

MEDIA TIMELINE

PUBLICIZE THE AUDITION

2 Weeks Prior:

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

1 Week Prior:

- o Send audition notice out to potential participants.
- o Continue running press releases until the day of the audition and post on social media.

PUBLICIZE THE PERFORMANCE(S)

2 Weeks Prior:

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

1 Week Prior:

- o Put up flyers for performance (including dates, time and location).
- o Continue running press releases through the day of the performances.
- Post on social media.

RESIDENCY WEEK

- o Prepare the show program using the PROGRAM TEMPLATE provided. Proof carefully, confirming that all names are spelled correctly from the cast list and that all sponsors are appropriately recognized.
- o Have Tour Actor/Directors proof-read program before printing.

- o Create tickets, if needed.
- o 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!