

Opportunities for Publicity

The following is a list of ways to publicize your show. It is by no means exhaustive; please email the current HRDC Publicity Coordinator at publicity@hrdctheater.com with suggestions for updates, questions, or concerns.

Locations for Postering

On Campus

1. Wigglesworth Archways
2. Weld Board
3. Lamont and Stairs to Lamont Kiosk
4. Dudley Hall Kiosk
5. Harvard Hall Kiosk
6. Memorial Hall Basement
7. Science Center
8. Bulletins on first floors
9. Freshman Mail Room
10. Music Building Lobby
11. Houses
12. Graduate Schools

In the Community

1. Libraries (Arlington, Lexington, Waltham, Watertown, Cambridge, Boston, Allston)
 - a. Cambridge
 - i. Main Library
 - ii. Boudreau Branch
 - iii. O'Neill Branch
 - iv. Central Square Branch
 - v. O'Connell Branch
 - vi. Valente Branch
2. Supermarkets
3. Arts Centers:
 - i. Arlington
 1. Arlington Center for the Arts
 2. Playtime Store & Wild Women
 3. ArtBeat block
 - ii. Lexington
 1. Munroe Center for the Arts
 2. Spectrum Music
 - iii. Boston Center for the Arts
 - iv. Cambridge
 1. Cambridge Council on the Arts
 2. Cambridge Multicultural Arts Center
 - v. Arsenal Theatre
4. Cambridge Cultural Centers
 - i. Council on Aging

1. Explore other senior centers in the area - one in every town!
5. Universities
- i. Boston Conservatory
 - ii. New England Conservatory
 - iii. Lesley
 - iv. Longy
 - v. Emerson
 - vi. MIT
 1. Also, email the TA Performances list
 - a. ta-performances@mit.edu
 - b. Open to anyone who subscribes to the e-mail list
 - c. E-mail out announcements of shows
 - vii. Suffolk
 - viii. Tufts
 - ix. UMass – Boston
 - x. Boston University
 - xi. Northeastern
 - xii. Wellesley
 - xiii. [A list of more schools!](#)
6. High Schools
- i. Cambridge Rindge and Latin
 - ii. Belmont High School
 - iii. Arlington High School
 - iv. Lexington High School
 - v. Buckingham Browne and Nichols
 - vi. Commonwealth School
 - vii. Watertown High School
 - viii. Boston Latin
 - ix. Winsor
 - x. Belmont Hill School
 - xi. Somerville High School
 - xii. Matignon High School
 - xiii. North Cambridge Catholic High School
 - xiv. Brookline High School
 - xv. Boston University Academy
 - xvi. Prospect Hill Academy Charter School
7. For child-friendly productions
- a. Cambridge Elementary Schools: [Cambridge Public Schools](#), Fayerweather, Buckingham Brown & Nichols, Belmont Day, Friends School
 - b. Theater groups: Watertown Children’s Theatre, Boston Children’s Opera

Campus Publications

1. The Harvard Crimson
 - a. Contact current Campus Arts editor regarding preview and review – this is not done automatically.

- i. Make sure to reserve tickets in advance for reviewing press and photographers, particularly for Ex shows.
- 2. The Beat/OFA Calendar
 - a. Make sure your show is listed in the [OFA calendar](#) and it will automatically be published in the Arts Beat email during the weeks that it's playing.
 - i. Submit your event [here](#) to be featured on the calendar and in the Beat.
 - b. The OFA Calendar automatically feeds into major campus calendars like the Harvard Gazette and [HarvardEvents](#)
- 3. The Yard Bulletin
 - a. Submit a blurb to yardnews@fas.harvard.edu by Tuesday at 9:00 AM for publication that Friday.
- 4. OFA Arts Blog
 - a. E-mail Alicia Anstead at ansteady@hotmail.com to discuss story ideas for her team of student bloggers
 - b. Occasionally, with Alicia's guidance, you can write this piece yourself (250 words max ideal). Examples online.
 - c. Very pro-media: photos, videos, etc.
 - i. Especially for shows with two week runs, take high quality photos during dress rehearsals to distribute to blogs

Campus Publicity

- 1. Perform Outside the Science Center
 - a. Email the current Publicity Coordinator at publicity@hrdctheater.com to arrange this.
- 2. Talk to relevant student groups
 - a. Contact student groups with similar interests to advertise group deals, or to consider planning collaborative activities like events and talks addressing themes of your show
 - b. List of Student Organizations at Harvard College:
<http://isites.harvard.edu/icb/icb.do?keyword=k65178&pageid=icb.page305611>
- 3. Contact professors
 - a. Review the course catalog for classes addressing the themes of your show
 - b. Contact professors before the semester begins and they may integrate your production into the syllabus
- 4. Encourage personal invitations from production cast and staff members
 - a. Push members to contact their own social organizations, like fraternities, sports teams, final clubs and other large groups like the Hasty Pudding Theatricals. Offer group deals!
- 5. Submit listings to House newsletters displayed in dining halls, like Leverett's Hare Today
- 6. Email unmoderated listservs like house lists or 'femalefreshmen'
- 7. Sandwich boards

- a. Reserved through the publicity section of the student organization portal – can only be done by club officers (usodb.fas.harvard.edu)
 - i. HRDC slots traditionally reserved for Mainstages and the first show in the Ex
- b. Non-HRDC shows or HRDC shows with associated student organizations may reserve through those other groups
- 8. Harvard Theater Twitter
 - a. Tweet a mini-ad @HRDCtheater
- 9. HRDC newsletter
 - a. Fill out this webform: <http://www.hrdctheater.com/newsletter.php>
 - b. Submit by Wednesday at 11:59PM for inclusion in the following day's newsletter
- 10. Electronic kiosks on campus
 - a. Email your poster to osl@fas.harvard.edu.
- 11. HUDS Table tents
 - a. Reserve by requesting dates from: crista_martin@harvard.edu
 - i. 75 words or less
- 12. Donate UC TKTS
 - a. The UC newsletter (distributed to all dorm and house lists) lotteries off tickets to campus events
 - b. Send a short blurb advertising your show (including time and place) and how many tickets you're willing to give via email to the Student Initiatives Committee at uctkts@gmail.com.

Harvard Graduate School Student Organization Listings

- 1. Public Health
 - a. <http://www.hsph.harvard.edu/administrative-offices/student-affairs/student-organizations/>
- 2. Divinity School
 - a. <http://www.hds.harvard.edu/osl/studentorgs.html>
- 3. Law School
 - a. <http://www.law.harvard.edu/current/orgs/alpha/index.html>
 - b. Drama Society: <http://hlsorgs.com/drama/>
- 4. Business School
 - a. <http://www.hbs.edu/mba/studentlife/clubs.html>
 - b. Drama Society: <http://www.hbs.edu/mba/studentlife/clubs/hbsshow.html>
- 5. Kennedy School
 - a. <http://www.hks.harvard.edu/degrees/life/student-orgs>
- 6. School of Education
 - a. http://isites.harvard.edu/icb/icb.do?keyword=hgse_student_organizations&pageid=icb.page424479
 - i. You will need to sign in with your Harvard ID
 - b. Improv: http://isites.harvard.edu/icb/icb.do?keyword=hgse_improv
- 7. School of Design
 - a. <http://isites.harvard.edu/icb/icb.do?keyword=k83310&tabgroupid=icb.tabgroup134430>

Boston-Area Arts Online/ Radio Publicity

1. WBUR
 - a. Calendar:
<http://events.publicbroadcasting.net/wbur/events.eventsmain?action=submitEvent>
2. WGBH
 - a. Calendar: www.wgbh.org/events/
3. The Weekly Dig
 - a. Contact regarding events: <http://www.weeklydig.com/submissions>
4. Craigslist
 - a. Calendar: <http://boston.craigslist.org/cal/>
5. Stagesource
 - a. Weekly newsletter to over 2000 Boston-area theater professionals
 - b. \$15 when done through a member
 - c. OFA productions may e-mail farkashall@gmail.com for free submission
 - d. E-mail by Wednesday at 10AM for Thursday release
 - e. Add a discount for Stagesource members to advertise and inform the Harvard Box Office of the offer
6. WERS- For musicals
 - a. Request a song and they will include a shout-out to your production
 - i. <http://www.wers.org/sro> to email your request the day before
 - ii. Call 617-482-8890 on the day of to request a song directly from the DJ
7. <http://www.artsboston.org/>
 - a. Submit 6 weeks in advance of show
 - b. Will not accept without poster or other image
8. www.boston.com
 - a. 10 days in advance: <http://calendar.boston.com/listings>
9. Cambridge Arts Council
 - a. Weekly e-mail newsletter to Cambridge residents
 - b. http://www.cambridgema.gov/cac/resources_calendar_submission.cfm
10. [HubArts](http://www.hubarts.com)
 - a. Joel Brown's comprehensive arts blog; send PR and photos to jbnbpt@gmail.com
11. City of Boston
 - a. Calendar: www.cityofboston.gov/calendar/addevent/#w45oh844
12. Improper Bostonian - [improper.com](http://www.improper.com)
 - a. For listings, email arts@improper.com
13. Yelp
 - a. Calendar: <http://www.yelp.com/events/cambridge-ma>
14. Bay State Banner
 - a. African-American run Boston periodical
 - b. Calendar: <http://www.baystatebanner.com/PublicEventSubmissionForm>

Main Area Newspapers

1. Cambridge Chronicle
 - a. Submit press releases: <http://www.wickedlocal.com/cambridge/submit-news>
 - b. Submit calendar listings: <http://wicked-cambridge.eviesays.com/submit.html>
2. Boston Globe
 - a. Listings submitted through Boston.com
 - b. 10 days in advance at www.boston.com/cgi-bin/globe_events.cgi
3. Boston Phoenix
 - a. For calendar listing:
http://bostonphoenix.com/boston/listings/place_listing.asp
 - b. Send press releases to letters@phx.com.
 - c. Send advertising inquires to Michael Latchford at mlatchford@phx.com

Local Newspapers

If you have local cast/crew, consider contacting their hometown newspaper to pitch your show for an article or to at least submit the show for their calendar listing.

1. Belmont
 - a. Belmont- Citizen Herald- Previous Wednesday for next Thursday
 - i. Email to Belmont.events@cnc.com
2. General Regional Newspaper
 - a. Globe Northwest Best Bets (& online calendar)
 - i. 4 weeks ahead of event to Libbie Payne at epayne@globe.com
 - ii. Add a note re: why you'd like Libbie to consider this for 'Best Bet'
3. Arlington
 - a. Arlington Advocate (weekly paper)
 - i. Arlington@cnc.com 1-781-674-7726 deadline: Mon. 5pm.
 1. Listing on local cable channel