



Glenbrook Players Inc. Standard Operating Procedure

Publicity

Rationale

That a clear statement of aims and requirements will enhance define the processes and enhance the capability of the Theatre's Publicity Committee

Outline

This SOP (Standard Operating Procedure) defines the preferred timeframe for our publicity and details what resources we have and who has responsibility for actioning the various phases of the publicity campaign for each production

Description

Timeframe

Early Items – As soon as dates are known or when play is cast

- The secretary will book banners with Transport for NSW and organise artwork to be emailed when available.
- The secretary will contact the cinema for the booking page to be activated.
- Synopsis of play; information about director; and images supplied to webmaster.
- The webmaster will update website and booking details.
- Check any print media to be used and check deadlines.
- Update all social media information.
- Check Theatre related online sites before each production, update list and record deadlines; Input info on online sites including Stage Whispers etc.
- Review any specific additional requirements for the current play; ensure basic consistency of style across all publicity in keeping with style of play.
- Create social media events for; information night; auditions and the opening night

Required at least 6 - 7 weeks prior to Opening Night

- Artwork for posters and cards
- Printing of posters and cards
- Publicity photos and editorials
- Place signs in the theatre box and at rear of theatre
- Artwork for Musical Society ad if applicable
- Banners to the printer
- Artwork for the newspaper adds
- Prepare and hold stall – depends on production

Required 4 weeks before Opening Night and later

- Email mailout of promotion cards to patrons
- Distribution of posters and cards to members for appropriate distribution
- Interview director, interview Hageman Fund winner, write editorials

- Placement of newspaper ads and newspaper editorials with photos
- Radio notices and interview if required
- Put up banners and rotate as required
- Details and artwork for the program
- Printing of program
- Head shots and display for Foyer

Banners

We have 2 banners – 1 small and 1 large. The large banner is used on the Transport for NSW (TfNSW) bridges, the small banner is used on the Springwood Station and Glenbrook Oval.

- Dates for booking the large banner need to be sent to the TfNSW as early as known. Bookings are hard to get for our dates so need to book before the year end for the next full year. When show is cast, the artwork for the banner needs to be also emailed along with the Public Liability Certificate for the year
- Usual bridges are the
 - Fletcher Street bridge over Great Western Highway, Glenbrook (eastbound) – UBD (Universal Business Directory) map p161 H14.
 - Blaxland pedestrian bridge over Great Western Highway, Blaxland (eastbound) – UBD map 161 F7.
 - Hazelbrook pedestrian bridge over Great Western Highway, Hazelbrook (eastbound) – UBD Blue Mtns map 23 K16.
- Dates are for two weeks for each bridge with the banner going up on Monday and being removed on the Sunday. It is usual to book Glenbrook last.
- The station master no longer takes bookings – first in, best position, no time limits, although they will take a banner down if it is commercial advertising or left for a lengthy period.
- One of the small banners is attached to the fence.
- To book Glenbrook Oval, you need to apply to the council in writing. Application form is on their web site and needs to email or faxed with a copy of the Public Liability Certificate.
- The artwork for the banners needs to be completed by Design Artist and the reprinting on the banners organised.
- The current sign writer used for reprinting is Paul Mitchell at Emu Signs located at 5/13 Smith Street, Emu Plains. He is a sole trader but does artwork for a number of community organisations. He will need a few weeks to complete the changes.
- When putting up the banners, ensure that the padlocks are attached – particularly for the bridges; new members attaching banners on the bridges for the first time need to be shown the protocol – for keeping the banners straight and tight and to ensure they are legally secured.
- Social media:
Current personnel: Publicity and Promotions Team Convenor; Facebook Team; Instagram Team

Social media is currently managed by the Social Media Team with oversight by the Publicity and Promotions Convenor; We currently use Facebook and Instagram; those involved in shows are requested to share posts on other platforms they may use. It is recognised that each platform has its own style and posts are created accordingly. Not all posts created for Facebook are suitable for Instagram and vice versa. The style of the show and the wishes of the director are considered when designing for each platform. Facebook and Instagram are currently separate teams creating work specific to those platforms with oversight by the convenor. The show “brand” determined by the approved poster design is referenced wherever possible.

- The list of local Facebook (and other local social media) groups will be updated before each production (they change – input from cast, crew and committee is invaluable).
- Teams look at all options and plan a scheduled roll-out of promotional imaged material and videos across the run to each online ‘what’s on’ and social media group (they have rules about number of posts etc. check our promotions are within their guidelines). Each roll-out phase has a purpose: to create initial interest in the play; provide background information about the play and the director; make announcements about information nights, auditions etc.; fun facts about the play; visuals of the theatre-making process (set-construction, costume design etc.); introducing the actors and crew; the cast at work; the crew at work; behind the scenes fun; dressing room in-character fun etc; costumed rehearsals; tech rehearsal; dress rehearsals (Committee, cast and crew are encouraged to provide images, videos and text that can be used to create these promotions); designated photographers are enlisted for formal photographs and print media.
- Our most powerful marketing is done locally and aimed at our current loyal audience base, and at potential new local audiences. There are rare instances where a particular play might draw from a fan base beyond our local area. The marketing strategy will be decided on a play-by-play basis.
- All posts and artwork created will be original and no copyright will be infringed.
- The schedule for all publicity and promotion for each show will be entered into the template (attached) and distributed to all relevant team members.

Theatre Signage

Electronic Display in Foyer: artwork to be provided by in-house designer
Sign at the rear of the theatre with details of play name, date range and booking info.

The sign's size is one A3 (portrait) containing date info and one A2 (landscape) with the play name and booking info. The signs can be created using an A4 and taken to Officeworks to be resized and laminated.

Website

The website is maintained by our in-house webmaster who should be provided with the following details as soon as possible:

- Show dates
- Prices
- Any special conditions
- A synopsis of the play
- Photos – when available

Booking

Bookings are made through the Cinema box office facility. Cinema management should be advised of the season, dates and prices as soon as known.

Newspapers

It is important to get as much newspaper advertising – free and paid – as possible. Info provided may not always be printed but often ends up on the paper's web site and Facebook page. It is important when trying to get free editorials printed that you give the paper time to arrange space and remind them that we have booked paid ads if applicable. Most print media require a minimum of three weeks lead time for weekly publications and six weeks for monthly publications. It is important to check the publication dates of monthly issues as those dates may fall close to or after our final performance.

Blue Mountains Gazette - Issue out Wednesday

Currently full colour ads are placed. Editorials are placed to complement the paid ads, preferably with 2 editorials and photos.

Timing of paid ads:

- 3 weeks prior to opening night
- 1 week prior to opening night
- 1 in between the shows

Occasionally an additional ad is put in for the second week if deemed appropriate.

Western Weekender - Issue out Friday

Currently full colour ads are placed and we usually guaranteed an editorial with photo. Timing of paid ads and editorial:

- 2 weeks prior to opening night for 1st paid ad
- 1 in between the show

If possible, it is good to get editorials and photos into the other Penrith papers (Penrith Press and Star).

Current Responsibility:

- Editorials – require 4 as a minimum (In-house writer)
- Photos – in-house photographers
- Artwork for Ads – in-house designer
- Placement of ads and editorials – TBA (To Be Advised)

It is important to ensure that photos are clear and entertaining and not manipulated. Editorials and photos are required at least 6 weeks before opening night to allow for time to send to papers.

Posters and Cards

Cards and posters are required at least 6 weeks prior to opening night.

Quantities

- Posters 4 x A3 – 2 laminated for advertising and 2 to Robyn for the archives
- Posters 75 to 100 A4 to be given to members for putting up wherever possible
- Cards
 - Around 550 for the mailout – check with the MacPhersons
 - 800-1000 for the stall
 - 200 or so for the members to hand out
 - If more are required, you can always get an A4 sheet containing 4 printed at Officeworks and cut

Ensure that poster is proofread before printing – check the following is on the poster

- Name – Glenbrook Players Inc.
- Author
- Any reference to publisher as required by royalty arrangements
- Location – Glenbrook Community Theatre
- Show dates – check correctness
- Prices – check correctness
- Any meal deal with price
- Booking details – web address and phone number – ensure correct
- Any rating that may be applicable
- Spelling all over

A photo may be required for the artwork.

It is vital that cards and posters are ready prior to the stall and ready for the mailout 4 weeks prior to opening night.

An email card should be prepared and forwarded to the secretary and all members for emailing to potential patrons.

Online Advertising

- Facebook
 - Glenbrook Players has a Facebook page which is currently maintained by the Facebook team with oversight by the convenor
 - Details about the play and director will be provided immediately after the preceding play run ends, and about cast and crew immediately they become available.

- It is important that frequent updates are posted in the lead up to a performance.
- Events should be created for info night, auditions, opening night and the rest of the performances.
- Content/posts should include photos where possible and reflect the style of the show.
- Instagram - currently maintained by the Instagram team with oversight by the convenor. Content of posts should be highly visual and engaging and reflective of the style of the show.
- Glenbrook Players has a Member's Facebook: information specific to members is posted on this page. Including Information Nights; Auditions; Member only events, workshops and performances etc.
- Stage Whispers
 - Stage Whispers are very willing to put in an editorial with photo. They like a bit more info and personal details in the editorial. This is sent to Neil Litchfield neillitchfield@inet.net.au.
 - Stage Whispers will review if given sufficient lead-time and a free ticket
- Fourth Wall will review if given sufficient lead-time and a free ticket.
(need contact)
- Visit Blue Mountains Website
- What's On in Sydney
- Any other online free site allowing for publicising the show.

There are others – committee, cast, crew and members can be canvassed for sites & pages they use or know of – this is very much a collective exercise.

Radio

Community Radio - Ring the station and organise an interview at an appropriate time.

ABC Radio – email simon@your.abc.net.au with details to get a last minute plug for the show with Simone Whetton on Saturday morning. Email a couple of weeks before opening night.

Emails

- **Patrons**
 - Emails are sent out to patrons by the secretary. There is usually an early email about 2 months before giving notice of the production. A follow up with an email version of the card is forwarded at the same time as the snail mailout.

Program and Front of House Displays for Performances

Program

Details for program should be provided to in-house designer at least 2/3 weeks prior to Opening night.

Program will be required by opening night. Print enough copies for each weekend. Details to be provided to in-house designer include:

- Current production name and author
- Character names and cast names

- Director and crew
- Admin and front of house names
- Ad for membership
- Details of next play
- Director's note
- Designers note (if applicable)
- Any other paid advertising
- Any special thank-you or acknowledgment
- Current committee name & role

Front of House Display

Posters from previous shows are placed in the theatre side hall during performances. Front of House during the play should have a display in the foyer containing a show poster and photos of the cast and director (this is now done on the theatre's digital display). Ensure that these photos are taken allowing enough time for them to be uploaded.

Version/History

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