

## **KWLT Production 101 - Timeline**

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

- confirm budget numbers, including break even points - talk to Director of Finance (finance@kwlt.org) & director
- inform members of the production staff of their various budgets
- confirm rights have been secured - through EP (ep@kwlt.org) and Finance
- confirm locations for auditions, read through, rehearsals & performances - Donna Schell at UW is in charge of bookings - she can get us UW campus spaces for free (remind her that KWLT is a registered charity - email is dschell@admmail.uwaterloo.ca- Donna can only book for during the school term (Jan-Apr, May-Aug, Sep-Dec) - requests that are sent for a subsequent term are flagged and will be addressed in the new term.
- find poster designer - coordinate with the Publicity Officer (publicity@kwlt.org)
- find program designer - can get help finding these from EP & Publicity
- find production assistants - photographers, audition wranglers, poster run assistance, etc.
- find (if desired) videographer and photographer - check with the rights agreement regarding video - talk to Publicity for possible sources.
- 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)- samples can be sourced from Publicity or previous postings on the KWLT website (www.kwlt.org)
- confirm if doing show memorabilia (clothing, hats, show books, you name it) - if so, source pricing & artwork & staff - I've used Traces Printing in Waterloo a lot. They're good people and quick.
- Discuss publicity shots & any other promotional items with the director
- Look around for possible cooperative promotional opportunities
- Find a writer & film crew for preview trailer - coordinate again with Publicity

### **8 weeks before auditions:**

- Discuss trailer ideas with writer & director

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

- send out press releases to media for auditions - also include members@kwlt.org & announce@kwlt.org (both moderated)
- 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 people 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".
- Discuss possible dates for filming trailer with production staff & film crew

### **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
- finalize trailer script

### **Auditions:**

- deliver audition forms, audition pieces, membership forms, expectation lists and any other paperwork required by KWLTL
- 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 KWLTL privacy policy
- assist as needed with notification of casting
- finalise show poster
- print posters
- confirm with KWLTL EP as to date when posters can be put up (usually max 4 weeks before performances begin)
- print membership forms - completed ones go to Membership Director (membership@kwlt.org) with money - everyone in the cast & crew MUST have a membership before show opens
- print cast/crew ticket sales forms - confirm with Box Office (boxoffice@kwlt.org) what the cast/crew presales cut-off date is and policy for handling
- get copy of show poster to program designer for cover
- give director deadline for notes for program
- get cast/crew list to program designer
- confirm schedule for trailer filming with director, SM & necessary cast for filming

### **Read Through:**

- 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 - bios should be roughly 50 words or less, and reasonable. We're trying to move away from the joke bios.
- Discuss publicity shots & any other promotional items that the cast should be aware of

### **2 weeks after Read Thru:**

- film trailer - roughly 1 month after filming for post production - contact Publicity to put up on KWLTV YouTube account & then push out to cast/crew, KWLTV website, etc.

#### **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
- book photographer for lobby pics taking at 1st dress
- Schedule any public appearances (eg. Zellers)

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

- poster run
- get next show information from the AD or EP for back cover of the program
- contact media locations to arrange interviews or reviews - if they are coming to a show, coordinate with Box Office

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

- headshots for program
- deadline for bios
- forward bios, headshots, thank yous, directors notes, next show information & anything else appropriate to program designer - check with Publicity for list of standard thank yous - season promoters and the like.
- get keys from EP for 9 Princess - deliver to SM

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

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

#### **Tech weekend:**

- bring in program draft for review
- 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 (send to Anita - can do printing for cost of paper) - review sales numbers with Box Office 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 - they have 30 days after the last production date to submit receipts & expense forms (found on kwlt.org in Resources section)
- deliver script money & returned scripts to Finance
- deliver keys back to EP
- forward banner to next producer or EP

*Relax.*