

# PROMOTION CALENDAR

Roadside Theater, 306 Madison St., Whitesburg, Kentucky, 41858, 606.633.0108 or Box 771, Norton, Virginia 24273

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Week 4</b>	<p>1. Committees meet to discuss responsibilities and set up future meetings.</p> <p>2. Map out campaign and discuss: mailing lists, tickets, box office, and new audiences.</p>	<p>1. Order Tickets.</p> <p>2. Take flyers, posters, and program copy to printer.</p> <p>3. Check on availability of mailing lists, or possibility of piggyback mailings.</p> <p>4. Check on performance facility. (SEE MANUAL)</p>	<p>1. If using direct mail, obtain mailing lists.</p> <p>2. Obtain envelopes for mailings and write cover letter.</p> <p>3. Duplicate press releases.</p>	<p>1. Set up interviews with local TV and radio stations.</p> <p>2. Organize volunteers. Set up place and time for them to work.</p>	<p>1. Set up speaking engagements with local clubs.</p> <p>2. Check with local post office on regulations for bulk mailing.</p>	<p>1. Check with printer for proofreading.</p>	
<b>Week 3</b>	<p>1. Have event printed in church bulletins, etc.</p>	<p>1. Call area and local TV, radio, and newspapers and arrange for reviewers to be at performance.</p> <p>2. If you are using paid advertising check with papers on ad copy deadlines.</p> <p>3. Pick up tickets and printing.</p>	<p>1. If using displays, set them up in libraries or store windows.</p> <p>2. If direct mailing flyer with letter, have volunteers work on this.</p> <p>3. If hand lettering posters, begin today.</p>	<p>1. Mail Press Release No. 1.</p>	<p>1. If there is a local event, will they let you stuff flyers in their programs or hand out flyers at the door?</p>	<p>1. Make sure box office is ready for tickets to go on sale on Monday.</p> <p>2. See if a paragraph about tickets could be run in area or local newspapers.</p>	<p>1. See if you can have the performance advertised on local marqueses (bank, drug store, etc.)</p>
<b>Week 2</b>	<p>1. Place flyers in churches.</p>	<p>1. Tickets on sale today.</p> <p>2. Newspaper ads?</p> <p>3. <b>BOX OFFICE SHOULD OPEN TODAY.</b></p>	<p>1. If doing speaking engagements, take along tickets to sell.</p> <p>2. Begin putting up posters and distributing flyers.</p>	<p>1. Mail Press Release No. 2.</p>	<p>1. Take radio spot to stations.</p>	<p>Box Office Open</p>	<p>Box Office Open</p>
<b>Week 1</b>	<p>1. Announce performance at church functions.</p>	<p>1. Obtain ushers.</p> <p>2. Check details with performance facility.</p>	<p>1. Send reminders to reviewers.</p> <p>2. Continue distributing flyers.</p>	<p>1. Continue speaking at meetings and selling tickets.</p> <p>2. Mail Press Release No. 3.</p>	<p>1. If ticket sales are slow, arrange a phone campaign to local groups, friends, and club members.</p>	<p>1. If sponsoring a residency, are workshop arrangements set up?</p> <p>2. Confirm residency activity time and date with sponsoring party.</p>	<p>Box Office Open</p>
<b>PERFORMANCE WEEK</b>	<p>1. Set up radio interview on how tickets are selling, arrival of company, or other information.</p> <p>2. Is radio spot being aired?</p>	<p>1. Confirm times with ushers.</p> <p>2. Make sure all Roadside's technical needs are taken care of (Consult contract and technical sheets).</p>	<p>Box Office Open</p>	<p>Box Office Open</p>	<p>Box Office Open</p>	<p><b>PERFORMANCE DAY</b></p>	<p>Box Office Open</p>