

MARKETING & ENGAGEMENT ADVICE FOR CAPTIONED PERFORMANCES

In order to promote your captioned performance we have put together some useful links and tips.

A SHORT DESCRIPTION OF CAPTIONING *(This can be included on any promotional materials also)*

Captioning converts the spoken word into text that provides people with hearing loss with access to live performance. In captioning, the words appear on a screen at the same time as they are sung or spoken. Captions also include sound effects and offstage noises. For more information visit www.stagetext.org

EXAMPLE COPY (please edit as appropriate)



THIS PERFORMANCE IS CAPTIONED

< VENUE > are delighted to announce that this performance of < SHOW > will be captioned. For best view of the production and caption unit we recommend rows XX - XX. [If applicable: Our hearing loop headsets work best in XXXX seats.]

Captioner: Insert name

A half-price discount is available on full price tickets for those who are deaf, hard of hearing, or otherwise disabled. Please book early to ensure availability.

TICKET OFFER:

It is sometimes recommended that a ticket offer is used to engage with audiences who may not have attended the venue previously. This could be half price tickets or a free ticket for the caption user's companion. Administrating an offer requires further thinking in regards to the booking process – i.e Can the audience member pay online? Or by a designated email or fax number? This process should be made as simple as possible for the user.



ONLINE PROMOTION:

Twitter:

Relevant accounts for online interaction:

@stagetext

@hearingdogs

@deafnewstoday

@actiononhearing

@iheartsubtitles

@deafaction

@deafaccesscomms

Hashtags currently used on twitter - #captioned #deaf

TARGET GROUPS:

Also be aware of other groups such as U3A, Age UK, Silver Surfers, and any other comparable organisations in your local area.



FUTHER ADVICE & RESOURCES:

Finally, here is some advice from STAGETEXT-

- Hold back tickets especially for caption-users, and make sure these are in the right place. Usually for caption users these won't be seats in the front row, but a bit further back so that you can easily take in the action on stage and the captions at the same time. If possible, try to leave yourself some flexibility on the night so caption-users can move to better seat for them if they want to.

Online resource –

<http://www.accessibletheatre.org.uk/access-co-ordinators/captioning/reserving-tickets-with-box-office/>

- Do your best to let as many people as possible know about the captioned show, if deaf, deafened and hard of hearing audience members don't know about the show then they definitely won't come! It might be too late to add the info to your brochure, but not too late for your website & social media

Online resource –

<http://www.accessibletheatre.org.uk/access-co-ordinators/captioning/marketing-your-captioned-performance/>

- Give any caption users who come to the show a really great night out. You'll know your audience best, but be aware that there will be more deaf, deafened and hard of hearing people in the audience than usual, including people who may not have been to your theatre before.

Online resource –

<http://www.accessibletheatre.org.uk/access-co-ordinators/captioning/welcoming-deaf-deafened-and-hard-of-hearing-patrons-to-your-venue/>

- Lastly, after the show, get feedback from your audience - We'd love to know how it went too!

Online resource -

<http://www.accessibletheatre.org.uk/access-co-ordinators/captioning/after-show-feedback/>.

