

SYLLABUS
PUBLIC RELATIONS INTERNSHIP
(ENG 398 / Fall and Spring)

Meets: Wednesdays, 5-6.30pm

Instructor: Nigel Maister

Useful Contacts: Nigel Maister/Russell and Ruth Peck Artistic Director (nigel.maister@rochester.edu; 585-273-5159)

URITP Box Office Manager (toddboxoffice@gmail.com)

Box Office: 585-275-4088

Requirements:

A full description of the Internship is available online. Please review this carefully. No prior experience in Marketing and Public Relations is required. Attendance at all classes/meetings is mandatory. The internship is goal-orientated and practical in nature: students will be expected to be self-motivated, show significant amounts of self-directed problem solving and initiative, work together as a group, and adhere to and achieve deadlines set up in class. A significant amount of time outside of the weekly meeting will be required.

Grading:

Grading will be in accordance with the UR International Theatre Program's grading standards (please review these on our website). Attendance, attention to detail, initiative, diligence and enthusiasm, and attitude towards PR and Marketing goals and tasks will be critical in evaluating your grade.

COURSEWORK:

Writing a press release:

Materials: press release instructions and examples, sample URITP release

- Create a press release about a mundane daily occurrence using all the formal elements as specified
- Create a press release for the relevant Todd Theatre productions
 - Read the play and research its background
 - Attend a rehearsal and talk to the director if possible
 - Attend the PR photo shoot

What does a PR professional do?

Attend lunch with the head of the university's Communications office, and the UR's Humanities PR person. Prepare questions for both about careers in marketing and the elements of their positions that are challenging and of interest.

What makes for effective marketing materials?

Materials: sample arts marketing brochures, flyers, etc.

- Compile a collection of print and digital publications
- Keep a journal in which you critique/compare/contrast what you've collected

Reaching the target audience:

Materials: Sample letters, mailing lists, posters, postcards

- Discuss the respective advantages of these various forms of marketing
- Update the theatre program's VIP and school mailing lists

- Generate and mail invitations to these lists
- Send season brochures to all department chairs and administrators for posting (Fall only)
- Distribute postcards and posters on and off campus
- Paint and hang banners in Wilson Commons and Todd Union
- Post production dates on UR's events calendar, Weekend Highlights, and Weekly Buzz
- Create a Facebook group and distribute event invitations

Effective communication and PR:

Materials: Now-Up-To-Date, personal calendars

- Schedule graphics deadlines and reminders for Nigel
- Schedule deadlines for creation and screening of trailers
- Reserve space for WC banners
- Liaise with alumni newsletter and obtain deadlines
- Schedule WC TV and Common Market postings
- Liaise with UR PR and follow up on Currents and @Rochester postings
- Establish contact with *Campus Times* and schedule reviews

Coordinating special events/being the "public face" of the program:

- Set up and staff URITP presentation for Meliora weekend (Fall only)
- Opening nights: cake, etc.
- English nights: cake, etc.
- Other events as needed

Collecting and organizing audience data

- Materials: email contact list, database management, exit surveys, etc.

Customer service: box office and front-of-house

- Schedule box office shifts with Box Office and Front-of-House Manager
- Become familiar with front-of-house procedures and emergency protocols