

PUBLICITY-CMAPPING

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Project Title: From Page to Stage: Publicity for Production

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Class: Advanced Theatre and Technical Theatre

Project Description	Snow Canyon High School’s Advanced Theatre and Technical Theatre Students work together in a Project Based Learning Activity where they produce a Musical Review. As part of the project they have to publicize the production. The students will create maps of different areas of St. George and Santa Clara and tag the map with the locations of where specific publicity should be placed.
Community Issue or Problem Selected -How project evolved?	I have tried in the past to get students to put up posters in order to publicize our productions. It always seems to be the last thing to get done and sometimes it doesn’t get done. If we plan it into our Project Based Learning Project, it will become more important and I believe students will realize how important it is.
Community Partner(s)	City of St. George Owners of Businesses around the St. George Area and Santa Clara.
Project Objectives	Students will be able to identify specific types of publicity. Students will be able to identify the importance of the placement of specific publicity. Students will make maps using a map making program.
Utah Core Standards/Objectives	Objective 5

	<p><i>APPLYING LIFE SKILLS</i> Connect personal experiences with dramatic presentations to own life.</p> <ol style="list-style-type: none"> 1. Explain how theatre can contribute to lifelong learning. 2. Explain how theatre can enhance and maintain complex thinking skills. 3. Explain how theatre builds effective communication skills. 4. Explain how theatre develops the ability to collaborate with others. 5. Explain how theatre promotes responsible citizenship
Essential Question(s)	Will specific placement of publicity have significant effect on the amount of people in attendance?
Assessments (rubrics, scoring guides)	Portfolio - Information will be placed in an online portfolio
Project Products	<p>Portfolios: Section for Publicity:</p> <ol style="list-style-type: none"> 1. Ideas page 2. Map of specific area 3. Outline of what each group wants to accomplish 4. Make map of each specific area and locations of placements publicity. 5. “What our group accomplished” 6. “Were we successful?” Give specifics
Project Timeline (include a step by step Procedures)	<ol style="list-style-type: none"> 1. This will be added into our From Page to Stage -Project Based Learning Project. 2. Review with the students the use of online maps- google earth 3. Class discussion of the importance of Publicity for the show 4. Different types of Publicity- discussion 5. Class decision on what types they want to use. 6. Placement of Sandwich boards- <ul style="list-style-type: none"> -contact City of St. George- paperwork -decision/discussion of best placement. - talking with owners of business- signed paper work for city 7. Making a map of placement of posters:

	<p>- discussion in groups- split city into areas - groups over ea area: map making of where to place posters.</p> <p>8. After making of map- time to place posters.</p> <p>9. Placing of Sandwich boards</p> <p>10. Section in Portfolio outlining what each group did, and also map.</p> <p>11. Students will take note of numbers attending the production</p> <p>12. At end of show. Discussion of if it was a success.</p>
Resources Needed	<ol style="list-style-type: none"> 1. Street Maps 2. Google Earth 3. Portfolio- From Page to Stage 4. Camera or Phone that takes pictures
Skills Required	<ol style="list-style-type: none"> 1. Writing Skills 2. Walking/Driving Skills 3. Camera Skills 4. Using Map making Computer Program
Project Team Member Roles	<p>Teacher(s): Kim Whitman</p> <p>Students: Students in Advanced Theatre Class and Technical Theatre Classes</p> <p>Partner(s): City of St. George Owners of Properties that we will put our signs in front of</p>
Celebration/Presentation	<p>We will celebrate with those who attend our production</p>
Project Evaluation	<p>We will compare audience sizes from last year to this year.</p>
Project Bibliography	<p style="text-align: center;">earth.google.com www.mapquest.com/</p>

	HTTP://cmap.maps.arcgis.com/ Home/content.html
Plans for Future CMAP Activities	Each year will plan to improve our attendance by improving our publicity.

Optional:

[MapAssignment](#)

[City of St. George Application](#)

[-Publicity](#)