MEDIA TIMELINE

PUBLICIZING THE AUDITION

2 Weeks Prior:

☐ Put up audition flyers and post on social media (including date, time and location).
☐ Submit audition press releases to newspaper, radio and/or television and post on social media.

1 Week Prior:

☐ Send audition notice home with students.
☐ Continue running press releases until the day of the audition and post on social media.

PUBLICIZING THE PERFORMANCES

2 Weeks Prior:

☐ Select some of the PROMOTIONAL SUGGESTIONS to get the students excited about the upcoming production.
☐ Submit performance press release to newspaper, radio and/or television and post on social media.

1 Week Prior:

☐ Put up flyers for performance (including dates, time and location).
☐ Continue running press releases through the day of the performances.
☐ Place performance information on venue reader board if possible.
☐ Post on social media.

RESIDENCY WEEK

☐ Prepare the show program using the SHOW PROGRAM TEMPLATE provided. Proof carefully, confirming that all names are spelled correctly from the cast list and that all sponsors are appropriately recognized.
☐ Have Tour Actor/Directors proof-read program before printing.
☐ Create tickets, if needed.
☐ Post performance times on social media.

Following your residency week be sure to post pictures on social media and tag the Missoula Children’s Theatre!