

WORKING IN THEATRE: Junior Publicist

Name: _____



Publicists are usually considered part of the marketing and communications team, which is part of the staff at most professional theatres. Publicists work with the media to get people talking about the theatre's productions and other programming. Many people who work in marketing/communications at a theatre company have a background in theatre as well as their area of the field.



UNFAMILIAR TERMS:

“PUBLIC RELATIONS (PR)” Managing and maintaining communication to encourage positive relationships between a group and the public.

Note to students: You'll get the most out of this video if you watch it twice. Watch it once, and then read the questions below before the second viewing.

REVIEW QUESTIONS:

1 List three things Kristi says are part of her job. Choose one and explain how that helps her achieve her overall job of promoting a show.

2 One aspect of Kristi's job is event planning, especially planning publicity events for the opening night performance. Based on the video and your own ideas, list several aspects of the event that Kristi needs to be sure run smoothly (for example, ticket distribution).

3 Words and photos are both used by publicists to tell stories. Give an example of a photo you saw on an online news or entertainment site that made an impact on you, and explain why.

4 Kristi says a publicist needs to know the difference between what is newsworthy and not newsworthy. Think about things that happen in your school or community. What types of things make the news? Are there other things you know have happened that you thought were important but were not in the news?

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REFLECTION QUESTIONS:

1 What can you identify with or what speaks strongly to you in the video?

2 Kristi says one of her tasks is following up with journalists and performers. Is “following up” something you tend to do? Are you good at it? Give an example or explain why or why not.

3 In college, Kristi majored in theatre and minored in PR. What are you thinking of majoring in? If you had to choose another subject to study (a minor), what might it be? Describe how your major and minor are or are not related, and how you might combine them in one career.

4 Kristi says one aspect of her job is bringing journalists and artists together to create stories that will make people interested in seeing a show. When reading about people (performers, politicians, etc.), what kinds of stories interest you?

FURTHER ACTIVITIES:

1 Take the Career Path Quiz. First, answer the questions for yourself, and then take it a second time as you think a junior publicist might answer them. What conclusions can you draw about your interests?

2 Kristi combined her interest in theatre with her minor in public relations. Many companies employ people with public relations skills. Choose a company or organization that you might like to work for and research their public relations department and/or marketing and advertising departments. How many people work there, and what types of jobs are there?

3 Research a current show playing in Los Angeles and read some of the publicity, including reviews. What are the similarities and differences among what reviewers thought of the show? After reading about it, do you want to see it?

Visit CTGLA.org/WorkingInTheatre and select “Junior Publicist.”

“Publicists work
with the media to
get people talking.”