



MCP Communication Committee report
April 2016

Date Submitted: 4/8/16

Meeting Date: 4/8/16

<u>Member</u>	<u>Ownership area(s)</u>	1/15	2/20	3/19	4/8
Lara Gonzalez	Committee chair, brochure printing, <i>Sweetheart Liaison</i>	Y	Y	Y	Y
Julie Poux	Event for Enquirer, Mailer & Label printing, <i>Inspecting Carol Liaison</i>	Y	Y	Y	No
Tessa Catlin	Business Cards	no	no	no	Y
Laureen Catlin	Comment Cards (feedback on show), Ad design & contacts, Banner, Wesseling ring, sending out email blasts, <i>Murder Monday Liaison</i>	Y	Y	Y	Y
Gail Rudolph	OCTA liaison (pamphelt on table, line in flyer, audition for Kittens), Pulse Newspaper - 10 things to do in Warren County	no	Y	Y	Y
Susan Berger	Design for mailer, Table Tents, Flyer; Mailer delivery to post office, Writing "master blurb" and articles, Design 2016 Season brochure, <i>Tuna Liaison</i>	Y	Y	no	Y
Jonathan Eckman	member at large	n/a	Y	Y	No
Robert Terry	Facebook Theatre 42 + MCP & audition Events	Y	no	no	Y
Phil Catlin	Website updates	no	Y	Y	No
Kiya Fix	member at large	n/a	no	no	No
Steve Catlin	Contact matrix for key contacts with School and theater groups, own list of dropoff places for flyers etc	Y	no	no	Y
Gaylene Schumacher	Senior Centers - Deliver Information, <i>DRS Liaison</i>	Y	no	Y	Y
Debbie Wesolowski	Car Magnets, Roadside flags	no	no	No	No
Joel Lind	Goldstar	no	no	No	No

50% 50% 50% 53%

Committee/general updates:

- Next meeting Saturday May 21 10am at Julie's house 1263 Thurnridge Drive June
 - Saturday June 18 10am at the Catlin House 5140 Minuteman Court
 - Friday July 29 at 7pm at Susan's house 8354 Ellenwoods Drive. Note: Lauren to facilitate. Also, if we do not have ATP the middle weekends of August would push back this meeting to those dates.
- For banquet- create a door prize just for folks that sign up to distribute posters to strategic locations (~10 prizes). Separate pot from the attendance door prize
- New copy company left an offer through ticket line (shortstackprintin). \$68 free credit to trial their services. Aligned that we will use this offer for the mailers- postcards 4x9 in full color is covered by this! Lara to send details from the offer to committee, Susan to check-out the site to use with approved mailer design.



Show specific updates:

Greater Tuna [Liaison Susan B]

- Laureen will do another push on email, Wesseling, etc
- Laureen follow-up with Houston and other plastic poster/business card holder locations
- Request from folks with cast ownership to publicize to the individual show distributions. Susan will for King and I, Tessa will for COE, Moe will to Sweetheart, Laureen will to Imagine, Lara to email Shrek.
- Brochures distributed to Senior Centers. Gaylene also collected email addresses from over half the locations
- Door Hangers- \$350 (regular fee is \$600). Estimate 5000 homes in the Mason Area. Need info by 3/29, go on doors April 8-25 (target by 15th, but time for bad weather)
- Radio spot completed and posted on website

DRS [Liaison Gaylene Schumacher]

- Worked through DRS timeline
- Audition dates are May 1 & 2. Sending out this weekend.
- Movie Theater add hook- "See the movie come to life!" Hook for print media "These conniving cons will steal more than just your heart..."
- Verbage on cast "likes" photos winner- take a candid shot from rehearsal and send to publicity@masonplayers.org. The shot that gets the most likes wins a prize. Still need to align on the prize...
- Investigate 4th of July parade- toss out fake coins?
- Disclaimer phrase for auditions: Middle School and High School Students are welcome to audition. Please note, however, that this show contains situations and language that you may find inappropriate for your son/daughter.

Respectfully submitted by Lara A Gonzalez- communications committee chair.