



The **producer** is the director's "right hand man". He/She works directly with the director to ensure a top-quality production.

## CHECKLIST

1. Arrange and/or oversee free advertising and PR opportunities: Newspaper, TV and radio press releases; media interviews; dog & pony shows; activity/community calendars; PSA's; electronic signage; and show sponsorships. The Marketing Committee provides newspaper ad formats, printed flyers (can be used as posters too), main graphics for the playbill (cover and show insert), and show tickets that are designed to coordinate with the annual theme. Any disclaimers or specific wording for the show's marketing materials should be communicated with the Marketing Committee as soon as possible.
2. Works with director in compiling a budget to present to the Board prior to the show. Presents a final financial report to the Board comparing proposed budget to actual show expenses after show closes.
3. Assists the director with auditions, rehearsals, scheduling and other miscellaneous tasks.
4. Tracks income and expenses and handles "seed money." Pre-approval for purchases and expenses is mandatory before expenditures are made by the cast and crew. Possible Show Sponsors must be approved through the Executive Director before approaching the business.
5. Collects ticket sales/attendance records from the Box Office at the end of the run and presents with the final budget report.
6. Assists the director in coordinating the set move to and from the performance theatre (location, date, time, volunteers, trucks). A GILT board member will be on hand to make sure that all props, costumes and set pieces are stored away properly.
7. Assists the director in procuring staff and crew. The producer is the "trouble-shooter" between the cast, crew and director.
8. Coordinates T-shirt & DVD/VHS orders. Order forms are available from the Executive Director. All checks are to be made out to GILT and delivered to the Executive Director.
9. Distribute show tickets (or assigns a "Ticket Master") to the three outlets; Skagway North & South and Ace Hardware. Some tickets will remain with the Executive Director at College Park for people who stop by and inquire about them.
  - A. The Producer is responsible for picking up show tickets from the Executive Director at College Park and making sure they get to the Box Office at least one day before the Box Office opens. Tickets also need to be taken to outlets at least one day before the general box office opens. The outlets need to be made aware of the day they should start selling.
  - B. The Producer (or assigned Ticket Master) will distribute 50 tickets for each performance to the ticket outlets. Laminated "cheat sheets" are available from the Executive Director to help the outlets understand

the proper ticket color for each performance.

- C. The Ticket Master will be responsible for keeping the ticket outlets stocked. They should pick up the money and unused tickets on each Monday following the show week.
- D. It is recommended that the Ticket Master make occasional contact (at least once a week) with each outlet ensuring that they have adequate ticket supply. If they sell out of tickets, it's the Ticket Master's responsibility to pick up more tickets from the Box Office and deliver to the outlets.
- E. The Ticket Master will record the number of tickets sold at each outlet along with the amount of money collected so a report can be presented to the Board after the show.
- F. The Ticket Master will deliver the money and extra tickets to the Box Office so that timely deposits can be made after each show week.

10. Keeps track of and assigns scripts, librettos and scores to cast members. Collects deposit for scripts.

11. Responsible for returning scripts. Orchestration scores are the responsibility of the music director.

12. Assists director with program content and cast bios. A program content checklist is provided on GILT's website. The first draft of content must be delivered in electronic format (email or Word document) to the printer three weeks prior to the show to ensure ample time for layout, proofing and printing. Coordinate a photo shoot with the Marketing Committee and determine the number of cast members needing a photo.

13. Producer and Director will meet with Marketing Committee (during their normal meeting time or at a time decided upon by both parties) at least 8 weeks prior to show opening to communicate plans and brainstorm additional ideas.

**To be read, signed and returned to the Executive Director**

\_\_\_\_\_  
Producer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Board Representative

\_\_\_\_\_  
Date