

# Publicity Task List

(Updated February 2007)

## Three and a half months before (or more!)

- Set up noon musicale at Fuller Lodge (Marlene Hamilton, 663-0477LAAC) if you want them to do publicity) and schedule Fuller Lodge 662-8405.
- Send notices to LA Arts Council and LA Chamber of Commerce

## Two months before

- Get someone to design flyers, display ads, and table cards (same person will probably do banners as well). **Most restaurants have quit letting us put up table cards. Someone needs to call around and find out which restaurants still do and how many tables they have. Try Central Grill, Hill Diner, and the Mexican restaurant in White Rock.**
- Contact the *Monitor* to see who is editing performing arts news (Kirsten 2/07) and what their policies are for placing it. Offer to write article(s). Schedule kaleidoscope cover.
- Contact Craig Smith at the *New Mexican*. Get his instructions for how/when to send info and photos.
- Devise publicity budget; decide what goes where.

## Three weeks before

- Print flyers.
- Schedule photographer for *Monitor*.

## Two weeks before

- Send notices out to newspapers and radio stations\*: Provide newspapers with ad copy, schedule ads to run: [\*SEE EMAIL DISTRIBUTION LIST BELOW]
- Provide copy to *Monitor* and *New Mexican* on or before their deadlines.

## One week before

- Posters should be put up (delegate to cast members)

## After the performance

- Write thank-you notes to the appropriate people at the *Monitor*, Craig Smith, and anyone else who was helpful.

**\*Email Contact List (NEVER PUBLISH ON WEB IN STANDARD FORM):**

bevbrunson	at	email.com
chamber	at	losalamos.com
cindy	at	losalamos.org
csmith	at	sfnewmexican.com
info	at	krsnam1490.com
contact2007	at	pmkelly.com
pasaevents	at	sfnewmexican.com
nphillips	at	abqjournal.com
kunmpsa	at	unm.edu
laarts	at	rt66.com
lacommunity	at	lamonitor.com
larsobesc	at	hotmail.com
mronish	at	flash.net
newsletter	at	nmculturenet.org
pac8	at	vla.com
pasaevents	at	sfnewmexican.com