



In The Heights
Proposal for Promotional Project
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Current students at Cardinal Gibbons: In the Heights is set in a mixed Hispanic neighborhood so it is intentionally running during National Hispanic Heritage month (September 15 – October 15). We have worked it out with the Spanish teachers so that they schedule a field trip to the theater and have the students watch the show as a part of the feeder show which is on Thursday, October 4th. Students who are not in Spanish receive extra credit in their English class if they attend any other regularly scheduled show and turn their ticket in to their English teacher.

Social Media: Today's world affords the opportunity for lots of free publicity that was never available before. Facebook, Instagram, Snap Chat and many other social networking sites give us the opportunity to promote our show.

Action Steps:

- 1) Create Facebook event. Create geofilter for Snapchat.
- 2) Use the Cardinal Gibbons Drama and Cardinal Gibbons High School Facebook and Instagram accounts to promote the play.
- 3) Get all of the cast and crew to do their own posts and tweets on their social media sites. This way we can get publicity out to people who might otherwise not be aware of us and our shows.
- 4) Make and use videos for the 6 weeks leading up to the show. Upload them onto the Facebook page and use live videos on Snapchat and Instagram. They'll be things like sneak peeks of what's happening backstage, the set and costumes and interviews with cast members.



Media:

Action Steps:

1) Email the Press Release to reporters at the local television, newspaper and radio stations. Do this at least 6 weeks prior to the show (week of August 20) and call them to make sure they got it. Ask them to run short PSAs on their stations.

Community Awareness:

Action Steps:

- 1) Get the cast and crew to promote the show to their friends, families and neighbors. Have each of them type out a short letter that they can give out.
- 2) Create and hang mini posters and have the cast and crew go door to door to businesses to hang in their windows, etc.
- 3) Distribute a "Save the Date" to mail/email/hand out to special family and friends.
- 4) Participate in "Hispanic Heritage Awareness" activities in the community. The Broward County Library has a schedule of activities and might be willing to let us promote on that calendar. Nova and Broward College also host events for their students which would be ideal since the play takes place at the theater on Nova's campus.

Other Promotional Activities:

Action Steps:

- 1) Get t-shirts made up for the cast and crew to wear before the show. Extra t-shirts will be printed and sold prior to the show or at the theater.
- 2) Get notebooks and tumblers printed to be sold at the theater.