

## Producing on the Loeb Mainstage

The following are categorized checklists of basic tasks that Loeb Mainstage producers are responsible for completing throughout the production process. Forms, lists, and samples related to each section are available on the main 'Info for Producers' page. Listed at the top of each category is contact information for the HRDC board member who can answer questions and address concerns related to that facet of production. You may also contact the Vice President/Mainstage Coordinator at [vp@hrdctheater.com](mailto:vp@hrdctheater.com) with any and all Mainstage-related questions or concerns.

### Finance

Email the Treasurer at [treasurer@hrdctheater.com](mailto:treasurer@hrdctheater.com) with questions or concerns.

1. Make a preliminary budget according to cost estimates from your designers and tech director.
2. Contact Diane Borger to ensure that the A.R.T. has purchased the rights to your show.
3. Meet with Kat Nakaji and your director, set designer, and tech director to have set design and budget approved and to order lumber and paint.
4. Look at 'Budgetary Guidelines for Loeb Shows' in the 'Finance' section of 'Info for Producers' to ensure that you understand the budgeting and reimbursement processes.
5. Email [treasurer@hrdcthear.com](mailto:treasurer@hrdcthear.com) to set up a copy code (use this to copy scripts and programs in the Loeb).
6. Give staff members their budgets and the HRDC tax exempt number and explain the reimbursement procedure (see 'Budgetary Guidelines for Loeb Shows' in the 'Finance' section of 'Info for Producers').
7. Order as many props and costumes as possible as early as possible through Kat Nakaji (see 'Budgetary Guidelines for Loeb Shows' in the 'Finance' section of 'Info for Producers').
8. Check in on expenditures throughout the production process and reallocate budget as needed.
9. Collect reimbursement forms and receipts from your staff and cast and meet with the HRDC treasurer to file for reimbursements (see 'Budgetary Guidelines for Loeb Shows' in the 'Finance' section of 'Info for Producers').

### Staff Management

Email your HRDC Board liaison with questions or concerns.

1. Fill staff holes and find auxiliary/assistant staff members.
2. Make a staff contact list, staff email list, and production calendar (see the 'Staff Management' section of 'Info for Producers' for samples).
3. Schedule weekly production meetings to allow staff to communicate ideas and concerns in person. Invite your board liaison, and after meetings, distribute minutes to staff.

4. Schedule A.R.T. design presentation with Kat Nakaji.
5. Schedule load-in (with Kat Nakaji) and strike meetings, paper tech, and cue-to-cue.
6. Send reminder emails for load-in, strike, and other important events.
7. Coordinate among the director, technicians, and designers, and Loeb Mainstage technical advisors (Kat Nakaji, Henning Malm, Mattt Adelman, Sam Lerner) during tech week to ensure the show is ready to open.
8. Maintain staff morale.

#### Publicity

Email the Publicity Coordinator at [publicity@hrdctheater.com](mailto:publicity@hrdctheater.com) with questions or concerns.

1. Develop overall publicity plan specific to your show (see ‘Opportunities for Publicity’ in the ‘Publicity’ section of ‘Info for Producers’).
2. Make fliers for and organize staff presence at Pizza Q.
3. Publicize auditions through Facebook events and emails.
4. Work with poster designer, have posters printed, make a poster schedule, and lead poster runs (see ‘Opportunities for Publicity’ in the ‘Publicity’ section of ‘Info for Producers’).
5. Use campus resources such as table tents, sandwich boards, and classes related to your show for publicity (see ‘Opportunities for Publicity’ in the ‘Publicity’ section of ‘Info for Producers’).
6. Conduct online publicity, including making a Facebook group, spamming email lists, and sending personal publicity emails (see ‘Opportunities for Publicity’ in the ‘Publicity’ section of ‘Info for Producers’).
7. Design programs.
8. Give programs and posters to the HRDC historian and OFA production assistant for archiving.

#### Ticking and House Management

Email the Vice President/Mainstage Coordinator at [vp@hrdctheater.com](mailto:vp@hrdctheater.com) with questions or concerns.

1. Mainstage ticketing runs through both the Loeb and Harvard Box Offices. Email Stephen Wuycheck ([stephen\\_wuycheck@harvard.edu](mailto:stephen_wuycheck@harvard.edu)) of the LBO and Jason Govostes ([govostes@fas.harvard.edu](mailto:govostes@fas.harvard.edu)) of the HBO as soon as you have finalized your performance seating arrangement.
2. Jason will reply to your email with an HBO ticketing form for you to fill out and bring to the meeting you will schedule with him. It is also available in the ‘Ticketing and House Management’ section of ‘Info for Producers.’
3. In your contact with both Jason and Ryan, emphasize that you want general admission seating (not pre-assigned seats).
4. Set a number of complimentary tickets available per performance. Let your cast and staff know to email you to reserve their complimentary tickets (recommended number per person: 3). Email Stephen an alphabetized spreadsheet of comp requests

- (first and last name and number of tickets) no later than the morning of each performance (preferably 24 hours in advance).
5. Pick up tickets from the HBO at 6:15 PM on the day of each performance and deliver them to the LBO.
  6. Ensure that programs are printed and folded for each performance.
  7. House Management is taken care of by A.R.T. staff. The House Management office is to the left of the Box Office—introduce your stage manager to them on opening night so that effective front of house/back of house communication will be established for the run of your show.