

Publicity Planning

Production:

Dates:

| Activity | Target Date | Date Completed |
|--|--------------------------------|----------------|
| Make list of special media and selling points to target | 5 months ahead | |
| Contact long-lead time press (magazines) for feature or highlights | 4 months ahead | |
| Calendar release (bare bones info) written/emailed | 3 months ahead on the 1st | |
| Secure or photograph promotional images. | 2 month ahead | |
| Press release written & approved | 7 weeks ahead | |
| Press release emailed with image | 6 weeks ahead | |
| Begin follow-up calls (after press release emailed) | 5 weeks ahead | |
| Determine number of tickets needed for press and notify marketing / box office to reserve/hold | 4 weeks ahead | |
| Reminder email and/or invite press to review Opening Weekend | Tuesday + 2 weeks before event | |
| Shoot production images | Final dress rehearsal | |
| Continue to follow up with press about Opening Night | | |
| Select images | | |
| Get final press comp order to marketing / box office | The day before Opening | |
| Email images to reviewers | Day before opening | |
| Notify client of reviews | Post-opening | |
| | | |
| [Write/email/fax media advisory with availability for interviews] | Monday before event | |
| [Follow-up calls to set up interviews] | Week of event | |
| [Resend media advisory] | Day before the event | |
| [Follow-up with TV assignment desks] | Day of event | |