

## **KWLT Production 101**

### **When you first take on the project:**

- confirm budget numbers, including break even points
- inform members of the production staff of their various budgets
- confirm rights have been secured
- confirm locations for auditions, read thru, rehearsals & performances
- find poster designer
- find program designer
- find production assistants
- find (if desired) videographer and photographer
- develop press releases for auditions and performances in conjunction with the director - ensure contact information is correct & clear. for media ones, it needs to end in "-30-" (magical media tag that says EOF)
- confirm if doing show memorabilia (clothing, hats, showbooks, you name it) - if so, source pricing & artwork & staff

### **6 weeks before auditions:**

- send out press releases to media for auditions
- also make available to university drama department, schools (if age appropriate roles exist), other theatre companies and any where else you can tell people
- find bodies to help actor wrangle for auditions
- review audition form with director and update as needed
- design business card advertising for the show
- coordinate with director and poster designer for poster design - needs to be complete by shortly after auditions at latest

### **3 weeks before auditions:**

- Audition posters, if they'll be used, should go up - normally on campuses and to local theatre groups. Not a formal "poster run".

### **1 week before auditions:**

- Reminders about auditions to list from 6 weeks slot.
- confirm actor wranglers
- get audition forms printed
- create, if desired, signs to help direct actors toward the audition room (if in a complex space - eg. SLC at UW) & print
- if needed, print audition pieces
- print business cards

### **Auditions:**

- deliver audition forms & audition pieces
- bring spare pens, tape & thumb tacks
- bring business cards - make sure whomever is wrangling gives one to each auditioner
- put up signs, if needed

### **Post-Auditions:**

- arrange for non-cast people's audition forms to be shredded per KWLTV privacy policy
- assist as needed with notification of casting
- print posters
- confirm with KWLTV EP as to date when posters can be put up (max 4 weeks before performances begin)
- print membership forms
- print cast/crew ticket sales forms
- finalise show poster
- get copy of show poster to program designer for cover
- give director deadline for notes for program
- get cast/crew list to program designer

### **Read Thru:**

- introduce self to cast
- bring more business cards - give to cast for distribution
- bring membership forms
- bring cast/crew ticket sales forms
- explain about memberships, cast/crew sales, and script costs
- give deadline for bios to be submitted

### **6 weeks before performances:**

- send press release to media, etc, as above.
- remind cast/crew about sales, memorabilia (if desired), bios, scripts, memberships, poster run & headshot times

### **4 weeks before performances:**

- poster run

### **3 weeks before performances:**

- headshots for program
- deadline for bios
- forward bios & headshots & thank yous & directors notes & anything else appropriate to program designer

- get keys from EP for theatre & 9 Princess - deliver to SM & TD respectively

### **2 weeks before performances:**

- confirm with program designer that draft will be available for tech weekend

### **Tech weekend:**

- bring in program draft for review
- take photos for lobby display
- put together banner & hang - include title, author, dates, time, price & contact info
- if budgets will be blown, this will be the time - keep an eye on spending, if possible

### **Monday:**

- select photos for lobby display & arrange for printing
- send updates for program to designer
- send out reminder of show

### **Tuesday/Wednesday:**

- build lobby display
- send final program in for printing - review sales numbers with Front of House to establish estimated number needed

### **Opening Night:**

- ensure lobby display is up
- ensure programs are at theatre
- continue plugging show until closing night

### **Post Show:**

- ensure receipts have been remitted properly to Finance
- deliver script money & returned scripts to Finance
- deliver keys back to EP
- forward banner to next producer

*Relax.*