

Duties of Publicity Crew

- Make a calendar with three columns: “What, When, Who”
 - “What” is the specific duty
 - “When” is the absolute deadline for that duty
 - “Who” is who is directly responsible for accomplishing that duty
- Advertise for the shows in the shadow boxes (key can be obtained from the main office).
- Write an RPVA announcement; approved by Theatre Faculty.
- Create a poster to place around the school. This poster must include “HSPVA Theatre Department Presents”, the title of the show, the dates, times and location and must be approved by Theatre Faculty.
- If applicable, sell ads for the programs.
- Create the programs and have them checked over by the faculty and members of the show.
- Write a “storyboard” for the commercial and arrange for the filming far in advance.
- Be sure the Marquee announcement has been arranged to be up on time.
- Design a lobby display. Run all actor bios past the Theatre Faculty, and have them collected, along with photos, ready to go – a week out.
- If you don’t have a job to do during your crew time, please find one. We have had a problem with publicity crews making a lounge out of our office and ask that you remember to focused and on task.
- Attend all production meetings.