Marketing Info for Producers and Directors (Main Stage)(11/12/2020)

Please keep the Marketing Coordinator informed of any events or publicity that you arrange yourself.

All information should be sent to the Marketing Coordinator.

1) Information about auditions is due: At earliest convenience or 4 weeks prior to audition dates.

Please include your contact information, and any information about age ranges, character descriptions, etc. that you would like publicized. The information is circulated by the Marketing Coordinator to the person coordinating DCPs FB page, the person coordinating DCP’s Website, STAGE, and Lehigh Valley Stage.

Once casting is complete, please send cast and crew (as known) to the person coordinating DCP’s FB page posting. That person (currently Candi Remphrey, Secretary) will check to be sure we have current clearances on file as well as other required forms (Social Media, Photo release, Emergency Contact forms). All members of the cast and crew need to have current clearances on file. If a cast/crew member does not obtain/submit current clearances or have current clearance documentation on file within 2 weeks of casting, the Director must recast that role.

At the first read-through, please distribute any required releases and emergency forms, the social networking guidelines, the photography guidelines and the advertising sheet. Any cast and crew who have not yet done so will need to sign the sheet acknowledging that they received the social networking guidelines.

2) Information for your poster is due: As soon as casting is complete.

This should include cast and any members of the production team you want to name, plus a tagline. Taglines may be discussed between Marketing Coordinator and the production. A poster may also be created for the production, but the expense will be deducted from the production’s budget. They can be printed by PVP (at a cost to the production) or email the pdf to cast and crew to print and share. Please have information approved by Marketing Coordinator prior to printing.

3) Your program is due: Three weeks before show opens.

Please use the template provided and follow the indicated formatting. Include jpegs or gifs of any ads that you have sold, as well as a cover photo. You do not need to tag members, and names from work calls can be added later. You will need to send me those names, however.

3) Headshots and Publicity Photos are due: Two weeks before show opens.

Please forward any publicity photos to the Marketing Coordinator as soon as possible. She will circulate some with the media release, and we can release some on Facebook as well to create interest. All photos need to have actors identified by name L-R.

Please burn all production photos to a CD or DVD, or give them to the Marketing Coordinator on a flashdrive to burn to disc to be saved for the theatre’s archives. You can also put them in a shared Dropbox folder or in a private Facebook album with the Marketing Coordinator as a contributor.

Please review with your cast the attached Photography Guidelines for DCP Productions. If you use an external photographer, the Photography Contract with DCP Theatre must be signed by both the photographer and the Producer of the show, and a copy given to the Secretary.

5) Opening weekend & Thursday night

Patron Services is responsible for providing the food for opening Friday and Saturday. We get a discount on trays purchased from Landis. If you choose to buy trays from Landis, please let the Marketing Coordinator know so she can arrange the discount. Please submit the receipt to Geoff.

Please let the Marketing Coordinator know as soon as possible what will be offered on Thursday Night (Patron Appreciation Night) so it can be advertised. In the past, champagne or special refreshments have been offered. The production has the liberty to be creative within scope of the budget.

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