



PRODUCER GUIDELINES

Areas of Responsibility:

1. Organize the business aspects of a production.
2. Promote the production.
3. Foster a climate of support and encouragement among all volunteers and participants, and ensure that APAC policies are followed at all times.

Producer Duties

1. Read the script
2. Financial
 - a. Be familiar with the budget and ensure all parties adhere to it.
 - i. Review interim reports to track expenditures.
 - b. Collect and approve invoices and submit them to the operations director immediately for reimbursement.
3. Personnel
 - a. Collaborate with the director, artistic director and operations director on recruitment of the production team.
 - i. Includes audition personnel, designers, operators, set builders, stage crew and manager, box office manager and concessions manager.
 - ii. Check in weekly with directors and designers to ensure all aspects of production are proceeding according to plan and budget.
 1. Ensure all personnel complete all work assigned, including work after the show closes.
 - b. Work with operations director to ensure all needed contracts are completed properly.
 - c. Schedule production meetings at the discretion of the production team. A typical schedule would be monthly in advance of rehearsal, then weekly until the show opens.
 - i. Schedule a post-production meeting to review successes and lessons learned.
 - d. Arrange for lunch and beverages for all set build days.
 - e. Assist House Manager with coordination of opening night pot-luck.
 - f. Plan cast party
4. Marketing
 - a. Submit show information to arts and community calendars online and in print media.
 - b. Assist the artistic director and director in creating press releases for



Producer

- auditions and casting.
- c. Coordinate with operations director to sell playbill advertising.
- d. Ensure day is selected for publicity shots.
 - i. Notify designers of items needed on that date well in advance.
- e. Radio
 - i. Arrange interview slots.
 - ii. Assist with composition and coordination of PSAs.
 - iii. Deliver complimentary tickets to station(s).
- f. Social Media
 - i. Coordinate campaigns with operations director.
 - ii. Remind cast and crew to actively post on appropriate sites.
- g. Print media
 - i. Coordinate with operations director to arrange advertising in West Hawaii Today.
 - ii. Confirm that advertising has been submitted to Ke Ola.
- h. Large format printing
 - i. Confirm with operations director that large format items have been ordered.
- i. Posters
 - i. Coordinate with operations director for printing of posters.
 - ii. Sort posters according to the distribution list.
 - iii. Distribute posters to cast and crew to hang.
 - iv. Provide updates to the distribution list to the operations director.
 - v. Take down posters after the show closes.
- j. Mailings
 - i. Assist operations director with mass mailings as needed.
- k. T-shirts
 - i. Collect t-shirt order forms.
 - ii. Provide detailed count to operations director for ordering.
 - iii. Distribute t-shirts and collect payment.
 - 1. Return payment to operations director.
- l. Coordinate lobby display.
- 5. Auditions
 - a. Coordinate with artistic director, director and operations director to ensure all materials are prepared.
 - b. Assist at auditions if needed.
- 6. Rehearsal
 - a. Coordinate with operations director to prepare forms and scripts for first cast meeting.



Producer

- i. Make sure all participants are familiar with current APAC policies.
 - ii. Take cast photos.
- b. Attend rehearsal at least once per week.
- c. Collect scripts and scores at the end of the run and return to the publisher.