



TERMS OF REFERENCE FOR
WARKWORTH DRAMA GROUP MEDIA/PUBLICITY OFFICER

As Media/Publicity Officer of the Warkworth Drama Group, you are responsible for the following:

1. Group Profile

- a. Maintaining links with the local media and providing reports and press releases on group news.
- b. Investigating and identify potential promotional opportunities for the group.
- c. Ensuring the group is promoted to the public, as well as news and opportunities being distributed to members, predominantly via a regularly updated website. Responsibility for the website can be delegated to a dedicated webmaster/mistress if required.

2. Performances

- a. Liaising with local businesses to ensure posters for performances are on display.
- b. Sending press releases to regional and local press, radio, community magazines (such as The Pelican, The Ambler, taking into account early deadlines for copy), listings magazines (such as The Informer, Crack), website(s) and Northumbrian magazine.
- c. Encouraging members to use their Facebook sites to promote the production, and issuing suitable guidelines for the use of social media.
- d. Organising photo calls (at least two weeks before opening night) with the press.
- e. Overseeing the production of flyers for distribution by group members.
- f. Overseeing the production of programmes for performances.

3. Post-Performance

- a. Analysing marketing data to enable better targeting of publicity.
- b. Encouraging the writing of suitably positive reviews of performance for distribution to local media.
- c. Encouraging the posting of comments on drama group web site.

Chairperson, Warkworth Drama Group

I certify that I have read and understood the TORs described above.

Signature:

Name and initials:
(in block capitals)

Date: