

Page and Stage Library Publicity Suggestions

As you know, we are pleased to offer you a \$500.00 publicity subvention, as well as a \$250.00 refreshments stipend.

Below are suggested initiatives to increase awareness of the Page and Stage program at your library:

1. Link your website to www.pageandstage.org. (Your website link and information on your programming, program themes and initiatives, scheduling details, directions and information on your local scholar is present on your library page at www.pageandstage.org).
2. Create a book display in the branch where your programming will take place with the set of new translations of ancient dramatic texts. We would like you to create a display with these books accompanied by some of the Page and Stage banner, posters, bookmarks and flyers.
3. Provide press releases to local newspapers, radio stations and television stations as well as community organizations, bookstores, coffee houses, dance and drama schools, colleges, high schools, local theatres, arts groups, community web sites, and the mayor's office. Encourage local newspapers and weekly event magazines to write stories, include photos and review the Iliad: Book One performance.
4. Invite TV crews to film part of an event for inclusion on local news or for a radio station to record some of the Iliad: Book One performance. **Please note** that under the actors' union contract legitimate news channels are allowed to film up to 15 minutes for news broadcasts and Aquila Theatre must be notified 48 hours in advance.
5. Send a letter to community groups, local theaters, arts organizations and book clubs.
6. Notify local high schools and colleges. Especially English, Latin, Drama and Classics teachers, as many of them study Homer's Iliad.
7. Ask your local cultural institutions such as museums, colleges, arts centers and music schools to display Page and Stage posters.
8. Circulate posters, flyers and bookmarks to all your branches, neighboring libraries, and encourage local businesses to display them as well.
9. Offer ticket giveaways to local and college radio stations.



THE POWER OF THE ILIAD TODAY

10. Send the press release and listing info to local web sites and influential bloggers in your area.
11. Circulate the photos and get them placed on line and in print.
12. Program directors and scholars are available for interviews and can be scheduled through our office.
13. Develop local personal interest stories regarding people's reactions to the program and their perspective on classical literature.
14. Let your patrons know that refreshments will be served. This is an excellent marketing tool.
15. Call the Page and Stage office at any time for help with brainstorming publicity ideas and support from our end.

Please contact us if you have any questions or need any assistance in sending out information at: andrea@aquilatheatre.com or (212) 998-3628.