in any way we can.

Requirements for Printed Materials

- ALL printed materials must include the NNT logo, sponsor logos, dates and times, show prices, and box office and website information (all of which are available on the [New Theatre Wiki](#))
- Please ensure that all printed materials fulfil any stipulations noted by the publisher (these are usually noted in the front of the script, but it is worth emailing to double check) and that the images and fonts used are not copyrighted.
- *N.B. All printed materials are ordered from the SU print shop and the 70% discount must be quoted. **The SU require at least 48 hours to print materials.***

Programmes

- There will be 30 programmes per show.
- **All materials and information** needed for the programmes MUST be provided to the season Publicity Manager via email by (at the latest) **10am on the 9th day before opening night** of your show.
- If the deadline is missed, we will not make the programmes.
- Materials needed: (To be completed at the start of the In House/Fringe seasons)
 - A list of the cast, crew and the technical operators involved (Note that we will not be held liable for any spelling mistakes in names)
 - Director and producers' notes

- Year and degree of cast members, director and producer
- Any content warnings
- Materials should be sent via **Microsoft Word** or a **Google Doc**, rather than via Facebook messenger.
- A publicity manager can come into a rehearsal (**at least 9 days before opening night** of show) and take headshots - please liaise with us in advance to organise this. If we are not contacted about headshots, we will presume that you will be taking your own and providing them to us as requested.

Posters

- In House Shows will have 12 x A3 and 3 x A2 posters. Fringe Shows will have 3 x A2 posters.
- The **image of the poster** must be ready, exported in the highest quality (and provided to your Season Publicity Manager) **16 days** before the first night of your show.
- Posters should be sent in **both PDF and JPEG** formats. If files are too large, they can be sent via wetransfer.com to the email addresses of your Season Publicity Manager (*page 1*).
- You should double check that the dates are correct on the bottom banner of your poster before being sent.
- The role of the Publicity Assistant includes the distribution of posters around campus. It is the production team's responsibility to do this should they not have a Publicity Assistant.
- We would advise the posters to be put up around: Portland, Trent, LASS, Hallward, George Green, Clive Granger and 1st year halls.
 - Do not pin posters on the walls of the library unless in a designated poster area.
 - The Library Services have advertised that they can distribute posters around all university libraries if they are put in an envelope and sent to; C/O Tim Johnson, Poster Team, Hallward Library from the SU Reception.
 - *N.B. Fines will be issued if posters (A3) are not in use*

Photography and Video

Production Shots

- Production Shots should take place prior to your first show
- We would advise that you allow us/PhotoSoc to take them during the dress run.

- It is crucial that you let the production shot photographer know what time your dress run should start, and the likely time it will start. It is understandable that dress rehearsals run late, but please stay in contact if time needs to be negotiated.
- We can be available to take production shots for you upon request, or we can organise for an external photographer from PhotoSoc to take high quality shots and edit them.
- If production shots absolutely cannot take place prior to your first show please organise them as early on into the show week as possible.

Behind The Scenes (BTS) Videos

- Behind The Scenes videos will be taken in the **dress run** of the In House shows and will be highly publicised over our various social media platforms on the opening night of your show.
- BTS videos require clips of:
 - The show
 - Cast interviews
- Teams should choose which cast/crew members will be interviewed in the video. We would recommend three groups of 1-3 members, as well as the director and producer together.
- Please let the publicity managers know any preferences on materials used in the video such as: background music, scenes to use clips from, the setting of the interviews, topics discussed in the interviews, and anything else you'd like to include.
- It is vital that you **let both publicity managers know the time in which your dress run is estimated to start**, what time to do the cast interviews and what time the publicity managers should start recording clips of the show. It is understandable that dress rehearsals run late, but please stay in contact if time needs to be negotiated - try keep to schedule so that we have ample time to edit the video, ready to be uploaded the next day!
- Hypothetically, should a dress rehearsal be running late, we ask that you decide which scenes you want to be recorded and get your actors to perform a cue-to-cue of them for us to film. This way, time is saved, and we can edit the video ready to be uploaded the next morning!

Social Media

Facebook

- The Facebook event for your show will be made **7 days** before opening night.

- Any information needed for the event must be sent via email to your season Publicity Manager at least **2 days in advance of the event being made**, therefore **9 days before your opening night**.
- This includes the blurb for your play, details of your cast and crew, content warnings and anything else you'd like to include on the event.
- The changing of profile pictures, statuses about the show, videos and images being posted should all **commence on the day of your get in** (Saturday post 7:30 PM).
- *N.B. This is to prevent too many different profile pictures and information being uploaded at once with already 2 shows and a fundraiser on that week most likely.*
- Profile Pictures on Facebook should have a caption that includes basic information about the show and a link to the Facebook event.

Instagram

- Production teams may only make use of the New Theatre Instagram account to publicise if supervised by a Publicity Assistant (@nottinghamnewtheatre)
 - We encourage teams to appoint a Publicity Assistant in order to carry out show-specific Instagram takeovers
 - *See the Publicity Assistant section for more information*
- This is open to both In House and Fringe seasons
- Teams can 'take-over' the Instagram account on the day their show begins, and the take over ends on the day of their last show
- The actual Instagram account **posts should only be production and rehearsal shots** - teams should not post their poster image!
- Each show will have a 'highlight' on the New Theatre Instagram with a photo of their poster as the highlight image.
- For clarification, to be published as posts:
 - Production shots
 - Rehearsal shots
- To be published as stories:
 - Poster image (necessary for this to be the display image of your show's 'highlight')
 - All show-specific material
- *N.B. Creating your own hashtag for a show may help to boost publicity. This can be both on the posts and the stories.*

Publicity Assistants

- All shows may request publicity assistants if needed, it would be best to do this before the season launch, so that the role can be advertised in the season leaflets.
- Once these people are allotted to your show though we recommend that we all meet up, make introductions and talk through the basic premise of your show along with any specific publicity plans so they know what and how they are advertising and can coordinate with teams to make the strongest social media campaign possible.
- Publicity Assistants can fulfill various roles depending on the requirements of the production teams' publicity ideas.
- The publicity assistant's role should include:
 - Undergoing show-specific social media campaigns
 - Distributing printed publicity throughout campus (*see poster section*)
 - Running the 'Instagram show-specific takeover' (*see social media section*)
- Other suggested ideas for the publicity assistant's role could include, but is not limited to:
 - Production of trailers
 - Poster design
- We will have regular meetings with production teams and publicity assistants to ensure a uniform and concise publicity plan is undertaken

University Radio Nottingham (URN)

Promotion and Review

- Rebecca Hyde will come in before the team get-in to discuss promotion on URN. She will run a 'Backstage @ NNT' radio segment on URN.
- We will email Rebecca the roles, directors notes and producers notes that can be used for the promotion, but this should be sent to us by you with your programme information anyway. **(9 days before opening night)**
- This will involve chatting to actors and the production team about the play, their roles and their interpretation!

- The interview will take place on the Saturday of the Get In at 3pm (likely in one of our studios but locations will be confirmed nearer the time).
- The interview will then be edited that night to be aired on Sunday!
- URN will also come to review the show, but review will only come out the Sunday after the run has ended
- We encourage teams to publicise this interview and to ensure the interview is completed!

External Publicity

- If you need any publicity ideas or want to ask any questions regarding External Publicity (namely publicity in the city), please do not hesitate to get in touch with your Season Publicity Manager or the external relations manager Joe Strickland (external@newtheatre.org.uk)