**THEATRE PRODUCTION PUBLICITY ASSIGNMENT**

**PUBLICITY FLYER (20 POINTS):**

* Is due on the date listed, but I suggest you show me a rough draft before you turn it in
* You should check with whoever is in charge of the event to find out more about it.
* Should contain the following:
* the name of the event
* If a play or a musical, the author(s) name(s) should be listed directly below the title
* date and time
* location (in case we put flyers up in other places than school)
* cost to attend
* image(s) to catch people’s eyes
* anything else pertinent to the event
* Can be done in any computer program or even hand drawn (if it copies)
* Information should be easy to read so that possible audience members can understand
* Try to think past really cheesy clipart

**\_\_\_/2 --- name of event**

**\_\_\_/2 --- Authors/Names**

**\_\_\_/2 --- Date/Time**

**\_\_\_/2 --- Location**

**\_\_\_/2 --- Cost**

**\_\_\_/10 --- Image(s)**

**\_\_\_/20**

**Other Publicity (20 points):**

* Must come up with a list of **three other possible types** of publicity for your event (done on a PPT)
* These additional publicity events must fall within the scope of reality
* Mrs. Strohmaier will choose one from the list and you will need to help him implement this publicity in whatever ways she asks.

**\_\_\_/4 --- type of publicity (1)**

**\_\_\_/4 --- type of publicity (2)**

**\_\_\_/4 --- type of publicity (3)**

**\_\_\_/8 --- realistic idea**

**\_\_\_/20**