

TECH THEATRE - PRODUCTION UNIT - THEATRE MANAGEMENT PROJECT - COMPANY BROCHURE

Instructions

IN ORDER FOR your newly created theatre company to succeed, you will need a publicity strategy that raises interest and boosts ticket sales. Based on the decisions made in your groups, you will each create a brochure that introduces the public to your theatre company and provides theatergoers with information about who you are and what you do.

CONCEPTS FROM PREVIOUS activities (including the idea statement and other brainstorming considerations) should be incorporated in this part of the project. The brochure should be should be visually appealing and professional in appearance.

REMEMBER, YOU ARE trying to get people to come see your shows! Below are the criteria from the rubric used to grade the final product.

CATEGORY	5 (Excellent)	3 (Average)	1 (Poor)	0 (Inadequate)
Location	Specific location, including street address, city and state are clearly identified.	City and state are clearly identified.	City <i>or</i> state/country are identified	No location is identified
Season Info	Season lineup includes at least 4 shows that reflect the mission of your theatre company as articulated in your idea statement.	Season lineup contains 3-4 shows that reflect some of the mission of your theatre company as articulated in your idea statement.	Season lineup contains less than 3 shows that are inconsistent with the mission of your theatre company.	Season lineup is not listed and/or completely inconsistent with idea statement of your theatre company
Organizational Structure	Organizational structure of your theater is clearly defined, with specific technical positions identified and filled. Chain of command and format of operation clear.	Organizational structure is outlined with some specific positions. Vaguely articulated chain of command and format of operation.	Organizational structure is vague with few positions identified and/or filled. Chain of command and/or format of operation unclear.	Organizational structure is not included and chain of command and/or operating format not articulated.
Idea Statement	Final version of theatre company idea statement is included in plain sight and easy to read.	Final version of theatre company idea statement is included but is difficult to find/read.	Some version/portion of theatre company idea statement is included and/or extremely difficult to find/read.	No idea statement is included OR is simply too difficult to read.
Outreach and Educational Programs	Outreach/education programs are highlighted with a brief explanation for each.	Outreach/education programs mentioned though not explained well.	Outreach/education programs barely mentioned with little or no explanation.	Outreach/education programs do not exist and no involvement in the community is clearly articulated.
Venue and Facility Information	Facts regarding the venue or facility in which your theatre company is housed are cited, including details on seating, facility size/capabilities, etc.	Some facts regarding the venue/facility in which your theatre company is housed are cited, with few details.	Information regarding the venue/facility in which your theatre company is housed is barely mentioned, with few, if any, details.	Information regarding the venue/facility is absent or too broad.
Reviews	Multiple quotes/statements of acclaim or criticism is included regarding the productions and operation of your theatre company. (<i>You make this up</i>)	A few quotes/statements of acclaim or criticism is included regarding the productions or operation of your theatre company, but are are vague/generic.	One or two quotes/statements are included but unimaginative (i.e. one word responses, etc.)	No critical citations are included.
Layout and Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has fairly well-organized information but layout does not aid understanding.	The brochure's formatting and organization of material are confusing to the reader.
Graphics and Pictures	Graphics go well with the text and there is a good mix of text and graphics. Color is expected (use the printer in the Media Center if necessary)	Graphics go well with the text, but there are so many that they distract from the text and/or the project lacks color.	Graphics go well with the text, but images are too few in number with the brochure seeming "text-heavy" and/or lacking color.	Graphics do not go with the accompanying text or appear to be randomly chosen.
Writing and Organization	Each section in the brochure has a clear beginning, middle and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.	Less than half of the sections of the brochure have a clear beginning, middle and end.

NOTE: Numbers assigned above are "ratings" and not actual point values. Some criteria are worth more points than others.