

Guide to Publicity

What does the publicist do?

The job of the publicist is fundamentally to ensure the show sells as many tickets as possible by whatever means possible (provided they are legal, of course!) There are now so many shows in Cambridge that the commercial success of your show depends upon spreading the word and creating a 'buzz' about it before it even gets to the stage. There are no hard and fast rules about how to do this, so there is scope for lots of creative thinking, but you need to make sure the basics are covered.

The publicist is responsible for ensuring that printed material such as posters and flyers are designed and printed on time, that these advertising materials are put up all over the town and University, that student and local newspapers are aware of (and interested in) the show, that any means of publicising to the 'outside world' are made use of, and that the cast be encouraged to join in and widen the scope of the campaign. Depending upon the show you may also be asked or choose to organise publicity stunts in town, get T-shirts printed, or arrange ticket offers or even competitions.

Conceptual thinking

The best publicity campaigns have an overriding theme or idea – a recurring image, a particular person, a certain colour – and if you can co-ordinate your publicity material and tone with eventual design ideas for the show to create a strong, united image, so much the better. Come up with a 'concept' and try and stick to it.

So where to begin?

ADC Theatre and Amateur Dramatic Club brochures

Both the ADC Theatre and the Club produce brochures detailing their shows for the coming term. (Michaelmas and Lent only for the Club). Although the producer often takes care of this (sometimes before the publicist has been appointed) it may fall to you to provide an image and a short blurb for the show. These are printed ready for the beginning of term, so any material needs to be provided at the end of the previous term for inclusion. If at this stage you can already have had your photoshoot (see below) then all the better – good photos provided in advance will be used to fill gaps in the brochures and give the show a strong, instantly recognisable image.

Discuss with your team

It is a good idea to begin by talking to your director and producer to see whether they have any particular things they would like integrated into the campaign, or whether from your point of view there is a particularly strong feature of the show that could be exploited for publicity purposes. (For example, an illusion show at the ADC several years ago advertised itself by staging an escapologist stunt in the Cam).

The director is also likely to want input into (or control of) the poster/flyer design, and this should also be discussed early on, as the poster will be the first major project of the campaign.

Photos

Whatever form your campaign is to take, good quality photos will be essential. They can be used for the poster and flyers, will need to be sent out with press releases, and can be attached to mailouts to make them more interesting. A good quality photograph is likely to be given a prominent place in a newspaper making the preview or review of your show much more likely to be read, or even printed. Shows at smaller venues can not be guaranteed reviews, especially late shows, so it is important to do everything you can to get the show into print. At the ADC Theatre, photos can also be enlarged for use in Front of House displays. It is therefore a good idea to organise a photoshoot as soon as the director has a cast for you to photograph.

Photoshoots

You need to arrange a venue, a photographer, your cast members, the poster designer (if appropriate) and possibly the Director, who may wish to ensure certain photos are taken.

Venue

The choice of venue is up to you and your team, but if you wish to book the stage at the ADC then this can be done through Theatre Management. This does have the advantage of the lighting rig which can be used to great effect, but you will need to make sure you have a competent person to manipulate it for you. Many colleges make excellent settings (if you can manage to get into them) especially for period photographs, so think carefully about your choice of venue.

Photographers and cameras

The Club Publicist has a slowly growing list of photographers, and can be asked for help with finding someone. Otherwise approach friends and those in college. Film and developing costs can be reimbursed by the Club on presentation of a claims form. It is up to you whether you use a digital camera or otherwise, but bear in mind that properly printed photographs always look better when enlarged than digital printouts, although digital photos are handy for being electronically transferable. For preference use an ordinary camera (and a scanner!) but if possible it may be beneficial to take a selection of digital and ordinary photos.

Cast

You will need to have agreed in advance what the cast will be wearing for the shoot. Proper costumes will obviously need to be organised by the costume designer or the producer, but depending upon the show some form of neutral clothing may be all that is necessary. As publicist it is really only necessary for you to ensure that this is something the director has thought about.

Direction

The aim at a photoshoot is not quantity but quality. Finding out about the intended design(s) for poster and flyers in advance means specific shots can be taken, saving time and money. Encourage your director and/or poster designer to decide what particular shots they may be looking for before you start.

When to have your photoshoot

The ADC and Theatre brochures have already been mentioned. If your show is early in the term and your director auditions and chooses a cast prior to the end of the previous term, it is a good idea to organise the photoshoot then. Good photos can then be given to the Theatre and/or the Club for central publicity purposes, and you then also have the scope to design your poster during the break, ready for printing at the start of the following term.

Common pitfalls

- Don't chop off people's hands and feet in the photos. Photos can be cropped artistically for posters/flyers but it is difficult to replace missing appendages.

- Do take a variety of different photographs as well as your intended ones. The poster design may change, or you may find particular uses for particular photographs. Mix close-ups, group shots, individual poses and 'action' shots.
- Be aware that time may be an issue and that black and white film takes longer to process and can be more expensive. (It is however possible to use C41 film, which although black and white, can be done on a colour process if time is of the essence).
- If you want a poster built around a single photo, consider the space around your image carefully – you will need space to put details.
- Think about the colours of your poster; both in terms of suitable areas in the photograph/poster to insert text (ie. quite dark or quite light in tone) and what will stand out on an already fussy-looking college noticeboard. Photos with strongly contrasted areas are also easier to manipulate, especially if you want your images to be 'cut out'.
- Use a tripod; the photos are much sharper.

Printed material

Printed material for ClubShows needs to be ready for distribution at least two weeks before the show begins and it is the publicist's responsibility to make sure this happens. The bigger the show, the earlier you should aim to have it ready. Printing companies can take up to a week to produce material, so advance planning is important. Closer to the time of the show you may also be asked to produce a printed programme, particularly for bigger shows, and the information below goes for those as well.

Design

The design process of the poster/flyers is key. The director may wish to be responsible for the visual aspect of the design, or the publicist may take this on himself, or perhaps a third person will be drafted in. At some point along the way however it will be necessary to find someone with the necessary computing skills to create the poster electronically and ready it for printing. If you do not know anyone suitable, the Committee may be able to help.

Once you have your photos or any other material necessary, you should get straight on with doing the poster design. It can take a while, and you should be continually pushing to make sure it is done as soon as possible, ready to go to print. Once it is out of the way you will have time to concentrate on the other aspects of the campaign.

Computing

The ADC Production office in the Theatre has a Macintosh computer (known as 'Hamlet') that has appropriate software for poster design. Hamlet can be booked by asking Theatre Management. Those who have booked the computer always have priority over other users, although if Management need Hamlet you may be asked to move briefly.

For posters, flyers and programmes, typically the design process involves 'doctoring' and tidying up the image or images in Adobe Photoshop, and then combining it with text either in Photoshop or in Pagemaker, which is also on Hamlet. For posters it may be advisable to stick with Photoshop, and use Pagemaker for programmes, as the text manipulation is easier. Those doing programmes outside the Theatre might also use Adobe Indesign. There is a scanner attached to Hamlet which can be used to scan hard copy images where necessary. CD-Rs for saving data can be purchased from Management for £1.

The key is to ensure that the material to be printed is in a format that can be accessed by the printing company, and that all necessary information is included on the CD. Colours, layout and sizing can often trip up the inexperienced, so be aware, and ask someone if you are unsure. The more detail you can give the print company, the more likely your posters are to be printed as they are on the screen. Printers may also charge you extra should they need to spend substantial time correcting your artwork.

The necessities...

All ClubShow posters need to have on them the following information and symbols:

- 'The Amateur Dramatic Club Presents' banner with lion
- The 'ADC Theatre' scribble logo (if at the ADC Theatre)
- Other venue logo (for example The Corpus Christi College Playroom)
- The advance booking number: 01223 503333
- The time and place of performance (and possibly the address)
- Ticket prices

Check with your Producer if there are any requirements from the company or individual that gave you the rights for performance - sometimes translators need to be credited, sometimes you need a 'by kind permission of' – as these will need to appear on all publicity.

Proofreading

Remember to proofread your poster carefully before sending it to print. You also need by whatever means to show a copy of the poster to the President, Publicist or Junior Treasurer before it goes to print. This is to ensure that all necessary information has been included, but is also useful for more technical members of the Committee to check that your poster has been suitably prepared for print.

Printers

You should telephone various companies (at least three) to find quotes. The size of the poster and fliers, the quality of the paper, and the number of colours used in the print will all determine the price. Remember that it always pays to shop around.

Printing companies commonly used by the ADC are:

- Blueprint 01223 472400
- Fieldfare 01223 311334
- Piggots 01223 404800
- RCS www.rcs.plc.uk
- Red Flag 01223 235700
- Urban Design 01702 601927

There are others that may be worth investigating, particularly if you have large jobs; try searching online.

Most of the Cambridge companies have accounts with the Theatre. Thus if your show is there, rather than paying them yourself, you obtain an order number from Management and the company will charge the Theatre rather than the show. The cost will be included on the Theatre settlement.

Once you have obtained your quotes, decide which company you wish to use. The cheapest is not always the best (some companies may be better at particular types of printing; an experienced person can tell you who) but you do need to remember your budget. The cost of the printing must be agreed in advance with the Junior Treasurer.

Most printing companies will schedule a slot for printing if they know a job is coming, so ring in advance to inform the company that you have some work for them and on what date, and in what format (eg. Adobe Photoshop file on CD) you will deliver it.

Once the work has been delivered you will usually be asked to view a proof. If you are particularly concerned about technical complexities on the poster then ask the company to produce one for your perusal. Check it carefully for any errors and query anything you are unsure about. Companies can be very cagey about the accuracy of proofs, particularly with regard to colour. You cannot complain about mistakes you failed to identify from the proof (unless of course they weren't there!) so if in doubt, challenge. If a problem you were assured would not arise affects your final prints, you may

then be able to negotiate back some of the cost.

If you are ordering from a company outside Cambridge don't forget to ensure that packing and delivery are included in the price, as this can make a substantial difference.

How many posters and flyers should I print?

How long is a piece of string? The number of posters and flyers you need depends upon your venue, the profile of your show, your time of performance and your length of run. For the pantomime or the Lent Musical you should be thinking in terms of 10,000 flyers and about 800 posters, although a sensible minimum for a normal ADC mainshow would be 300-500 posters and about 5000 flyers.

A lot of this depends upon the way you choose to do your printing. If you have A2 posters, most printers work from an A2 plate, so you will have two separate plates made up with flyers and poster, and the numbers will be independent of one another. If you have A3 posters, you are likely to have a plate of one A3 poster and four A5 flyers or eight A6 flyers (or a combination), and thus the numbers are interdependent. You can of course choose (and it can work out cheaper depending upon who you print with) to have the two print jobs on flyers and posters done by separate companies, irrespective of size. This is a popular method when 'postcard' flyers are being printed.

You should think carefully about how your distribution campaign is going to work when deciding how many posters and flyers you need. If you intend to pigeonhole individual colleges with flyers as well as giving them out in Market Square, you are going to need a lot of flyers, particularly if you have a two week show. Often the deciding factor will be budget, but you should bear in mind the following when making up your mind:

You can afford to be generous in your estimate, but don't go overboard – you don't want boxes and boxes of posters going to waste. Be realistic about what you will put up. On the other hand, don't underestimate your needs. It is very cheap to get more plates printed at the same time as the original run (the artwork and plate are already set up) but vastly more expensive to do so afterwards. When getting quotes, ask for a 'run-on' quote as well.

What size posters and flyers do I need?

This is an area of some controversy, but basically it is up to you, although you should bear in mind the notes above about plate sizes. A2 posters are very striking, and look superb, but are difficult to place on full noticeboards, and may be rejected by shops and restaurants for being too large. A3 posters are practical and easy to manage but may get lost on crowded boards. A5 flyers can be used as small posters in places with little space, but are bulky to hand out to the public. A6 flyers on the other hand are of a useful size to hand out or put in pigeonholes, but if one-sided carry little more than the bare minimum of information.

If you wish, you can of course have square, or even elongated posters and flyers. This just involves calculating the necessary size for an appropriate layout plan.

Double-sided printing

If little is known about your show, if it is comedy, or new writing, or simply a big show about which you want to give lots of tantalising information, you may want to consider double-sided flyers. The front carries an image similar to that of the poster and the back a short descriptive blurb. The only problem with this is that it can involve some expense as two plates need to be set up.

However, as long as you do not want double-sided posters in the same orientation you can use a single plate (making the process cheaper) to get double-sided flyers... Ask the publicist for details!

With all printing, be explicit in your directions to the printer.

Banners

There are two banner sites in town, one above Sidney Street which can be booked by any non-profit making organisation, and one above Trinity Street for which you need to either be a member of Caius or have one to hand. It is becoming increasingly difficult to book the space above Sidney Street, so if you want to do this it needs to be planned well in advance – certainly before the end of the previous term. You can order printed banners from www.banners.co.uk or make one yourself, but bear in mind that although the space is free it will cost you at least £60 to print a banner.

Printing and the budget

Because printed material is usually dealt with before other aspects of the show are finalised, it needs to be budgeted for separately, often before the rest of the budget is discussed in full. All this means is that the cost of printing, which is the first big commitment of expenditure on the show, must be cleared with the producer and the Junior Treasurer before the material goes to print.

The cost of taking and developing photos, photocopying relevant to publicity and all other publicity costs will also figure in your final budget. Once photos are taken, and print material is ordered, you should assess what else you feel you will need to spend and inform the producer, who will negotiate the amount with the Junior Treasurer. A list of specific details about what you expect to spend on what will greatly increase your chances of getting what you ask for. The sort of expenditure you will be pre-empting will be the cost of your mailout, should you choose to do one, any photo enlargements, and so on.

Distribution

Once the material has been returned, the publicist organises its distribution. This involves a combination of negotiation, bribery, force and a personal commitment to walking through Cambridge. Scare the cast into thinking they will have no audience unless they help. You can ask the crew as well, but bear in mind that in the week leading up to the show the crew are best placed in the theatre building and planning set. Ultimately it is the responsibility of the publicist and producer to make sure material goes out.

If you have a two week show you should consider holding back some posters and flyers until the end of the first week to do another wave to advertise the second week. All shows should probably consider a two-wave strategy if their posters arrive more than two weeks in advance of the show, or perhaps even delay putting them up until two weeks before, as the life of a poster in Cambridge is sometimes short. That said, leaving postering and flyering until just a week before the first night has only ever had disastrous consequences.

Posters

Cast members should be asked to do their own colleges and as many other places as they can be made to do. University departments are also key postering sites for attracting students. For the town audience, the publicist and the producer will usually between them cover the shops, pubs and restaurants in town, of which a surprising number will display posters.

Flyers

These can sometimes be left where posters cannot, and small piles are often welcomed in bookshops and hotels. Flyering excursions into town with the cast are a really good means of attracting attention, particularly if the cast are in costume, or in T-shirts advertising the show (see below).

Below are the common postering sites in Cambridge, both in the University and the town. By no means restrict yourself to this list as there are many more suitable targets. Try targeting specific places dependent on your show; classical music shops may not take comedy flyers but may be interested in opera or Shakespeare, and the pantomime may appeal to children's bookshops. Comedy can be particularly popular in pubs and bars.

Colleges

- **APU** At least poster the East Road site, by the Mumford Theatre
- **Caius** JCR, MCR and the buttery area in the back court. K staircase.
- **Christs** Go through the first court and up the buttery stairs in the near right-hand corner of the second court. Up the stairs there are several poster boards.
- **Churchill** Go along the main corridor from the entrance, there is a set of boards towards the end on your right.
- **Clare** Clare Cellars. Go down staircase A in the near right-hand corner of the main court and poster in the bar corridor area. H staircase is also a possibility.
- **Corpus** JCR and pigeonhole area in the left hand corner of the first court.
- **Darwin** Speak to the Porters
- **Downing** Posters must be given to the Porters.
- **Emma** Turn left as you enter the first court and poster the pigeonhole area along on the left.
- **Fitz** JCR/Buttery area. Go through the P'Lodge and take the main door in the centre of the buildings on the right. There are several boards in the area.
- **Girton** Pigeonhole area; along the corridor to the left as you enter through the main door. Also try near the bar and dining hall.
- **Homerton** By the vending machines. Go in via the P'Lodge and turn left along the corridor.
- **Jesus** Go through the archway and turn right. Use the board in the first passageway you come to. Also the post room, round to the left of the P'Lodge.
- **King's** Pigeonhole area, in through the main gate and turn right up the steps
- **Magdalene** There is a JCR pigeonhole for posters in the P'Lodge.
- **New Hall** Go through the entrance, along the corridor, turn left and poster the JCR on the right. There are also various boards along the main corridor.
- **Newnham** Give posters to the Porters for date stamping.
- **Pembroke** There is a JCR pigeonhole for posters in the post room. Turn right through the main entrance and the post room is on the right.
- **Peterhouse** Give posters to the Porters for stamping or poster the JCR and bar in the right hand corner of the main court.
- **Queens'** Bar area at the back of Cripp's Court
- **Robinson** JCR at the end of the corridor going off the right-hand side of the courtyard.
- **St. Catz** Leave posters in the JCR pigeonhole.
- **St. John's** Go through the great gate, through to the second court and the bar is in the left-hand corner.
- **Selwyn** Posters need to be stamped by the Porters. Turn right after the main archway and you can poster the pigeon hole area in the right-hand corner.
- **Sidney** Poster the pigeonhole area – turn into the court and the right and straight ahead.
- **Trinity** Outside the JCR (stairway opposite Hall); the back entrance to Whewell's Court and the entrance to the Wolfson Building.
- **Tit Hall** Get posters stamped by the Porters. Go into the first court and turn right through staircase B, then left to A. Up the stairs and round to the right there is a poster board.
- **Wolfson** There is one board close to the P'lodge; also go in the back door and find the one in the back corridor.

Departments

- **Sidgewick Site:**
- **History Faculty** The coffee lounge (first floor) and the noticeboard outside the library.
- **Economics** Get posters stamped in Rm. 7 of the Faculty Building, then put them up on the stairs by the library. (They will be removed after seven days)
- **Law building** The coffee area in the basement and a couple of other posterboards around the central area.
- **English Library** There are two boards on the landing (up the stairs) by the entrance
- **UL** The wall of the locker room; also hand one in to the map room and they put them up outside the tea room.

- **Lecture rooms** The lecture rooms have small boards at the top of each staircase. These are high visibility and worth targeting.
- **Buttery** Poster the noticeboard on the wall at the back.
- **Geography Dept:**
- **Main Building** Enter building and go down the stairs to find the first board; turn left and the 2nd is along the corridor.
- **New Museums:**
- **Old Arts Schl** There are several notice boards in the corridors on the ground floor.
- **Babbage L T** There are boards outside of here and of the 1A Physics Lecture Theatre opposite.
- **Zoology** By the entrance to the Zoology museum, and the main entrance. Check at reception before poster.
- **Downing Site:**
- **Geology** Give poster to the administrator to be put up in reception area. The office is directly opposite the main door underneath the stairs up to the museum as you come into the department. There are also boards outside the Tiley Lecture Theatre and inside Harker 1 LT.
- **Archaeology** The Haddon Library has space for posters. Ask the Librarians before putting anything up.
- **Chemistry Department Lensfield Rd**
- **Lecture Halls Mill Lane**

Places in Town

- La Margherita
- Art-D.co.uk
- The Save the Children Shop
- The Baron of Beef
- Garfunkels
- The sandwich shop by the Round Church
- The Maypole
- All the Nadias – John’s Street, Silver Street and King’s Parade
- Sainsburys
- Gardies
- Waterstones – by the café, poster the stairs
- The Slug and Lettuce
- Catfish
- Past Times - flyers
- Tatties
- Clowns (on King’s Street)
- Streetwise Music (likewise)
- Heffers Bookshop – take flyers and a poster for the staffroom
- Heffers Classical music - take flyers
- Cambridge University Press - flyers
- Indigo coffee shop
- The Eagle
- The Bath Ale House
- Oddbins by Queens
- The Fitzwilliam Museum - flyers
- Newsagent opposite Engineering Dept.
- The Arts Picturehouse
- The University Arms Hotel – flyers
- The Crowne Plaza Hotel – flyers in reception
- The information desk in the Grafton Centre
- Kelsey Kerridge
- Second hand bookshops Mill Road

There are many more – just ask as many as possible!

The Arts Theatre

You should take a pile of flyers to the Arts Theatre to leave in the foyer. Although often slow to advertise ADC Theatre shows in the outside boards they are susceptible to (gentle) pressure - take some posters and give them in to the Box Office. Elsewhere shows should not have a problem getting their posters displayed, particularly those at the Playroom, which is now run by the Arts.

Other shows

Flyer relevant other shows, especially those at the ADC. Find out what time the show comes down and be ready to hand out flyers to the audience. You can even try doing this outside the Arts Theatre and the Playroom as well.

Lecture rooms

Try printing or colour photocopying flyer or poster images onto transparencies and send people in early to lecture rooms with them. Many of the lecture rooms have a working OHP which can be used for advertising between lectures.

Press releases

For shows at the ADC, the schedule given to the producer will state when Allie, the Marketing manager, will want a press release. This is usually three weeks in advance of the show so that they can be formatted appropriately. You need only to provide Allie with the text of your press release and preferably also an image, and the Theatre will send these out on your behalf.

For Elsewhere shows, press releases should be sent out two weeks prior to the show. A photo or photos and text should be attractively formatted. It should also be ensured that the show is included in the listings in Varsity and TCS.

Press releases should be about 300 or 400 words long. They should aim to inform the reader about the show both in terms of plot or subject matter, and perhaps something of its history (does it have any stories attached to it? Been recently filmed? Have famous people been involved with it?) as well as staking your own claim to originality – why is this production special? You could also sing the praises of your cast, crew and director, even adding quotes from previous shows if appropriate. It is important to grab the reader instantly, so an eye-catching headline such as a quote from a review or the script itself can be an excellent way to begin, or indeed to end.

Keep the tone of your press release in line with that of your show. It has been known for large sections (even the entire length) of releases to appear in the press verbatim so do not underestimate their importance.

Following up

Ring and make sure you have reviewers coming to your show. Try and ask for someone to come and preview it as well – TCS and Varsity do not come out until Thursday and Friday respectively, so to get larger audiences for Tuesday and Wednesday you should work at getting a preview published the week before.

You should also ensure that your show is entered into the week's listings for Varsity and TCS. You can ring up or email to check this is happening (by Monday of the week of the issue) or for Varsity you can enter details of your show straight onto the website (deadline 3pm Mondays). Here you have a chance to add 10 words of your own so there is scope for good advertisements.

Schools and the University

If your show has academic potential, do not underestimate the number of tickets it is possible to sell to local schools, particularly if your play is actually on the list of prescribed texts for A-level or

GCSE. Don't think just in terms of English, since there may be relevance to Philosophy and Language courses as well. Telephone schools and speak to teachers/heads of department directly to find out if they are interested, and then send out more information.

Talk to your director about how they feel about inviting school parties before you do so. There can be problems with large groups, particularly of GCSE students, and Directors may not feel that philanthropic if they think it could disrupt the show. With particularly sensitive material experience has shown that school groups can be a real problem; it may be advisable to talk to the teacher in charge in advance, or simply not go out of your way to invite schools. That said, some directors may be very keen to have school parties in, and even to arrange a talk or questions session after the show. If there is enthusiasm for schools, you could offer to produce detailed production notes for the group. You should also talk to Management about what can now be offered to schools by the ADC.

The Theatre also carries a list of names and addresses of local schools should you wish to send them information.

Don't forget the language, philosophy and English students at the two universities however. Try finding lecturers and supervisors to promote the show for you. Ask members of the cast and crew who do relevant subjects to pass on details to those in their study groups. Access varies from year to year, but it is usually possible to get announcements sent out on departmental and faculty lists if you email their administrators.

Mailouts

The Theatre has a mailing list of theatre-goers categorised by preferred type of performance (eg. musicals, classic drama), which can be used to target a particular audience directly. A document similar to the press release is sent out, and although this procedure can involve lots of envelope stuffing it can be worth the effort. Mailouts can also be shared between shows, which saves on postage costs.

Approach Management if you would like to do a mailout, or if another show is doing one you may be asked whether you wish to contribute.

Stunts and other publicity

T-shirts

Most shows now organise the printing of T-shirts to foster a sense of camaraderie, but these are an excellent means of publicising the show if you get them done early enough. An eye-catching image (or simply the name of the show) can be supplemented with the show's performance details on the back. Talking Tees, on Bridge Street (01223 302411 and www.t-shirts.co.uk), and a number of mail order companies can do the printing for what works out at about £10 a T-shirt. You can also have hoodies, long-sleeved T-shirts and skinny fit ones.

Events Stunts and Showcases

Anything that might work with the theme of your show is worth considering; otherwise the basic rule is just to use your imagination. The easiest and least-time consuming (and perhaps still the best) thing to do is just to organise the cast into flyering in costume (or if not possible, in show T-shirts, see above) preferably with a large prop or piece of set to add interest. Going slightly further in past years have been the escapology stunt, the guillotine in Market Square and the attempt to raise the Jolly Roger to the top of Sidney Sussex. A great idea to boost interest in your show before it begins is to get the cast out in costume into Market Square, with flyers, and invite the press to take photos. If Varsity and TCS aren't interested, Cambridge Evening News might well be. This of course works much better if you actually have a stunt.

Performing scenes on the street may also work well. Again it is likely to attract photos, and if you

have a suitable show you can draw in members of the public. By way of example, for The Crucible you could try someone as a witch; for the pantomime threaten to douse small children in water, and so on. If you are doing anything like this however you should inform the authorities in advance to ensure it is ok!

Previews in other locations can work well too. Invite the press to full show rehearsals for TCS and Varsity previews. You could also suggest holding a costumed dress rehearsal at a school or old people's home to which the press could come – again, strong publicity especially if photos are printed.

Comps and Competitions

The 2000 Pantomime, Treasure Island, joined up with RAG to organise a charity Treasure Hunt, prizes for which were tickets to the pantomime. Although rarely attempted due to the amount of organising this sort of thing can take, it is no bad way to get the name of the show known. You could also do deals with restaurants or bars for after or pre-show discounts on presentation of a ticket. Details could then be left in the restaurant to advertise both show and discount. Or you could advertise in Varsity, offering free tickets to the first person to answer a question... It really is up to you. However, comps (free tickets) must be arranged with Management in advance and cleared by the Junior Treasurer, and all financial arrangements with other companies should be run past the latter before they are confirmed.

Ticket offers

On the first night of any ClubShow Club members are entitled to a '3 for 2' ticket offer. You can however (subsequent to negotiation with Management and the Junior Treasurer) organise ticket offers yourself. Bear in mind that if the show sells out comps and ticket offers need to be paid for by the Club so this is not something you want to do too much! That said, something like offering a group discount for school parties might be a good idea.

And Finally...

Enjoy the job and be as creative as you can. It looks like a lot of work, but delegation and organisation make it considerably simpler. If you need any help, contact the Club Publicist or the Junior Treasurer, either of whom will be happy to assist.