

OSLT Marketing Timeline – April 2024

Specific Show Timelines can be discussed between ED and Producer. We use monday.com as our project management tool, and set up boards for all shows; we will share the “Producer View” with Producers, which show the items we require from the Producers and the requested dates, and also give Producers visibility into timelines, including those above.

Marcia will contact each Producer to review their show specific boards and timelines.

Season Prep

- Creative Brief / Poster:
 - Creative Brief created by Producer / Director and sent to Marcia by March 1.
 - Creative Brief will be sent to Shelley so that work on the posters can begin.
 - Poster Target completion date: April 30 2023, after being finalized by producers and staff
- Season Announcement / presale: May/June
 - Shows added to website in May / June
 - Press Release
 - Announcement in Owen Sounder summer article
 - Exterior poster with all shows posted outside if space allows (may have to wait until closing of final OSLT/Ryc production in current season).

Pre-Production

- Auditions
 - Producer gives Emma the Audition information: dates, info on website, meeting with Emma / Marcia if required, approx 1-2months before auditions.
 - Audition info is posted to the website as soon as it is provided to staff.
 - Auditions Marketing schedule includes:
 - Weekly Member’s Spotlight (included every 2-3 weeks until 1 month before auditions at which time it will be included every week),
 - Social Media posts (twice a week on Facebook/Instagram 1 month before first day of auditions).
 - Marcia may discuss with Producer whether a portion of advertising budget will be spent promoting auditions.
- Eblast to Members: Emma will send an Eblast about auditions to members, typically when announced and then 4 weeks in advance.
- Casting
 - Cast / crew list is sent to Emma within one week of casting, after which the show page on the website will be updated.
 - Cast list will be announced on Social Media (same time as added to website)
 - Cast list will be announced in the Weekly Spotlight (same time as added to website)
- Local Event pages

- Emma will send/add the show details to the following sites: River District, Visit Grey, Rrampt, Rogers TV, Owen Sound Events Calendar, Escarpment Magazine, Bayshore Broadcasting, Bounce. Dates vary depending on site and how far in advance we can post.
- Weekly Members Spotlight and biweekly Community Spotlight - show image included in listing of future events - ongoing until production completes.

8 Weeks Before Opening Night

- Social Media Marketing
 - Social Media (FB, Instagram) marketing begins 8 weeks before opening night. Producer / cast / crew are encouraged to create content, videos etc for Emma to post.
 - Posting schedule: 1-2 posts a week (weeks 8/7), 3 posts a week (weeks 6,5,4), 4-5 posts a week (weeks 3,2,1)

Weeks Before Opening Night	Musical Posts	Play Posts
Week 8	1-2	1-2
Week 7	1-2	1-2
Week 6	3	3
Week 5	3	3
Week 4	3	3
Week 3	4-5	4-5
Week 2	4-5	4-5
Week 1	4-5	4-5
Opening Week	3	3
Opening Night	1	1
2 nd Week	3	3
3 rd Week	3	N/A
Closing Post	1	1

- Merch
 - Producer and ED work together to send a design concept to Shelley
 - Within next week a design is confirmed, mockups created, Emma to make Merch on sale 6 weeks before opening night (unless otherwise agreed between Producer/ED).

6 Weeks Before Opening Night

- Big exterior poster and smaller interior lobby poster ordered
- The show is added to the marquee by Emma and will be in rotation
- Box Office Staff takes posters out around town; copies made available to production
- Merch is confirmed and put up for sale on website
- Eblast is sent by Emma to entire email database
- Print ads are arranged: GBTW, Sun Times, (Rrampt, Escarpment, Owen Sounder are group production ads / stories in these quarterly publications).
- Marcia books radio ads with Bounce radio and Bayshore broadcasting; schedules interviews
- Marcia schedules Rogers TV, and explore other options depending on the show (Sun Times is always arranged after the press release is sent out).
- Members Spotlight / Community Spotlight

5 Weeks Before Opening Night

- Cast and Crew Bios and Headshots are sent to Emma and Tiffany. Emma updates website

4 Weeks Before Opening Night

- Outdoor and Interior posters are mounted by staff
- Paper Program:
 - In addition to headshots and bios, Producers send all acknowledgements, thankyou's, Director's Message to Emma who puts together to send to Shelley with any sponsor ads, logos etc.

3 Weeks Before Opening Night

- Tiffany create the first draft of the slideshow
- Radio ads begin
- Online advertising - SunTimes, Rrampt, OSHub (budget dependent)

2-3 Weeks Before Opening Night (3wks for musical)

- Facebook Cover Photo is updated by Emma with show image (this is technically the Monday after the show moves in to the Roxy and has the stage for their pre-production)
- Press Release sent out which triggers Sun Times Interview and potentially other calls for interviews.
- Producer sends Director's written message to Emma and Tiffany (Emma adds to program/Tiffany adds to slideshow)
- Special Thanks/Acknowledgements are sent to Emma and Tiffany (Emma adds to program/Tiffany adds to slideshow)
- Emma will reach out to Producer to discuss who is invited to Dress Rehearsal (family of cast and crew, front of house volunteers, set crew, etc) and then send out Eblast invitation

1 Week Before Opening Night

- Director's Video Message (if applicable) is filmed and sent to Gary (please let Tiffany know when this is completed so it can be checked off as done)

Post-Production

- Emma will do a closing show post on Social Media (Facebook and Instagram)