

**CHECKLIST: SHOW-SPECIFIC COMMUNICATIONS CAMPAIGN**

Date	Task	Done by	Completed
12 Weeks Out	Project description Written		
	Website Updated		
	Marketing budget agreed upon		
7 Weeks Out	Press release written		
	Website Updated		
	Creative brief agreed upon		
	Materials to designer		
6 Weeks Out	Blog post x 1		
	Twitter x 3 posts		
	Facebook Event created		
	Press release sent		
	First draft, poster/other collateral		
	Monitor and respond to social media traffic		
5 Weeks Out	Poster/cards to printer		
	Partnership initiatives agreed upon		
	Blog post x 2		
	Twitter x 5		
	Monitor and respond to social media traffic		
	Facebook invitations		

4 Weeks Out	Press follow up		
	Blog post x 2		
	Twitter x 5		
	Facebook		
	Collateral sent out for distro		
	Ads begin this week		
	Monitor and respond to social media traffic		
3 Weeks Out	Media photography posted to web		
	Blog post x 3		
	Twitter x 10		
	Facebook		
	Special offers planned		
	Media interviews/print (usually)		
	Ads continue, update as necessary		
	Monitor and respond to social media traffic		
2 Weeks Out	Special offers activated (Facebook friends, professional group discounts, email promotions, etc.)		
	Email to mail list		
	Blog post x 3		
	Twitter x 10		
	Facebook		
	Ads continue, update as necessary		
	Monitor and respond to social media traffic		

1 Week Out	Email to mail list		
	Top up collateral		
	Photo release to media		
	Blog post x 3		
	Twitter x 10		
	Facebook		
	Ads continue, update as necessary		
Week of Show	Blog as often as possible		
	Twitter as often as possible		
	Facebook as often as possible		
	Media clippings		
	Radio/TV for artist		
	Last minute offers		
	In-theatre promo for next show ready.		
Post-show (no later than 2 weeks)	Identify and welcome new audience members		
	Thank sponsors/partners		
	If appropriate, fundraising message to ticket holders.		



# PRESS RELEASE TEMPLATE

logo or other  
identifier

HEADLINE

PARAGRAPH 1: Include WHO, WHAT, WHEN, WHERE

PARAGRAPH 2: Include details of Project, background, artist statement

PARAGRAPH 3: Company and artist background, full credits, etc.



WHO, WHAT, WHEN, WHERE, repeated. Include Ticket Information here. In **bold**.

Janet

Colin

Joe

---

Gerry

Arthur