

INSIDE THE FORD 2009-10 SEASON
MARKETING/PR CHECKLIST & SCHEDULE OF DEADLINES

Revised 5/12/09

Any deadlines that note COMMUNICATIONS as the recipient, please email the item to
communications@arts.lacounty.gov

Due Date	Item	Recipient
May 14	Submit Creative Brief	Communications
May 16	Partnership Orientation & Marketing Meeting @ L.A. County Arts Commission (Downtown LA)	ALL ITF PARTNERS
June 1	Submit Marketing Plan & 5 Selling Points	Communications
June 3	Longlead press announcement Send Save the Date to your email list	Communications
June 12	Review & approve copy for season brochure Submit Snail-mail lists in excel format	Communications
June 24	Review & approve season brochure	Communications
June 30	Mail, Email, Web Info Form	Communications
July 15	Season published on website Tickets on sale to general public (web, mail, phone, fax & window) Inside the Ford season announcement Send Ford message to your email list Season brochure mailed	cc: Communications
Mid-July	TREE needs to set-up phone meeting to discuss overall promo & marketing schedule & strategy	Priscilla J.
September 1	TREE postcard submitted for approval TREE submits multimedia/materials for website <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	Communications
Mid-September	BOBRAUSCHENBERGAMERICA needs to set-up phone mtg to discuss overall promo & marketing schedule & strategy	Priscilla J.
December 1	BOBRAUSCHENBERGAMERICA postcard submitted for approval BOBRAUSCHENBERGAMERICA submits multimedia/materials for website <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	
Mid-December	LASCIVIOUS SOMETHING needs to set-up phone mtg to discuss overall promo & marketing schedule & strategy	Priscilla J.

February 2

LASCIVIOUS SOMETHING postcard submitted for approval

LASCIVIOUS SOMETHING submits multimedia/materials for website

- Youtube
- Images/photos
- Mp3 of interviews or music
- Additional background info on play