



**2019 Teen One-Acts Festival
Marketing & Communications Plan**

Executive Summary

Contained in this Marketing & Communications Plan is an overview of the goals, target audiences, and schedule for the 2019 Teen One-Acts Festival at Berkeley Repertory Theatre. Basic information on the Teen One-Acts Festival is included in the event and show descriptions. Potential issues this year's festival could encounter include performance dates overlapping with spring break for many local high schools, competition with other low-cost activities, and perceived quality of the productions. Possible strengths include affordable ticket price, variety of stories, and the chance to support theatre voices of tomorrow. These strengths and weaknesses are assessed in further detail with a SWOT analysis.

Main goals for this year are focused both on increasing ticket sales and raising awareness for programs at the Berkeley Rep School of Theatre and Teen Council. In order to reach these goals, offline and online marketing tools will be utilized especially social media, email announcements, and poster distribution.

Parents and teens (both those involved and not involved with the Teen Council) are key audiences and they have very diverse characteristics in terms of race, age, and finances. Demographics of adults and teens living in Berkeley, Oakland, Richmond, and Alameda were focused on primarily because of their close proximity to the theatre. Individual donors who have provided small contributions to the School of Theatre and the Teen Council are another target audience. Using zip codes from Tessitura extractions, possible demographics of these potential audience members were derived from the U.S. Census Bureau and Claritas My Best Segments.

This plan concludes with a budget and list of due dates for key marketing and graphic materials. The calendar is tentative and will depend on teen's availability for projects and the schedules of the Marketing & Digital Communications Fellow Brooke Vlasich, Graphics Fellow Kirsten Pribula, and Berkeley Rep School of Theatre staff.

About the Teen One-Acts Festival

The Teen One-Acts Festival is an annual program hosted at Berkeley Repertory Theatre that allows teenagers to create productions from the ground up. During this program, shows written by teens are selected for a full production. Teens are involved in every step of producing shows including artistic, administration, and production with the oversight of Berkeley Repertory Theatre's fellows. This opportunity is exciting for both groups as fellows provide mentorship for teens and the teens collaborate with mentors and one another. The Teen One-Acts Festival also provides the opportunity for teens to share their work with their peers, generate interest in Berkeley Repertory Theatre's Teen Council, and encourage others to become future participants.

The Teen-One Acts Festival this year will be held in the Peet's Theatre on Saturday, April 6 and Sunday, April 7. Sharing the story of these talented teens provides an opportunity for new voices and original stories to be told. These perspectives will be highlighted throughout marketing efforts this year.

2019 Productions

Help Wanted

Sixteen year-old Shiloh is about to learn a hidden truth in her family after discovering a note written by her mother, Akeelah. With help from her friend Niicy and her grandmother Lita, Shiloh begins a journey that brings her to an emerging sense of self and a better understanding of the world around her.

Oneironauts

In the spring of 1969, Calliope meets the mysterious Huntress through very extraordinary circumstances. Decades later, Calliope's memories of their meeting reveal an uncomfortable truth about Huntress through powerful storytelling, compassion, and friendship.

Dream Collector (Staged Reading)

It's 2045 and the future is a dystopia run by governmental institutions that "collect their citizens' dreams." Will underground artist Kainat be able to successfully launch a rebellion against the California Bureau of Dreams and Entertainment or will poet Ori Stein and dream collector Joe Garcia derail her efforts? This compelling play explores the intersection of technology, art, capitalism, and the value of imagination.

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none">• Long-running reputable program• Showcases talented teens who are interested in developing their craft• New work featuring young voices of the future that can be appealing to different kind of patrons• Variety of play types for audiences— offers both full productions and readings• Affordable ticket prices for patrons	<p>Weaknesses</p> <ul style="list-style-type: none">• The new group of teens and fellows means there will be a learning curve for both groups that may lead to miscommunication and less-professional productions• Programming focuses on educational opportunities over ability to sell• Quality of production can be limited by low budget
<p>Opportunities</p> <ul style="list-style-type: none">• Peet’s Theatre provides teens with a professional venue to present their work• Teens have the chance to share their work and talent with their peers, friends, family, and other audience members onstage• Teens understand how to use trends both offline and online to connect with their peers about the festival• Provides a hands-on experience for teens to learn and fellows to mentor	<p>Threats</p> <ul style="list-style-type: none">• Spring break dates for school districts in Oakland (March 25-29), Berkeley and West Contra Costa (April 1-5), and Albany (April 8-12) are close to or overlap during performances on April 6-7• Competition with other low-cost entertainment activities in Berkeley• Other possible leisure activities for people to spend their free time (i.e. Netflix, video games, etc.)

Goals, Objectives, Strategies, & Tactics

Goal #1: Increase attendance to the Teen One-Acts Festival among repeat and new patrons.

- Increase tickets sales from \$3,820.00 in 2018 to \$5,000.00 in 2019.
 - Diversify and develop offline marketing tactics to increase overall attendance.
 - Send out press release and information to local papers, bloggers, and other news outlets to announce the plays in the Festival.
 - Place posters for the Festival in local high schools, community centers, restaurants, shops, and boutiques.
 - Design and distribute t-shirts for teens to wear and promote the upcoming Festival among their peers.
 - Drive online traffic to Teen One-Acts Festival's webpage to purchase tickets.
 - Update webpage with current information about the Festival, images and logos for plays, and where to purchase tickets.
 - Use social media to communicate information about upcoming Festival on accounts for Berkeley Repertory Theatre, the School of Theatre, and the Teen Core Council. This includes Facebook, Instagram, Twitter, and Snapchat.
 - Share Teen One-Acts Festival Facebook event with Facebook groups focused on events, entertainment, and the arts in the Bay Area.
 - Utilize social media to show "behind-the-scenes" moments and spotlight a specific teen and their role in the festival on a weekly basis.
 - Keep Teen Core Council and Berkeley Repertory School of Theatre Facebook, Instagram, Twitter, and Snapchat accounts updated with consistent posts and respond frequently to comments.
 - If possible, arrange a video trailer to highlight each show and the teens involved with the Teen One-Act Festival.
 - Encourage new attendees and repeat patrons to come to the Festival.
 - Send emails to parents of teens in the Festival announcing and reminding them of plays and performances dates. Encourage them to forward the email to families who might be interested.
 - Connect with arts and humanities teachers in the Berkeley, Oakland, West Contra Costa, and Albany Unified School Districts to encourage their students to attend the Festival.
 - Create emails for Berkeley Repertory School of Theatre donors (specifically those who have donated to the Teen Council) announcing the Festival and encouraging them to see how their support has made a difference for teens participating in the Festival.

Goal #2: Expose audiences to Berkeley Rep Teen Council and programs at the School of Theatre.

- Establish Berkeley Repertory School of Theatre brand in marketing materials.
 - Include the School of Theatre's logo in all online and offline marketing.
 - Include School of Theatre logo in all promotional emails, print materials (posters and programs), and social media posts (when deemed appropriate).
 - Utilize the Teen One-Acts Festival performances to expand outreach.
 - Place print marketing materials such as brochures and postcards showcasing programs at the School of Theatre and upcoming events for the Teen Council in the lobby area.
 - Encourage teens to share postcards, posters, and social media posts with their friends and peers so they can become more familiar with the Berkeley Repertory School of Theatre's programs and offerings.
 - Create post-show materials to distribute to audiences encouraging them to continue supporting the Berkeley Repertory School of Theatre and Teen Council.
 - Send post-show email to audiences who attended the show. Thank them for seeing the show and share a list of upcoming School of Theatre and Teen Council events and programs as well as places where they can continue to donate and support.
 - Share Thank You posts on Berkeley Repertory Theatre's Facebook page and all social media accounts for the Berkeley Repertory School of Theatre and Teen Council.

Target Audiences & Messages

Based on the Teen One-Acts Festival’s purpose, programs, and goals, the target audiences are: Parents, Teens/Peers, Local Arts and Humanities Teachers, and Berkeley Repertory School of Theatre Donors.

Parents

About this audience

In order to find potential demographic information about parents/adults in areas near the theatre, the 2017 U.S. Census Bureau survey was consulted. It noted the following information about people in Berkeley, Oakland, Albany, and Richmond:

Location	Gender	Age	Ethnicity
Berkeley	Men: 48.5% Women: 51.5%	35-44: 11.1% 45-54: 9.5%	White: 60.2% Asian: 19.7% Hispanic or Latino: 11%
Oakland	Men: 48.8% Women: 51.2%	35-44: 15.8% 45-54: 12.7%	White: 36.7% African American: 24.3% Hispanic or Latino: 27%
Albany	Men: 49% Women: 51%	35-44: 16.5% 45-54: 14.4%	White: 51.8% Asian: 26.8% Hispanic or Latino: 13%
Richmond	Men: 48.1% Women: 51.9%	35-44: 14% 45-54: 13.4%	Hispanic or Latino: 42% White: 39.6% African American: 20.6%

These results indicate that the population is very diverse and can potentially resonate with the diversity among members of the Teen Core Council. There are potential supporters for the Festival within this group since there are more women in these locations and women attend the arts more than men as shown from the [Survey of Public Participation in the Arts](#). This study also notes that 50% of adults attend the arts to socialize with friends, which means marketing materials need to show how the Festival can be a valuable experience for adults and parents to spend time with family and friends.

Researching these locations with [Claritas My Best Segments](#) to find other demographics and audience behaviors showed more information about parents in the area with kids:

Audience Segment	Age Range	Median Household Income	Characteristics
Young Digerati (Wealthy Middle Age with Kids)	35-54	\$110,337	Affluent; highly educated (attended graduate school and/or higher); technologically savvy; visits local restaurants, boutiques, bars, and coffee shops.
City Roots (Upscale Younger Family Mix)	25-44	\$52,128	Mainly white-collar workers; a mix of ethnic backgrounds; highly educated.
Multi-Culti Families (Midscale Middle Age Family Mix)	Under 55	\$39,458	Urban household with modest means; often bilingual; education level includes some college; average use of technology; uses a wide variety of media to find information.
Multi-Culti Mosaic (Midscale Middle Age Family Mix)	Under 55	\$38,639	Characterized by many first-born generation Americans who want to improve their economic status; education level includes some college; visits affordable stores and restaurants (chains).

These demographics show a range of income levels and diversity reflected among families and parents living near the theatre. The variety of plays from diverse teens is a potential highlight and reason for this audience to attend the Festival.

Why this audience is important

Since parents make purchasing decisions for teens and more tickets were purchased by adults during the 2018 festival, they are the primary audience. Last year, this group accounted for \$2,580.00 of ticket sales. They are influential in determining whether or not their family members will attend the Teen One-Acts Festival and if their teens will participate in future programs from the School of Theatre. If they are parents of teens in the festival, they have the potential to be a strong base of support for the festival, Teen Council, and the School of Theatre.

Where this audience spends their time and receives information

If this potential audience member is a stay-at-home parent, they spend a great deal of time at home taking care of children or finding places for group activities such as community centers. Since this audience is technologically advanced, they may also spend their leisure time on their

computer or with other kinds of technology. If the parent works outside of the home, they spend most of their time at the office and online after a long day at work. Because of the variety of income levels, ethnicities, and backgrounds among families in the area, they may spend time outside of their home in many different places including local restaurants and boutiques, chain stores and eateries, and local community centers.

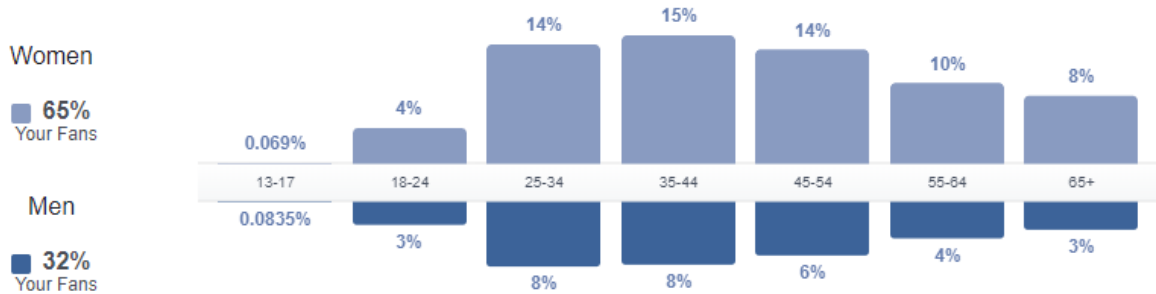
Channels and materials to use when reaching this audience

The top audiences for Berkeley Repertory Theatre and the School of Theatre’s Facebook pages are adults between the ages of 25-54.

Berkeley Repertory Theatre Facebook Fans

Your Fans | Your Followers | People Reached | People Engaged

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

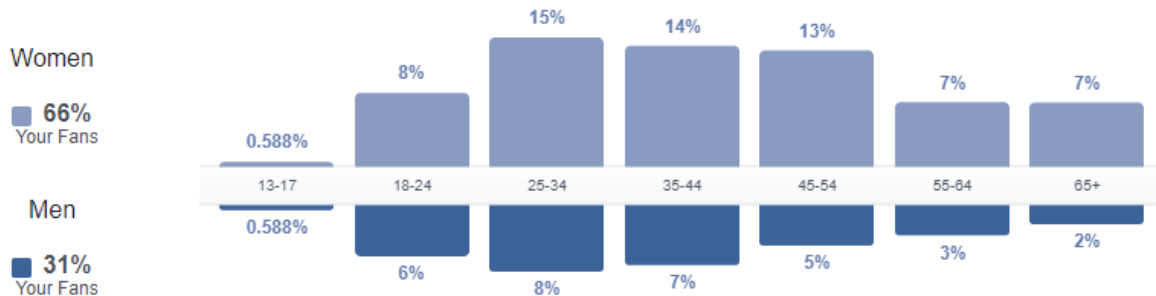


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	24,677	San Francisco, CA	3,714	English (US)	25,104
India	381	Oakland, CA	2,903	English (UK)	1,397
Pakistan	369	Berkeley, CA	1,968	Spanish	252

Berkeley Repertory School of Theatre Facebook Fans

Your Fans | Your Followers | People Reached | People Engaged

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.



Based on these results, Facebook is a good source to use when reaching adults. In addition to Facebook, Twitter is also known for being popular among adults. Because of this, posts on Berkeley Repertory School of Theatre and Teen Council accounts for Twitter should be utilized to reach this audience. Other materials should be considered since some adults consult a wide variety of media. Possible places and materials to use in order to reach this audience includes information on Berkeley Repertory Theatre’s website, promotional e-mails, features in newspapers, and posters at local and commercial restaurants, boutiques, and community centers such as the Berkeley Public Library, [Berkley Art Center](#), and [recreation centers listed on the City of Berkeley Website](#).

Message for this audience

Spend valuable time with your family and friends by supporting the voices of tomorrow at Berkeley Repertory Theatre’s Teen One-Acts Festival! Experience a variety of brand new plays written and produced by local teens.

Teens

About this audience

In order to find demographic information about teens in the area, the [School Accountability Report Card \(SARC\)](#) was consulted. Not all high schools in the school districts for Berkeley, Oakland, Albany, and West Contra Costa Unified School District provided a SARC that includes demographic information about students. For the schools that could be found ([Berkeley High School](#) and [Albany High School](#)), the following results were shown:

School	Grade & Number of Students	Ethnicity
Berkeley High School	Grade 9: 775 Grade 10: 714 Grade 11: 747 Grade 12: 781	White: 40% Hispanic or Latino: 22% African American: 17% Two or More Races: 11.3%
Albany High School	Grade 9: 277 Grade 10: 299 Grade 11: 293 Grade 12: 295	White: 36.7% Asian: 28.8% Hispanic or Latino: 17.1% Two or More Races: 10.7%

Based on this information, the demographics of teens reflect the diverse background of adults in these areas. The varied and diverse content presented at the Teen One Acts Festival can resonate and connect with this audience.

Why this audience is important

Because this is a program by teens for teens, this audience is a priority for the Teen One-Acts Festival. In 2018, this audience attributed to \$1,240.00 in ticket sales during the festival. Although their parents make purchasing decisions for the household, teens can encourage their parents and families to attend if they are interested in theatre or are friends of teens in the

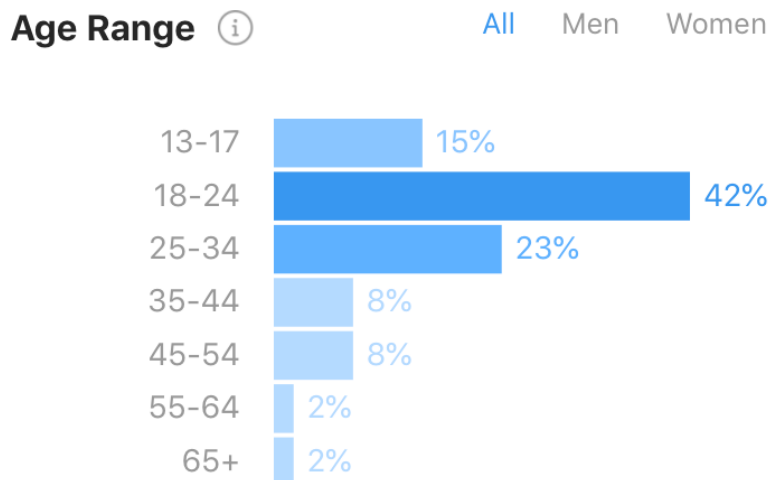
festival. This audience also includes teens in the festival who can generate support and interest for the One-Acts Festival by sharing information with their friends, peers, teachers, and family.

Where this audience spends their time and receives information

Teens have a busy schedule requiring them to juggle schoolwork, extracurricular activities, and other sources of entertainment such as concerts, video games, and streaming movies and TV shows online. This audience spends a great deal of time studying for exams, preparing class projects, and participating in after-school activities. Because of these activities, most time is spent at home or at school, but time at local restaurants or shopping centers may also be a possibility if high school students are looking for places to spend time outside of home.

Channels and materials to use when reaching this audience

Since teens spend time online and on their phones connecting with their peers, the best place online to reach them will be through Teen Council's Instagram and Snapchat accounts. Each of these accounts is known for being popular with younger audiences. The Teen Council's Instagram has the highest following and is popular among teens and those in their early twenties as shown in the graph below:



Other locations and materials to utilize include posters at schools and local restaurants/entertainment centers. Connecting with [YMCA's PG&E Teen Center](#) is also a possibility for attracting local teens to the festival.

Messages for this audience

Spring break isn't over yet! Spend your weekend with entertainment produced and performed by teens FOR teens at Berkeley Repertory Theatre's Teen One-Acts Festival.

Start your spring break off right with Berkeley Repertory Theatre's Teen One-Acts Festival! These shows are created and performed by teens FOR teens just like you.

Local Arts and Humanities Teachers

About this audience

When looking at this audience, those in the Berkeley, Oakland, Albany, and West Contra Costa Unified School Districts were evaluated because of proximity and their current connections with the School of Theatre. Educators in these school districts may have concerns about meeting school-specific goals reported in the annual [School Accountability Report Card \(SARC\)](#) and reaching all students with [Common Core Standards in California](#) that focus heavily on math and science. According to [Berkeley High School's SARC](#), teachers at the school have a lower salary (between \$42,486-\$88,314) than the state average for districts of similar size (between \$46,511-\$92,082). Although high schools in other school districts did not have a SARC, [a study reported in the SF Gate notes](#) that a salary of \$110,357 is needed in San Francisco and salary of \$80,438 is needed in Oakland to live comfortably. Teachers' low salaries, long work hours, and teaching many students at different comprehension levels can influence which subjects they will encourage their students to focus on and the types of activities they influence their students to attend outside of school. Because of these factors, it is important to focus on arts and humanities teachers who have a vested interest in theatre and understand how [studying art, math, and science can mutually beneficial](#) for their students.

Why this audience is important

Although the Common Core Standards in California are focused on STEM, there are high schools in these districts that provide additional opportunities for their students to experience the arts. In the [Berkeley Unified School District](#), students are exposed to the arts throughout their education and they are required by the UC and CSU systems to complete one year of visual or performing arts. The [Oakland Unified School District](#) also has Visual and Performing Arts Department that strives to provide opportunities to experience art both in and outside of classrooms. Currently, both [Fremont High School and Oakland Technical High School](#) attend performances at Berkeley Repertory Theatre. These indicators show that there is potential to reach educators who are already seeking opportunities for their students to experience art either at Berkeley Repertory Theatre or in the Berkeley area.

Some potential individuals to reach out to who can connect the festival with educators includes:

Name	Organization	Job Title	Contact Info
Pete Gidlund	Berkeley Unified School District	Program Supervisor, Visual & Performing Arts Department	(510) 644-8772
Caroline McCaskey	Berkeley Unified School District	Visual & Performing Arts Tech, Visual & Performing Arts Department	(510) 644-8831

Fillmore Rydeen	Oakland Unified School District	Director, Visual and Performing Arts Department	Fillmore.rydeen@ousd.org
Indi McCasey	Oakland Unified School District	Consultant, Visual and Performing Arts Department	indi.mccasey@ousd.org
Aimee Espiritu	Oakland Unified School District	Consultant, Visual and Performing Arts Department	aimee.espiritu@ousd.org
Gracie Guerrero Ed. D	West Contra Costa Unified School District	Division Head, Visual and Performing Arts Department	(510) 231-1130
Sarah Breed Ed.D	West Contra Costa Unified School District	Executive Director-Teaching, Leading, and Learning, Visual and Performing Arts Department	(510) 307-4687
L. Renee Lama	West Contra Costa Unified School District	Director - Teaching, Leading, and Learning, Visual and Performing Arts Department	(510) 307-7864
Patrick Martin	West Contra Costa Unified School District	Coordinator Visual and Performing Arts, Visual and Performing Arts Department	pmartin@wccusd.net

Where this audience spends their time and receives information

Teachers spend a great deal of time planning for the classroom both at school and after work at home. They also utilize their time to participate in and host events at school after class hours are over. Outside of their work life, they also spend time running errands, catching up with their families at home, and following up with friends on social media or at while enjoying local entertainment. They receive information via e-mails, websites, social media, and from principals who distribute information from other parties.

Channels and materials to use when reaching this audience

When reaching this audience online, the best places to start are with posts on Facebook and Twitter through Berkeley Repertory Theatre’s pages for the main company and School of Theatre. Other places and materials to include are posts and information on Berkeley Repertory Theatre’s website, emails, posters at local restaurants and community centers, and connections with principals at local high schools and school district administrators who oversee visual and performing arts.

Message for this audience

Worried about meeting Common Core Standards in California and making sure your students get exposure to the arts? Berkeley Repertory Theatre's Teen One-Acts Festival features work written and produced by teens that can fuel your students' creativity and love of learning!

Berkeley Repertory School of Theatre Donors

About this audience

The main donors to focus on for the Teen One-Acts Festival are small-gift individual donors, specifically those who have been contacted for Giving Tuesday, Pixar, and Teen Council fundraising campaigns. These donors have shown a vested interest in programs for teens at the School of Theatre and will be easier to reach out to than large gift and institutional donors.

Using these campaigns, a list of donors and their contact information was pulled from Tessitura. The zip codes listed from this information were then analyzed in [Claritas My Best Segments](#) to determine potential characteristics of donors. In this case, segments with wealthier and older individuals were examined because their families no longer live with them, leaving them with more disposable income to donate to non-profit organizations. Donors who live in Berkeley, Oakland, Albany, Alameda, Walnut Creek, San Jose, El Cerrito, Palo Alto, and San Francisco were looked at because of their proximity to Berkeley Repertory Theatre:

Audience	Age Range	Median Household Income	Characteristics
Movers & Shakers (Wealthy Older Mostly w/o Kids)	45-64	\$144,520	Business class; lives in the suburbs; dual-income couples; highly-educated; reads business publications; average use of technology.
Upper Crust (Wealthy Mature w/o Kids)	65+	\$142,361	Wealthy; empty-nesters; highly-educated; dine out and travel frequently; homeowners; uses technology frequently.
Big Fish, Small Pond (Upscale Mature Mostly w/o Kids)	65+	\$111,751	Older; upper-class; college-educated; community leaders; spend free time with computer technology; mostly retired.
Gray Power (Wealthy Mature Mostly w/o Kids)	65+	\$109,308	Upscale older couples; white-collar professionals; enjoys dining at local restaurants and spending free time with local entertainment.
Money & Brains (Wealthy Older Mostly w/o Kids)	55+	\$107,038	High incomes; advanced degrees; live in fashionable homes; married couples; average use of technology.

Urban Elders (Midscale Middle Age Mostly w/o Kids)	Younger than 55	\$87,206	Renters not homeowners; prefer cultural experiences and live performances; highly-educated; above-average use of technology.
--	-----------------	----------	--

Based on this information, there are many potential connections the Festival can use to attract this audience. As shown in the chart above, many of these audience segments enjoy spending leisure time with local entertainment. Their education levels indicate that they may be motivated to attend arts activities because they want to learn, they want to experience high-quality art, and they want to support the community, as cited in the [Survey of Public Participation in the Arts](#). All of these qualities show this audience can be potential patrons for the Teen One-Acts Festival.

Why this audience is important

It is important to show Berkeley Repertory School of Theatre donors where their funding is going and how their financial support makes a difference to young students. If these donors support the Teen Council, the festival provides them with the opportunity to directly connect with teens whose lives are impacted by the arts. They can also experience the new voices and stories coming from teens and see how their theatre training from the School of Theatre has benefitted them.

Where this audience spends their time and receives information

If the donor is retired, they may spend their leisure time at home catching up on tasks or finding sources of entertainment to enjoy their free time. Based on the audience segments listed previously, it is possible this audience uses technology a great deal and spends time online researching options to enjoy their free time. Given that most audiences on Facebook and Twitter are older, this is where this audience may spend the majority of their time online.

Channels and materials to use when reaching this audience

In order to reach this audience, it is clear online platforms need to be used. This includes posts on Facebook and Twitter on the Berkeley Repertory Theatre and School of Theatre accounts, promotional emails, and information on Berkeley Repertory Theatre’s website. They may also consult local print materials, so having articles and features in local newspapers will be helpful in targeting this audience.

Message for this audience

You value arts education and you’ve made a donation to Berkeley Repertory’s School of Theatre. Now you can experience the ways your donation has made an impact during the Teen One-Acts Festival where you can see plays written and produced by teens from our Teen Council!

Budget

TEEN ONE-ACTS FESTIVAL MARKETING BUDGET

EXPENSES

TOTAL EXPENSES

	Estimated	Actual
Total Expense	\$1,288.43	\$987.06

Graphics	Quantity (Estimated)	Cost (Estimated)	Quantity (Actual)	Cost (Actual)
T-shirts (Customlink, \$13.14 each)	50	\$657.00	48	\$586.19
Posters (PS Print)	100	\$161.43	100	\$280.87
Programs (Printed in-house)	N/A	N/A	N/A	N/A
Images/Fonts	N/A	\$50.00	N/A	\$0
House Manager	1	\$120.00	1	\$120.00

Social Media	Estimated	Actual
Facebook Ads	\$200	\$0
Miscellaneous	\$100	\$0

REVENUE

TOTAL REVENUE

	Estimated	Actual
Total Revenue	\$6,375.00	\$3,805

Ticket Sales	Quantity (Estimated)	Sales (Estimated)	Quantity (Actual)	Sales (Actual)
Adult Ticket (\$15 each)	200	\$3,000.00	181	\$2,715
Youth Ticket (\$10 each)	175	\$1,750.00	98	\$980
Group Ticket (\$5 each for 5 or more)	25	\$125.00	0	\$0
Concessions	N/A	\$1,000.00	N/A	\$110
T-shirts (\$10 each)	50	\$500.00	0	\$0

PROFIT-LOSS SUMMARY

	Estimated	Actual
Total Revenue	\$6,375.00	\$3,805
Total Expenses	\$1,288.43	987.06
Total Profit (or Loss)	\$5,086.57	2817.94

Teen One-Acts Festival 2019

Marketing and Graphics Due Dates

January

Friday, January 25: Kirsten presents 1st draft of branding concept with producers

February

Monday, February 11: Create Facebook event co-hosted by Berkeley Rep and School of Theatre
All social media graphics using branding due
Share website banners and information with Christina
Send Wordfly announcing shows in festival (includes separate emails for parents and teachers)
Press release due

Monday, February 25: Benjamin facilitate workshop with teens

March

Week of March 4: Post on Berkeley Rep's main Facebook page about *Help Wanted*
*Note: This can be an interview with a teen or show behind-the-scenes
Send Wordfly email to SOT donors
Draft of poster due

Friday, March 8: Send poster to printer

Monday, March 11: Draft of t-shirt due

Tuesday, March 12: Send Wordfly reminder emails to parents and educators

Friday, March 15: Draft of program due

Saturday, March 16: Distribute posters

Monday, March 18: Order t-shirts

Post on Berkeley Rep's main Facebook page about *Oneironauts*

Thursday, March 21: Give t-shirts to teens

Monday, March 25: Send last Wordfly reminder email to educators

April

Monday, April 1: Send last Wordfly reminder emails to parents and donors

Post on Berkeley Rep's main Facebook page about *Dream Collector*

Thursday, April 4: Reminder post on Berkeley Rep's main Facebook page

Friday, April 5: Print programs and general signage

Monday, April 8: Graphics for "Thank You" Wordfly email and social media posts due

Wednesday, April 10: Send "Thank You" Wordfly email and post "Thank you" graphics on social

January 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
				*Brooke HM Shadow *Brooke meet with Katie to set-up ticketing		
21	22	23	24	25	26	27
Brooke: Press release, Wordfly emails, marketing budget, ticketing				*Send press release draft to Rachel, Si Mon', Anthony, and Marcela		
Kirsten: Continue working on branding concepts and designs				*Kirsten present branding concept to teens		
28	29	30	31			
*Share edits for press release *Brooke share press release with Karen, Peter, and Tim	*Brooke meet with Katie to finish up ticketing set up in Tessitura *Draft of Wordfly emails due	*Brooke meet with Si Mon', Leah, and Jossue to decide on discounts. *Share feedback on Wordfly emails *Revised branding and draft of digital graphics due	*Final drafts of Wordfly emails due *Brooke finalize ticketing in Tessitura *Final digital graphics for Wordfly and website due			
Kirsten: Graphics for Wordfly and website						

CODES

Marketing & PR

Includes due dates for press, advertising, social media, and emails.

Box Office/Front of House

Includes due dates for arranging ticketing, training teens, and setting up ushers for the show.

Graphics

Includes due dates for images, logos, videos, and print and online graphics.

February 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
Brooke: Coordinate website materials with Christina, create Facebook event, finish press release, prepare emails						
Kirsten: Website and social media graphics		*Website graphics due to Christina	*Draft of social media graphics due	*Share final feedback on social media graphics		
11	12	13	14	15	16	17
*Facebook event, press release, website materials, and emails due	Brooke: Follow-up with patrons on tickets, share materials needed for mobile homepage					
	Kirsten: Start working on print graphics (t-shirt, program, and poster)					
18	19	20	21	22	23	24
Brooke: Continue to follow-up with patrons on tickets, plan social media content and ads, and start reminder/donor emails						
Kirsten: Continue working on t-shirt and poster						
25	26	27	28			
Brooke: Continue planning social media content, draft of donor email			*Draft of SOT donor email invite due			
*Video workshop with teens						
Kirsten: Continue designing t-shirts and posters; begin designing program						

CODES

Marketing & PR

Includes due dates for press, advertising social media, and emails.

Box Office/Front of House

Includes due dates for arranging ticketing, training teens, and setting up ushers for the show.

Graphics

Includes due dates for images, logos, videos, and print and online graphics.

March 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
*Brooke share final draft of email to SOT donors	*Contact Kelly about a house manager	*Brooke share drafts of teacher and parent reminder emails	*Share final feedback for donor, teacher, and parent emails	*Send email to donors		
Brooke: Continue to work on all emails for donors, parents, and teachers, post on main BRT Facebook (<i>Help Wanted</i>)						
*Draft of poster due	Kirsten: Continue work on poster and t-shirts		*Share final feedback on poster	*Send poster to printer		
11	12	13	14	15	16	17
	*Send reminder email to parents and teachers	Brooke: Continue social media campaigns, draft final email reminders			*Distribute posters	
*Draft of t-shirt due	Kirsten: Continue t-shirts and program		*Share final feedback on t-shirt	*Program draft due		
18	19	20	21	22	23	24
	*Draft of reminder to teachers due.			*Share final feedback on email reminder to teachers.		
Brooke: Post on main BRT Facebook (<i>Oneironauts</i>), ask Katie and Sami about ticketing						
*Order T-shirts	Kirsten: Continue designing program, start "Thank You" graphics			*Final draft of program due		
25	26	27	28	29	30	31
*Send final email reminder to teachers	*Share final feedback on programs	*Share drafts of parent and donor email reminders		*Share final feedback on email reminders.		

CODES

Marketing & PR

Includes due dates for press, advertising, social media, and emails.

Box Office/Front of House

Includes due dates for arranging ticketing, training teens, and setting up ushers for the show.

Graphics

Includes due dates for images, logos, videos, and print and online graphics.

April 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 *Send final email reminders to parents and SOT donors. *Brooke post on main BRT Facebook about <i>Dream Collector</i>	2 *Draft of "Thank You" graphics for social media and Wordfly due	3 *Load-in/Staging	4 *Post reminder on main BRT Facebook *Tech	5 *Tech *Train teen ushers *Print programs *Kirsten create and print front of house signage	6 Teen One-Acts Festival *Brooke oversee box office with Nina and complete box office reports	7 Teen One-Acts Festival *Brooke oversee box office with Nina and complete box office reports
Brooke: Post on social media images and time lapses of tech and dress rehearsals.						
8 *Send final feedback on "Thank You" graphics for social media and Wordfly	9 *Drafts of "Thank You" for Wordfly and social media due	10 *Send Wordfly "Thank You" email *Post social media "Thank You"	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

CODES

Marketing & PR

Includes due dates for press, advertising, social media, and emails.

Box Office/Front of House

Includes due dates for arranging ticketing, training teens, and setting up ushers for the show.

Graphics

Includes due dates for images, logos, videos, and print and online graphics.