

Publicity

Running the theatre, and putting on a production, involves a whole lot of teamwork, both on stage, behind the scenes and front of house. But it would all be a waste of effort if there was no audience – and that's where our publicity team come in!

Letting people know what's on at the theatre is probably one of the most difficult things to do. How often do we hear people say "Oh I didn't know that was on," after a play has finished? Yet we do our best to use every means possible to advertise all our events. The Ashby Tourist Information Centre does a great job distributing posters and flyers as well as talking to people who come in to the TIC. They also have an emailing list to let people know what is going on in and around Ashby, so if you are not on it, give them your email address straight away. Jim Joyce, one of our team members also spends a lot of time taking posters and flyers round to surrounding villages as well as shops and other places in town.

We are very lucky to have such a talented poster designer. Dave Steward has been creating imaginative and eye-catching posters for us for many years. The large poster on the side of the theatre In North Street is often the first way people notice what is on at the theatre.

But in this digital day and age that's not enough! We also make good use of social media – please "Like" us on Facebook (Venture Theatre Ashby) or follow us on Twitter (@VentureTheatre) and, of course, we have our own website: ashbyventuretheatre.org.uk.

Even that isn't enough! We are very grateful to Ashby Life for giving us this space every month and we also appear in Ashby & Packing Community Eye, St Helen's Parish Magazine and occasionally other publications. Directors and perhaps a member of the cast will usually be interviewed on Hermitage FM Radio and BBC Radio Leicester whenever a play is coming up. If you come to a play and buy a programme, you will find details of forthcoming plays, Jazz Club evenings and other events. We like to help other community groups such as the Lyric Rooms Film Nights and the Ashby Theatre-Goers Club by allowing them to advertise free of charge in our programme and in return, they help to advertise our events. That's what community groups should be about, helping each other with a bit of give and take!

Of course, all this takes team work to achieve and if you are thinking of becoming a member of the theatre, and think you could help, then you will be made very welcome. Club nights are every Monday (except Bank Holidays) from 8.30 pm. Pop in and meet us!