

# Theatre and Dance Publicity/Promotion Planning Form<sup>1</sup>

Name of Production: \_\_\_\_\_

Performance Dates/Times: \_\_\_\_\_

Theatre Space: \_\_\_\_\_

Date	Checklist	Person Responsible
	<b>Date 5 Weeks Prior:</b>	
	◆ Create Fact Sheet and send to Cathy Null (Cathy will proof and send to Bonnie)	Publicity Assistant
	◆ Arrange for publicity photos with Director, Larry Dean of VPC and costume designer	Publicity Assistant
	◆ Begin discussion with director on poster/flyer design	Poster designer
	◆ Draft Press Release & blurbs	Bonnie Barker
	<b>Date 4 Weeks Prior:</b>	
	◆ First draft of poster due	Poster designer
	◆ Collect information for program	Publicity assistant
	◆ Send letter to high schools or other special groups	Publicity Assistant
	◆ Notify campus groups that might be interested in this particular production (e.g., English classes for Shakespeare, campus theme committee/FYE, multicultural groups, etc)	
	◆ Take publicity photos	Publicity Assistant works with Director to set up photo shoot; VPC shoots pix
	<b>Date 3 Weeks Prior:</b>	
	◆ 2 <sup>nd</sup> Draft/Final poster/flyer due – send to printer	Poster Designer/Cathy/DPS
	◆ Design advertisements (if any)	David Patrick
	◆ Confirm arrangements for archive photo shoot and for videotaping of dress rehearsal	Publicity Assistant
	◆ Update Fact Sheet with cast and new info & send with PR pix to Cathy Null/ Bonnie Barker	Publicity Assistant
	◆ Draft program	Publicity Assistant
	◆ Send out blurbs & Press Release w/pix	Bonnie Barker
	◆ Add publicity photos to the web	webmaster
	<b>Date 2 Weeks Prior:</b>	
	◆ Get list of where to post posters from Cathy	Publicity Assistant
	◆ Post posters/ take flyers to Seal Hall to post in dorm	Publicity Assistant/Showcase classes
	◆ Finalize program & send to Cathy Null	David Patrick
	◆ Send program to Print	Cathy Null
	◆ Place local ads	Cathy Null
	◆ Request that Karmon Runquist post event on University web “front page”	Publicity Assistant
	<b>Date 1 Week Prior:</b>	
	◆ Email campus about event (email poster to STARS)	Cathy
	◆ Check that posters are in place	Publicity Assistant
	<b>Opening Week</b>	
	◆ Videotape dress rehearsal	U-TV Michael Thompson
	◆ Take photo archive shots	Visual Production Center

<sup>1</sup> At the beginning of fall semester the season should be listed on the University Calendar and arrangements should be made for video-documentation and archive photo shoots of the major productions. This should be initiated by the production managers for University Theatre and University Dance Theatre.