

Publicity Direction

RULES

- The following materials are to be presented:
 - poster design on 11 x 17 paper
 - ticket design
 - program design and full layout of no less than four pages
 - two press releases: an information article and a feature article
 - a proposal for a promotional project
 - a budget for the publicity campaign and justification of expenses (*Note: this budget may be designed for the publicity campaign of a high school, community theatre, or professional production. You are asked to note which of the three you are designing. Your work will be judged on how you spend the money.*)
- Computer aided design is acceptable.
- The student must present justifications of the designs. Note cards may be used.
- Only one student may be involved in the design. NO COLLABORATION.
- All artwork used must be the original work of the entrant.
- The event will not exceed ten (10) minutes. The student presentation is not to exceed five (5) of these ten (10) minutes.
- A bibliography is required documenting all resources used including but not limited to written and electronic sources. The bibliography must be in MLA style. **The event will be disqualified if no bibliography is presented.**

Poor
(00.00-08.99)

Fair
(09.00-13.99)

Good
(14.00-19.99)

Excellent
(20.00-25.99)

Superior
(26.00-30.00)

The overall rating arrived at from the point totals and verified by the District Chair or State Director is FINAL.

Florida State Thespian Society Theatre Performance Assessment

PUBLICITY DIRECTION

Name: _____ District: _____ Troupe: _____

Title: _____ Author: _____

Circle a number (1-5) to identify the performer(s) level of success for each specified indicator.
Supply constructive comments below & on the back.

← WEAK				→ STRONG	
Attention To Detail (Grammar / Spelling):					
1	2	3	4	5	
Creativity (Problem Solving):					
1	2	3	4	5	
Organization:					
1	2	3	4	5	
Presentation (Justification):					
1	2	3	4	5	
Concept (Theme):					
1	2	3	4	5	
Promotional Appeal:					
1	2	3	4	5	