

Publicity at the Regal Theatre Information for Regal Companies

The Regal Brochure

The Regal publishes a brochure 3 times a year detailing forthcoming events and promotes all the events taking place at the Regal within the published dates.

Collection of information for inclusion in the brochure begins up to 6 weeks in advance of publication. Your society will be contacted with a request for information and necessary deadlines. Please send the contact details of the person the publicity officer needs to deal with for your society's forthcoming show,

To make the most of the space available to you in the brochure, please supply:

- The date and time of the show
- The title of the show
- Any 'credits' eg the writer
- The name of the company
- Up to 80 words that you would like printed in the brochure to describe your show. (nb I may be able to fit more in for the summer show, depending on the pagination) Anything you give me may need editing to fit everything in.
- Ticket prices
- **A logo, photo or image** that you would like printed with your details.

Please also supply simple information for the brochure prior to the one where your show will be fully described, so that it can be included in the 'Forthcoming Events' listings:

- Dates of show
- Company
- Title and writer

Printed Publicity

Printed publicity is expensive, and you will want to make the most of displaying what you have produced. Make sure that your posters get to the Regal so that they can go up during any shows which

might attract a similar audience ... they need to be seen by the people most likely to be attracted to your show.

A2 Posters for Wellington Square and external display at the Regal Theatre

Notices for your show need to go up in Wellington Square and the theatre in advance of your show. Large lettering shows up best in these positions for people to be able to read the information as they pass by on foot or in their cars.

4 X A2 posters are needed; 2 for theatre display and 2 for Wellington Square. Wellington Square posters are put up by Robert and Edward Taylor, usually about a week before your show.

A3 Posters for the theatre

A3 posters are most suitable for internal theatre displays and for the show case on the side of the theatre. Posters can be put up as soon as they are received, which ideally should be about 8 weeks before the date of your show. Please do not put up your own posters, as this disturbs the sequence of display, which needs to cater for all events in the calendar.

You can also arrange to have a more detailed display and information about your show, including rehearsal photos or other visual material. In the event that more material is received than there is space for, displays will be put up in sequence to ensure that all companies get a fair share of space and time.

Please provide 15 X A3 posters for the theatre.

A4 Posters can be put up for you in the theatre and Lewis distributes them all over West Somerset if given to us early enough (2 months before your show). This is done by combining their distribution with publicity for other productions. Please place 90 A4 posters in Lewis's tray at the theatre.

Posters will be distributed to volunteers in the following places to go up on notice boards etc:

Alcombe	Combe Martin	Wootton Courtenay	
Carhampton	Williton	Lynton	Minehead
Timberscombe	Cutcombe	Allerford	Exford

Porlock West Quantoxhead
Dulverton Stogumber

Dunster Watchet
All local libraries

'Fliers'(A5s, postcards, book marks etc.)

These can be put in the theatre bar and in the box office as early as 6 ~ 8 weeks before your show.

Hotels, B&Bs and cafés in Minehead

It is worthwhile especially at holiday times, placing leaflets in hotels and B&Bs which put them in their welcome packs for guests. Page 4 contains a list (researched and compiled by DDR) of cafés, hotels and B&Bs who are keen to receive leaflets.

Direct mailing

The Regal Theatre sends direct mailing to Friends of the Regal across the district when it sends out the brochure. This is your opportunity to tell the public a bit more about your show than can be shown in the brochure, or to send them a flier. We use the database of Friends which covers the whole of West Somerset as address sources for direct mailing. The Regal Theatre can include your fliers if they are supplied in time for the brochure mailing. Please get in touch with Elaine Ross to find out the date of the brochure mailing when the fliers will be needed.

1,200 fliers are needed for mailing

Up to 200 are needed for theatre display racks.

The Regal Website/Facebook

The Regal Website is kept up to date by Derek Webb. When information is passed to Elaine for the brochure, this is automatically sent on to Derek. If your information is available before it is needed for the brochure, please get it to Derek, as he can post information well in advance.

Local Press Adverts

The Regal places advertisements in the W Somerset Free Press for all shows which are presented at the Regal. Your show will appear as part of the regular Regal advert on the What's On page of the Free Press. Unless you indicate otherwise this will happen automatically. Adverts are usually appear for two weeks. The adverts are paid for by the theatre.

Press releases

Press releases are sent to the press to appear a week before your show. Information is needed a couple of weeks before that. If no other information is provided, previews are based on the information provided for the brochure. However, this is an opportunity to provide up to date information or to lure an audience with an unusual angle.

Information for releases is in the form of 'copy' and is not an advertisement, therefore should not address the reader directly. Brevity usually works well, as it is easier for editors to fit your item in. A photo attracts attention most of all. This should not be a copy of your poster or flier image, as it is intended to accompany 'copy'. There should be no words on this image.

Previews are sent to the following:

West Somerset Free Press
Mid Devon Gazette
Ents 24.com
Exmoor Magazine
North Devon Journal

Somerset County Gazette
BBC Somerset
Bridgwater Mercury
West Somerset Radio

Reviews

The Regal does not supply people to write show reviews for the press and if you want this, you will need to ask someone to do it. It is common practice to offer complimentary tickets and programmes to reviewers. You will want to get your review into the paper as soon as possible after the show, so contact the Publicity Officer for publication deadlines or contact details, which you should supply to your reviewer.

Preparing your publicity strategy

It is wise to begin preparing your publicity as soon as you have decided on a date and title for your show. It is a good idea to have someone specifically responsible for the publicity (a producer can get overwhelmed with other tasks) and to let the Regal Publicity Officer know who this person is so that they can be contacted with queries. Many MATA companies do not produce their publicity until it is too late to make the most of this very expensive resource ... so get it done early!

To contact publicity personnel:

Email the Regal Theatre from the website and you will be supplied with the necessary contact information.

Please do email the theatre with any queries or problems.

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