

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!