

Creating a Publicity Timeline:

One of the first things you should do on this job is creating the Publicity Timeline that you must turn into Callie within the first week of the semester. This timeline details all of your tasks and when you should be done with them, therefore it is the basic structure that outlines your work for the first half of the semester.

In this case, this timeline is usually for the first show that the Theater and Dance Department will hold this semester (which is almost always the Fall Theater Production).

The easiest way to create publicity timeline is to start out with a template.

Step 1: Use a recent publicity timeline as a template for this semester. In this case, I would suggest you use the Fall 2019 COLE Publicity Timeline named (COLE Publicity Timeline REAL), which is found in the Academic Year 19-20 folder, under Publicity Timelines.

Step 2: Fix the dates on the timeline to match up with your schedule. For example, if you work on Monday, Wednesday, and Friday, put those dates on in the timeline.

Important note: The amount of time you have before each show can vary, but it is recommended that you usually have at least 4 weeks before the show to do everything. You are making this timeline for yourself! This timeline is when **YOU** believe you can accomplish all the tasks written within this timeline.

Step 3: These are the following tasks that are deemed important and must be done (in order of priority):

1. Press Release: usually done within the first week
2. Program: Three Drafts, with a week spaced between each draft.
3. Table Tents: this should be done within the sometime between the second and third
4. week.
5. Postering: Usually done during the second or third week.
6. Facebook Event: Usually done within the first week.
7. Digest Event: This is done during the week of the show. You must post a digest event every day during the week of the show.