**PUBLICITY SCHEDULE**

Once the show has been selected and the director and staff selected as well, and an audition date has been agreed upon, the **First Article** should appear.

        The First Article should appear Three Weeks before the audition date. This article should contain the following:

o   Name of show

o   Date, place and time of audition

o   Brief summary of the show

o   Description of parts available and age range

o   **Contact number or email---NOTE:  ALL articles need the following verbiage: Name, contact info (phone number and email), the phrase “For Immediate Release,” and a generic title—in most cases simply using “Press Release” should suffice. This may seem odd, but it is really important, because if an editor or radio interviewer has a question about the show or needs to contact you about appearing on the radio, this will allow them to contact you directly so that you can answer any and all questions.  This needs to be followed for EVERY ARTICLE submitted.**

o   Currently our press releases are sent out to:

  The Watertown Daily Times

  The Daily Jefferson County Union

  The Lake Mills Leader

  The Oconomowoc Enterprise

  The Beaver Dam Daily Citizen

  The Hartford Times

  The Milwaukee Journal-Sentinel

  The Jefferson County Advertiser

  The Wisconsin State Journal

  The Isthmus

  WTKM radio

  WFAW radio

  WBEV radio

        The Second Article, or reminder, should appear the Week of the Audition Date. This article should include:

o   The name of the show

o   The date, place and time of auditions

o   Brief outline of the show and parts available, including age range

o   Contact number or email

Once the cast has been selected, the *complete cast list, including names of roles they are portraying,*must be submitted to the Publicity  Coordinator for dissemination to the Webmaster and Facebook administrator.

**One Month** before the show opens, the following article should appear:

o   A major article which includes:

o   The name of the show

o   Dates and times of the performances and location of the production

o   Names of the show’s authors and the company which has licensed the production

o   Brief outline of the plot of the show (in cases of a musical also a listing of major musical numbers)

o   The complete cast list and list of key personnel, such as director, musical director, choreographer, etc.

o   Where and when to buy tickets and cost of same

o   Contact number for more information

**The Week of the Show** a reminder article ***and a photograph*** should appear, including the following information:

o   Name of show

o   Dates of performance, including times of performance and location of production

o   Where tickets can be purchased and costs of same

o   Brief outline of the plot of the show

o   Contact number for more information

***A Note on Photographs to be Used for Press Releases:*** Photographs should show key scenes or action, not be staged, static views of the cast.

**The Week Between the Performances,**a second or follow-up reminder should appear ***along with another photograph.***

**The Captions of all Photographs should contain the following:**

o   Name of the show

o   Dates and times of performances

o   Place of performances

o   Number for more information

o   Description (including identities of actors) of the scene depicted

***NOTE:  Directors Must*** ***write out their own captions to photos and include all identifications of actors in the photo to insure accuracy.  It is also highly suggested that all directors write their own press releases to insure accuracy as well.***

If a director writes their own articles, they ***must be submitted to the Publicity Coordinator one month* before their publication,**which means that using this schedule, all articles and photos must be submitted to the Publicity Coordinator for dissemination to the various media outlet **no later** than a week before the scheduled times listed above.

If a director opts ***not***to write their own press releases, then all information (cast list, plot outline, production staff, dates and times, etc.) must be submitted to the Media Coordinator **immediately upon selection of the cast.**  Publicity photos **must be submitted to the Media Coordinator no less than three (3) weeks in advance of the schedule outlined above.  All captions must be submitted by the director at the same time.**

If everyone involved in the show follows these PR guidelines we should be able to be consistent in our handling of press materials.