

PRESS PLAN

SCHEDULE		OVERVIEW
Casting/Production Release	2/16/15	<p>Set in Chicago, <i>The Upstairs Concierge</i> follows Ella Elizondo (played by Tawny Newsome, who collaborated with Diaz on the production since the beginning) on her first day of work at The Hotelman Arms, a boutique hotel owned by Jeffrey and Dia Hotelman (Cedric Young and Annie Henk). Taking self-sacrifice to new heights, the desperate-to-please Ella has signed on to be the “Upstairs Concierge;” a position that requires her to spend every waking—and sleeping—moment serving her celebrity guests. With a rag tag staff that including two bellhops, Harvey (Gabe Ruiz) and Kaz (John Stokvis), it becomes hard to keep track of which guests are in which room, which guest is the biggest celebrity and which guests like to strip naked.</p> <p><i>The Upstairs Concierge</i> exemplifies the Goodman’s commitment to new play development and we’d like to highlight that as much as possible. Kris is an important young voice in American theatre and has a fresh perspective on comedy—which will also be a refreshing change from the usual work in Owen. KJ and Kris have assembled a talented, all-Chicago cast, and we plan to pitch various media outlets to reflect the diversity of the actors in the production. The films being produced around the show will be great additional content to leverage media attention.</p>
Tickets On Sale		
First Rehearsal	2/24/15	
Rehearsal Photos	Week of March 2, 2015	
Production Release	2/13/15	
Invitations	3/4/15	
1st Tech	3/24/15	
Production Photos	3/27/15	
1st Preview	3/28/15	
B-Roll	3/29/15	
Photo/B-roll Release	3/31/15	
Press Preview	4/5/15	
Opening	4/6/15	
College Night	4/8/15	
Closing	4/26/15	
Possible Extension		

COLLEGE PRESS

Outlet	Contact	Angle/Idea	Status
Columbia Chronicle	Sadie M	Interview with Tawny - Second City	Interested
Roosevelt Torch	Aurora L	Interview with Kristoffer	
The DePaulia	Emma R	Interview with Tawny / College Night	Pitched
The Northwestern	Anne B	Interview with Travis	Pitched
The Chicago Maroon	Taylor M	Interview with Kristoffer	Pitched
UIC News	Sonya B / Hugh C	Interview with Cedric or Sandra	Pitched/ Pitched
The Loyola Phoenix	Layne H	Interview with KJ Sanchez	Pitched - 4/5
Art Institute	Ciar O		
Chicago State U. - WCSU	Troi T		
Chicago State U. - CSU	Marilyn O		
ILL Broadcast Center	NEW CONTACT		

