



MCP Communication Committee report  
January 2017

Date Submitted: 1/14/17

Meeting Date: 1/14/17

<b>Member</b>	<b>Ownership area(s)</b>	<b>1/14</b>
Lara Gonzalez	Committee chair, <i>Love Lost Review Liaison</i>	Y
Julie Poux	Co-ownership of mailer, flyer, bus card display design. Event for Enquirer, Mailer & Label printing, <i>Curious Savage Liaison</i>	Y
Tessa Catlin	Business Cards, <i>Pride &amp; Prejudice Liaison</i>	Y
Laureen Catlin	Writing "master blurb" for website and articles, Survey setup (feedback on show), , Banner, Wesseling ring, train Robert sending out email blasts, Business card display design,	Y
Gail Rudolph	OCTA liaison (pamphlet on table, line in flyer, audition for Kittens), Pulse Newspaper - 10 things to do in Warren County	No
Susan Berger	Co-ownership of mailer, flyer, bus card display design. Design 2017 Season brochure, <i>Tuna Xmas Liaison</i>	Y
Robert Terry	Facebook Theatre 42 + MCP & audition Events, Start learning email distributions, <i>Wizard of Oz Liaison</i>	Y
Phil Catlin	Website updates	Y
Steve Catlin	Contact matrix for key contacts with School and theater groups, own list of dropoff places for flyers etc.	Y
Gaylene Schumacher	Senior Centers - Deliver Information	Y

90%

Committee/general updates:

- Next Meeting February 3<sup>rd</sup> Friday night 5:30 food, meeting ~6:15 - at the Catlin House 5140 Minuteman Ct
  - March 11<sup>th</sup> Saturday 10am Julie's house 1263 Thurnridge Drive
  - April 21<sup>st</sup> Friday 7pm at the Catlin House 5140 Minuteman Ct (no dinner, just fun and merriment)
- 2017 Season Items
  - We have season dates and all the logos (color and B&W). Phil is working on the 2017 show packages and individual ticket sales.
    - Reinforced season ticket prices from the board- \$50 for adults, \$45 Seniors.
    - Will set up where you purchase a reoccurring night of performance, can change by contact the box office by phone or email. (Just like the professional theater packages)
    - Will have additional purchase option to buy package including LLR for \$30
  - MCP 2017 Season Tagline – "Your ticket beyond time and space"
  - Aligned to making a season "rack card" which is the size of a trifold brochure (instead of a business card or bookmark). Target location will be hotels and Theatre 42. Reviewed and edited in person at the meeting. Julie to work pricing with Short Stack printing.
    - Laureen will run an algorithem based on 25 per local hotel, and recommend a total
    - Julie to check which logo file used (go for png or bmp)
    -



- We will continue to use Trifolds especially in senior centers. Susan will work on updating with the color logos and play with the front cover tag line.
- Buzzfeed at BW3 is \$360 for a year, and you can change the content throughout the year. We give them one week to change things over. Laureen owns the relationship and submissions. Julie will do the design for the screen display once we have the sizing.
- Window clings were distributed at the banquet. Laureen has the extras at the Catlin abode.
- We will need to increase focus this year and next timing to publicize cast list and other information to make sure that we don't have "bad" overlap between shows.
- Add to Liason activities-
  - 1-Provide the publicity expectations for the show
  - 2-Once posters are available, share with the cast AND Poll members to see if needed and print

#### Parking Lot

- 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
  - Debbie will start visiting some hotels to see if we can bring/post cards or brochures, etc

#### Show specific updates:

##### Inspecting Carol [Liaison Julie Poux]

- Laureen has survey information from the tins. Total # of folks putting in tokens was lower, but trends are the same as previous shows. We continue to have a couple folks that find through google theater searches. Phil continues to optimize the website for Search Engine Optimization.

##### Love Lost Review [Liaison: Lara Gonzalez]

- Need to get cast list from Mo. Laureen will post on the website & tell Robert to get up on FB.
- Catch phrase – "It is better to have loved and lost."
- Center Stage show exchange- Laureen owns the relationship. Theirs went in 3 Murders, Try to get LLR in a their next show (tbd).
- Robert to create FB invite after New Years (if possible before the 1/14 meeting)
  - Event details are available on the webpage now. Will also pull content from article.
- Laureen initial article is on website.
  - Target completion for hype article by Jan 20<sup>th</sup>. Will circulate via email.
  - Laureen will provide some juicy tidbits to entice "click bait" that Robert can pull for FB posts.
- Target draft mailer/poster design for review by the end of week.

##### Pride & Prejudice [Liaison Tessa Catlin]

- Audition complete and show is cast!
- Catch Phrase – "From the page to the stage."
- Make sure that we are engaging with Libraries again, and consider bookmarks in addition to business cards
- Business Card designs due at next meeting (Feb 3<sup>rd</sup>)

Respectfully submitted by Lara A Gonzalez- communications committee chair.