**NPE Play – School Zone**

**Preliminary Publicity Plan**

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| Task | Date | Comments |
| Coordinate Graphics | 9/15 |  |
| Graphics Complete | 10/1 |  |
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| Audition Workshop – Flyers in Blue Folders | 10/3 | Website Updated or Interim Page with Audition Workshop Sign Up Link |
| Audition Workshop – Post Flyers at NPE | 10/2 |  |
| Audition Workshop – PTA Newsletter | 10/2 |  |
| Audition Workshop – PTA Facebook/Twitter | 10/7 |  |
| Audition Workshop – NPE Facebook/Twitter | 10/7 |  |
| Audition Workshop – Panther Press | 10/8 |  |
| Audition Workshop – Targeted Emails | 10/4 |  |
| Audition Workshop - PNN | 10/7 | Announce Audition Workshop – What Is It? |
| Audition Workshop – PNN | 10/15 | Reminder – Audition Workshop is Tomorrow |
| New School Play Website LIVE | 10/21 |  |
| Auditions – Post Flyers/Posters at NPE | 10/22 |  |
| Auditions – Flyers in Blue Folders | 10/24 | Website Updated  |
| Auditions – PTA Newsletter | 10/29 |  |
| Auditions – PTA Facebook/Twitter | 10/22 |  |
| Auditions – Panther Press | 10/22 |  |
| Auditions – Targeted Emails | 10/25 |  |
| Auditions – PNN | 10/21 | Skit – Address Myths about being in the play. Announce Audition Dates and how to sign up |
| Auditions – PNN | 10/30 | Reminder – Audition SignUp is live |
| Auditions – PNN | 11/11 | Don’t forget to sign up! |
| Auditions – PNN | 11/15 | Remember – Auditions are next Monday and Tuesday |
| Performance – Posters Up |  |  |
| Performance – PTA Newsletter |  | Announce Performance/Ticket Sales |
| Performance – PTA and NPE Social Media |  | Announce Performance/Ticket Sales |
| Performance – Panther Press |  | Announce Performance/Ticket Sales |
| Performance – PNN | 12/18? | Announce Performance/Ticket Sales |
| Performance – Local Media |  | Announce Performance/Ticket Sales |
| Neighborhood Websites |  | Announce Performance/Ticket Sales |
| Performance – PTA Newsletter |  | Reminder - Ticket Sales |
| Performance – PTA and NPE Social Media |  | Reminder - Ticket Sales |
| Performance – Panther Press |  | Reminder - Ticket Sales |
| Neighborhood Websites |  | Announce Performance/Ticket Sales |
| Performance – PNN | 1/13? | Do you have your tickets yet? |
| Performance – PTA Newsletter |  | Do you have your tickets yet? |
| Performance – PTA and NPE Social Media |  | Do you have your tickets yet? |
| Performance – Panther Press |  | Do you have your tickets yet? |
| Performance – PNN | 1/20 | Candy Grams for sale  |
| Performance – PNN | 1/23 | Remember the show is this weekend; you can still get tickets at the door. |
| Performance – Wear Cast T-Shirts |  | Performance Preview Date |
| Performance – Wear Cast T-Shirts |  | Week of Performance |
| Performance – Cast Board |  | Week of Performance |
| Neighborhood Websites |  | Remember the show is this weekend; you can still get tickets at the door. |
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**PNN:**

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| Task | Date | Comments |
| Audition Workshop - PNN | 10/7 | Announce Audition Workshop – What Is It? |
| Audition Workshop – PNN | 10/15 | Reminder – Audition Workshop is Tomorrow, There’s still time to sign up! |
| Auditions – PNN | 10/21 | Skit – Address Myths about being in the play. Announce Audition Dates and how to sign up |
| Auditions – PNN | 10/30 | Reminder – Audition SignUp is live |
| Auditions – PNN | 11/11 | Don’t forget to sign up! |
| Auditions – PNN | 11/15 | Remember – Auditions are next Monday and Tuesday |
| Performance – PNN | 12/18? | Announce performance dates and that tickets are on sale |
| Performance – PNN | 1/13? | Do you have your tickets yet? |
| Performance – PNN | 1/20 | Candy Grams for sale  |
| Performance – PNN | 1/23 | Remember the show is tomorrow; you can still get tickets at the door. |
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