



The Nottingham

New **Theatre**

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**Publicity Pack**  
**2018/19**

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# Publicity Managers

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## *Season Publicity Managers (SPM)*

1 <sup>st</sup> term:	IN HOUSE Season	Rohan
	FRINGE Season	Beth

2 <sup>nd</sup> 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
- Facilitating photographers for production shots (PhotoSoc)

## 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](mailto: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, Instagram logo and handle (@nottinghamnewtheatre) 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 in house show.
- There will be 15 programmes per fringe show.
- **All materials and information** needed for the programmes **MUST** be provided to the season publicity manager (SPM) via email by (at the latest) **10am on the 9th day before opening night** of your show.
  - It is **IMPERATIVE** that you communicate to your SPM if the information you're sending is delayed, as programmes take a long time to make!
  - 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)
  - Blurb / synopsis of play for Facebook event
  - A list of the cast, crew and the technical operators involved (Note that we will not be held liable for any spelling mistakes)
  - 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 SPM) **16 days** before the first night of your show.
- The poster should be to the A size constraint (A4 A3, A2 etc.)
- Posters should be sent in **both PSD, PDF and JPEG** formats. If files are too large, they can be sent via wetransfer.com to the email addresses of your SPM (*page 1*).
- Your poster can be of 3 different/combined styles:
  - Photographic
  - Graphic design
  - Illustrative
- We have a list of poster designers that can be sent to you upon request if you desire a poster designer.
- Things to discuss with your poster designer:
  - Elements and themes of the show to include:
    - E.g. colour schemes from sets, motifs, characters, costumes
  - Elements and themes of the show to avoid:
    - E.g. explicit and triggering content that require content warnings, nudity, extreme gore etc.
- If you are unsure of what you want to include on your poster, please organise a meeting with your SPM to discuss poster ideas, both publicity managers have experience in poster designing and we would be happy to help.

- If your show has an age restriction, we recommend that a small logo or statement is included somewhere on your poster.
- The **NNT banner**:
  - Will be added by your SPM at the bottom of the poster - so it's important that you avoid putting crucial artwork in the bottom 8th of your poster image.
    - Also can be available to poster designers upon request.
  - The banner might be in a colour picked from the poster.
    - If you have any creative ideas that you want to contribute, please contact your SPM.
- 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 first 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*

## Using the SU Print Shop

- Should a team wish to print extra publicity materials for their show, use the SU Print Shop.
- How to find it:
  - They are situated on the **B Floor** in Portland
  - *Go down the stairs of the Portland Steps entrance, past the accommodation services office, and turn left down the corridor before the East Drive entrance*
- You can place an order with them and the producer can pay with either a credit or debit card.
  - They will give you an order number and will email you when the prints are ready to be collected.
- **IMPORTANT:** you should give a personal name and email rather than giving the "NNT" name to avoid confusion with any orders that the Publicity Managers have made.
- We recommend that any extra printing materials should be ordered **at least a week** before your opening night to give the print shop time to print everything.

# Photography and Video

## Production Shots x UoNPhotoSoc

- Production Shots should take place prior to your first show on the night of the dress rehearsal.
- For all production shots this year, we've been collaborating with UoN PhotoSoc to capture professional production shots for all our shows.
- PhotoSoc photographers / members will be assigned to each show prior to dress rehearsals by your SPM.
  - We will provide you their details, utilising Facebook as a primary means of communication.
  - Please contact your assigned photographer to arrange a time for them to arrive on the day of the dress run.
- It is the responsibility of the production team to get into contact with them and let them know:
  - What **time the dress run will start**. The photographer will have been told of the stressful and delayed nature of dress rehearsals and to bring work / dinner with them.
  - **What time they should arrive** and what they should bring with them
  - Who you are and what your play is about
  - The running time of your show and the **time of when you will finish**.
    - Unfortunately, if your dress overruns and your photographer has to be somewhere, it is up to their discretion whether they stay to finish photographing the show.
- When they arrive to the theatre, you should:
  - Meet them at the entrance and walk them to where you dress run is (both In House and Fringe)
  - Give them plenty of time to set up
  - Let them know where in the set they can walk/use the space
  - Which scenes you would like them to focus on
  - Any extra information you think they should know
  - Give them **an email address** or a **way to transfer the photos** to you
- We will have allowed them a few days to edit the photos (around 5 days), so please let them know which day you definitely want your photos by.
  - **N.B:** Production shots should not be used for publicity purposes during your run

- Please stay in contact with them and let your SPM know of any issues that may arise from this.
  - The NNT x PhotoSoc committee will also be on hand to find replacements should photographers have to drop out for any reason.
- 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.
- The publicity managers will decide amongst themselves before the In House season starts which shows they will be shooting and can let you know well in advance.
- It is vital that you **let your BTS publicity manager 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!

## Equipment

- The theatre camera, video recorder, microphone and tripod can be borrowed from the office upon request to the Publicity Managers.
- A committee member should be present to unlock and lock the bag of equipment in the office.
- There is a sheet for you to sign the equipment in and out of use.



- They should only be used inside the building, as insurance does not cover any damage outside of the NNT walls.
- Please be aware that due to the limited space on SD cards, data will be deleted after use so please back up everything you want to keep from what you have taken.
  - We will presume that any left data on the SD cards after use is no longer needed and will be discarded.

## 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 SPM 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 a week before the opening night of your show** (In House AND Fringe)
- Profile Pictures on Facebook should have a caption that includes basic information about the show (synopsis and content-warnings) and a link to buy tickets.

### 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
- Rohan will give you the Instagram password at the theatre **a week before the opening night of your show** so that you can sign yourself in and out of the account - but this can only happen if you organise a meeting with him.
  - We will presume you do not want to use the account if you do not let one of the Publicity Managers know.
- Teams can 'take-over' the Instagram account on the opening night of their show, with the take over ends on the day of their last show

- Each show will have a 'highlight' on the New Theatre Instagram with a photo of their poster as the highlight image.
- To be published as stories on your show specific highlight:
  - 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

- We highly recommend the recruitment of 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.
  - This will ensure that they know what and how they are advertising and can coordinate with teams to establish 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 (*see social media section*)
    - E.g. Running the Instagram show-specific takeover
  - Distributing printed publicity throughout campus (*see poster section*)
  - Facilitating other show specific publicity regarding the performances and **fundraiser**
- Other suggested ideas for the publicity assistant's role could include, but is not limited to:
  - Production of trailers
  - Poster design
  - Flyering and on-campus campaigning
  - Production of other publicity materials
- 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

### NNT In House and Fringe slot Teams

- *For In House or Fringe teams that want to extend their marketing outside of the University campuses and social media, into the city*
- For example: Beeston, the City Centre, other festivals, gig nights, external groups, magazines, newspapers etc.
- 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 SPM or the External Relations Manager Joe Strickland ([external@newtheatre.org.uk](mailto:external@newtheatre.org.uk))

## NNT External Teams - *not in In House or Fringe seasons*

- It is not the NNT Publicity Managers responsibility to organise, fund, or make posters and programmes for the External teams
- However, we can advise on any publicity ideas you have and steer you in the right direction
  - Poster design, programme design etc.
- We can send the publicity resources upon request for you to use
  - The PSD photoshop files of the poster banner, logos etc.
- This must all be requested from the publicity managers, and their involvement is to their discretion