Users, engagement, and publicity

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27th July 2016
FASS Building
@ShakespeareLang
International exposure

- We have an association with Internet Shakespeare Editions.
- It co-editors, Michael Best and Janell Jenstad, are members of our panel.
- Their website attracts a huge amount of traffic.
- Our annotations texts will be available from their website.
- CQPweb will interface with their website.
National and local media

• 400th anniversary of Shakespeare’s death
• Press releases
• Local and national TV and radio
• Local events (library, Dukes, etc.)
Education users

- Those teaching, examining, and learning in secondary schools in England, Wales, and Northern Ireland.
- Undergraduate degrees
- School visits
- Mobile app
- Mini-MOOC (A-Level and undergraduate students)
- YouTube videos
- Summer schools
Professional users

- Professional theatre practitioners from directors to actors
- Museums and galleries
- Libraries
- The Folger Shakespeare Library / Folger Institute
- The Shakespeare Centre
- Shakespeare Properties
- Shakespeare Birthplace Trust
- The British Library
- Regional exhibition spaces
All users

Shakespeare Language @Sh... 03/06/2016
Shakespeare wrote at least 37 plays, 154 sonnets, and a number of poems. This means Shakespeare wrote an average 1.5 plays a year.

Shakespeare Language @Sha... 20/05/2016
Shakespeare's characters broadly fall into 3 groups according to how much they speak: protagonists, foils, and functionaries.

Shakespeare Language @Sha... 13/05/2016
We're looking for a full-time Research Associate (Digital Humanities). The deadline for applications is tomorrow: hr-jobs.lancs.ac.uk/Vacancy.aspx?r...

Twitter

• Website
  – Aims and objectives
  – People
  – Link to annotated digitised texts
  – Journal articles (pre-final drafts)
  – Conference presentations
  – Blogs (from all panel members)
  – News and events
Capacity and resources

- Panel of Advisors-Ambassadors
- Email group lists
- Outreach work in schools, theatres, and libraries
- Touring workshops
- Bloomsbury
  - Print edition
  - Web-based version of the Encyclopaedia
  - App