



MCP Communication Committee report  
May 2016

Date Submitted: 5/21/16

Meeting Date: 5/21/16

<u>Member</u>	<u>Ownership area(s)</u>	1/15	2/20	3/19	4/8	5/21
Lara Gonzalez	Committee chair, brochure printing, <i>Sweetheart Liaison</i>	Y	Y	Y	Y	Y
Julie Poux	Event for Enquirer, Mailer & Label printing, <i>Inspecting Carol Liaison</i>	Y	Y	Y	No	Y
Tessa Catlin	Business Cards	no	no	no	Y	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	Y
Gail Rudolph	OCTA liaison (pamphlet on table, line in flyer, audition for Kittens), Pulse Newspaper - 10 things to do in Warren County	no	Y	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	Y
Jonathan Eckman	member at large	n/a	Y	Y	No	Y
Robert Terry	Facebook Theatre 42 + MCP & audition Events	Y	no	no	Y	Y
Phil Catlin	Website updates	no	Y	Y	No	Y
Kiya Fix	member at large	n/a	no	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	Y
Gaylene Schumacher	Senior Centers - Deliver Information, <i>DRS Liaison</i>	Y	no	Y	Y	Y
Debbie Wesolowski	Car Magnets, Roadside flags	no	no	No	No	Y
Joel Lind	Goldstar	no	no	No	No	No
Alex Lisa	Gain experience, ownership area tbd					Y

50% 50% 50% 53% 87%

Committee/general updates:

- Next Meeting 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.
  - Tessa and Steve will continue to do this distribution for 2016. Up to about 20 places.



- Timeline adjustment- pull up the date for posters etc so that Tess/Steve can swap out signage right after performances
- Alex- general intro. Shared contributions on HS shows previously and goals for joining this team.
- Survey results- general discussion of results
  - Lots of discussion of movie ad and/or radio interview and ad. Followup- Lara and Laureen to look at the budget and see if we can find a way to do both to get a feel for which is more effective (do we keep doing the movie theater in the summer?)
- Start figuring out some local hotels etc that we can put season brochure into. For this particular production utilize specific hotels we have a personal link with for poster and card
- New copy company left an offer through ticket line (shortstackprinting). \$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!

Show specific updates:

DRS [Liaison Gaylene Schumacher]

- Worked through DRS timeline
- Movie Theater add hook- “See the movie come to life!” Hook for print media “These conniving cons will steal more than just your heart...”
- First wave of business card distribution card is complete. We ordered 5,000 for this show (largest number in single order so far...) Its looking like a good number so far.
- Article approved and ready for use.
- Discovered multiple “alternate” Facebook sites for MCP. Working to shut them down
- Working session on postcards
- Laureen working with contacts on Mason or Lebanon July 4 parade options
- Verbage on cast “likes” photos winner- take a candid shot from rehearsal and send to [publicity@masonplayers.org](mailto:publicity@masonplayers.org). The shot that gets the most likes wins a prize. Still need to align on the prize... lead consideration is 2 tickets for the fireworks train on Labor Day.
- Several options being investigated for 4<sup>th</sup> of July parade- toss out fake coins?

Murder’s Bad, but Monday can Kill You [Liaison Laureen Catlin]

- Tag line - Monday’s Back!
- Business Cards talk - we need to align at the 6/18 meeting
- Posters and bus card displays- we need to align at the 6/18 meeting
- Logos for all shows are in a folder on the Communications drop box that
- Audition dates are ??? Laureen will check with Becca to see if we need auditions or if all will be a combination of returns and individual invitations.

Respectfully submitted by Lara A Gonzalez- communications committee chair.