**Publicity and Programs:**

Try to raise as much awareness of the show(s) as possible awhile before the performance dates. Post attention-grabbing flyers around in as many places as possible; try to spread awareness through word of mouth; send out Activities e-mails; ask your friends to come and bring their friends.

One of the most important parts of publicity is the flyers. Make sure they are attractive and novel enough to catch people’s eyes; you don’t need to have them done in the first month of rehearsing, but don’t leave designing them to the last moment. Consider cast or specific character(s) photographs, or illustrations if appropriate. Though most of your flyers will probably be black and white, you should try to have at least a couple of color flyers in key locations.

The copy center is awesome! You can print large color posters that look really professional. They are located in the basement of Taylor. They recommend pdf as the best file format.

Please proof read the programs. It’s spelled S-H-A-K-E-S-P-E-A-R-E P-E-R-F-O-R-M-A-N-C-E T-R-O-U-P-E. =) Print one out and have a director proof read the content as well as spelling. Get the bio’s in as soon as possible. At the very end of program put the spt logo and what the up coming show(s) is/are and who is directing.

**[include template of program] (please proof read the programs!)**