Marketing Info for Producers and Directors (Family Theatre) (11/12/2020)

The role of the Marketing Coordinator is to coordinate DCP’s presence in the community and online. Please keep this person 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 DCP’s 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 fie 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) Your program is due: Three weeks before show opens.

Please use the template provided and follow the indicated formatting. We are currently utilizing an abbreviated program format so there is no room for ads. Be sure to forward any additional production crew notations to the Marketing Coordinator before the program goes to print.

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. They will be circulated with the media release and released on Facebook to create interest. All photos must have actors identified by name L-R.

Please burn all production photos to a CD or DVD, or give them to me on a flashdrive to burn to disc to be saved for the theatre’s archives. You can also put them in a shared Dropbox or a 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.

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