**Publicity:**

As publicity officers, your job is to make sure everyone is educated on all the events happening in the theater. We would love it if you guys could post fliers in every classroom for the junior and main show (you can get helpers for this) and post fundraiser and event fliers in the lobby, on the glass door, and in the entrance of theater so that everyone knows about it. It would also be awesome to put fliers at the 7/11 nearby and at local restaurants and stores, maybe some we’ve had fundraisers at. It is also your jobs to make sure all events are posted on the website with the correct information along with a cool flier you guys make. We also need these fliers on the social media platforms which include the Facebook, Instagram, (new) snapchat, and tik tok (tot has access to this). We will be having all officers this year post these fliers on their personal stories so they can get publicity. For fundraisers the fliers should be done two weeks before and posted everywhere a few times during that time frame and the two days before you post it daily. It is also expected that you create a drama club flier relating to the theme we do and a thespian flier which just include the date and location. All the fliers not relating to the big shows should be approved by the president and the big show fliers should be approved by Mrs. Florio. You are also expected to create t-shirts, get bios, and create programs for the big shows. This entails making sure every student has done a bio and talking to the stage manager to make sure no names in the cast and crew are missing and the bios aren’t missing. You will also need to get headshots taken of each cast member in the show which can also be done by photo historian as long as they are shared to you on time. Along with that, once we find out what shows come out, we used to make business cards displaying every show our year is having (one acts, straight show, jr. show, big show, and improviganza, along with the dates and the website and email). This would be done before the school year starts and you guys can start doing the fundraiser and big show fliers during the summer as well, so it is not overwhelming. Lastly, the A-Frame must be painted and placed outside of East Lake High School by the car circle with a design from each show listed in parenthesis above. This doesn’t have to be done by you guys but can be done by a trusted painter, makes sure the design you create is painted fully two weeks before the show premiers, it should have the date, time and what show is being done in big letters to be seen far away.