

MONTOUR FOUNDATION FOR THE PERFORMING ARTS

SERVING THE STUDENTS OF THE MONTOUR SCHOOL DISTRICT

PUBLICITY COMMITTEE

Purpose: *This committee promotes our musical and generates interest (and awareness) within our community, with the goal of generating additional ticket sales and promoting awareness of Montour's musical program*

Membership: *The committee consists of a chairperson and usually one to two others to assist the chairperson.*

Time frame: *Planning for the publicity campaign should begin as early as December or January with a gradual ramping up of articles, flyers, etc., up until opening week.*

Budget: *Any expenditure over the budgeted amount for your committee must be approved by the MFPA Board.*

Duties:

1. In the December to January time frame, the committee should meet to decide which media will be used for advertising, who will pursue each one, and when.
2. Publicity media to be pursued should include, but is not limited to:
 - a. Community newspapers, such as the Suburban Gazette
 - b. Pittsburgh papers including: Tribune Review, Post Gazette, Allegheny West Magazine
 - c. Be sure to watch for Chris Rawling's call for spring musical information in the Pittsburgh Post Gazette, generally in the January or February time frame, and respond to him with our musical's information – he publishes a list of all identified high school musicals in the greater Pittsburgh area, which musical they are doing, the dates, etc.
 - d. Local radio if possible
 - e. Robinson Mall advertising (on their food court big screen TV's) if they still offer this
 - f. Cable TV Community Events channel
 - g. WPXI Channel 11 – "High School Musical"
3. Create and print up an 11 X 17 poster (which we have professionally printed), and supervise/handle having them put up in local businesses' windows about one month before opening night. Posters should include all necessary information – who, what, where, when, etc., along with our Ticket hotline number for additional information.
4. Create an 8 ½ by 11 flyer with all of the same information on it, and arrange for distribution to the various schools within the district.
5. An idea which we have discussed but have never actually done is to have a large banner printed and get permission to hang it across Clever Road. This may require asking the fire department to hang the banner (which may require a donation to the fire department).
6. Supervise getting the MFPA's big wooden signs repainted with the same information and distributed for this year's show. Coordinate getting approval for where these can be put up and for actually getting someone to put them up. Keep an eye on them while they're up, and you are responsible for taking them down after the show is over.
7. Get creative and think of any other advertising methods – within reason.