

[INSIDE] THE FORD 2011-12 SEASON
MASTER CHECKLIST & SCHEDULE OF DEADLINES

Due Date	Item	Recipient
May 31	<input type="checkbox"/> Submit Producer Information Sheet	Alma
May 31	<input type="checkbox"/> Submit Creative Brief	Communications
June 4	<input type="checkbox"/> Orientation & Marketing Workshop	
June 18	<input type="checkbox"/> Submit Marketing Plan	Communications
Early July	<input type="checkbox"/> Submit signed contract	Alma
July 1	<input type="checkbox"/> Submit Box Office Form and set date to meet about discounts and group sales <input type="checkbox"/> Submit Mail, Email, Web Info Form	Eve Communications
July 15	<input type="checkbox"/> Groups convene to discuss Season Subscription Party <input type="checkbox"/> Provide graphics, logos, photos, etc. for season postcard <input type="checkbox"/> Submit play blurbs for season postcard	Communications Communications Communications
August 1	<i>Sneak preview packet to Ford Theatre Foundation donors & ITF subscribers</i> <i>Longlead press announcement of season</i>	Communications Communications
	<input type="checkbox"/> Submit Snail-mail lists in excel format	Communications
	<input type="checkbox"/> MAGNO RUBIO Group Sales list of leads due	Eve
August 8	<input type="checkbox"/> MAGNO RUBIO must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
Mid August	<input type="checkbox"/> MAGNO RUBIO submit copy & begin working with graphic designer on postcard <input type="checkbox"/> MAGNO RUBIO brainstorm and schedule social media video shoot.	Communications
September 7	<i>Season postcard mailed</i> <i>Season Published on Ford Web site</i> <i>Tickets on sale to general public (web, mail, phone, fax & window);</i> <i>Ford e-mail blast</i> <i>Press announcement of season</i>	Communications
September 8	<input type="checkbox"/> MAGNO RUBIO submits multimedia/materials for Ford Web site <ul style="list-style-type: none"> • Youtube links • Images/photos • Mp3s • Additional background info on play 	Communications
September 15	<i>MAGNO RUBIO show press release</i>	<i>Lucy Pollak</i>
End of September	<input type="checkbox"/> NO GOOD DEED must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
Early October	<input type="checkbox"/> MAGNO RUBIO submits 6 e-sign frames <input type="checkbox"/> MAGNO RUBIO has early press photo shoot	Communications Communications
October 11	<input type="checkbox"/> ITF Season Subscription Party at the Ford	Communications
October 30	<input type="checkbox"/> NO GOOD DEED submit copy & begin working with graphic designer on postcard <input type="checkbox"/> NO GOOD DEED brainstorm and schedule social media video shoot	Communications
End of November	<i>NO GOOD DEED show press release</i>	<i>Lucy Pollak</i>
December 1	<input type="checkbox"/> NO GOOD DEED Group Sales list of leads due	Eve

Early December	<input type="checkbox"/> NO GOOD DEED submits multimedia/materials for Ford Web site <ul style="list-style-type: none"> • Youtube links • Images/photos • Mp3 of interviews or music • Additional background info on play 	
Mid-December	<input type="checkbox"/> NO GOOD DEED submits 6 e-sign frames <input type="checkbox"/> NO GOOD DEED has early press photo shoot	Communications Communications
	<input type="checkbox"/> BAD APPLES must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
January 5	<input type="checkbox"/> BAD APPLES submit copy & begin working with graphic designer on postcard <input type="checkbox"/> BAD APPLES brainstorm and schedule social media video shoot.	Communications
Mid January	<i>BAD APPLES show press release</i>	<i>Lucy Pollak</i>
February 1	<input type="checkbox"/> BAD APPLES Group Sales list of leads due <input type="checkbox"/> BAD APPLES submits multimedia/materials for Ford Web site <ul style="list-style-type: none"> • Youtube links • Images/photos • Mp3 of interviews or music • Additional background info on play 	Eve Communications
February 15	<input type="checkbox"/> BAD APPLES submits 6 e-sign frames <input type="checkbox"/> BAD APPLES has early press photo shoot	Communications Communications

NOTE TO ARTISTS: Items in Italics denote key events in the Ford marketing/production/box office schedule. They are for your information only. No participant action is needed.