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# The [Untitled] Festival

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**THE**  
**[UNTITLED]**  
**FESTIVAL**

**OCTOBER**  
**2012**

**BIG IDEAS SYMPOSIUM, APRIL 2012**

JAMES RYAN JILLSON, GENERAL DIRECTOR  
SHANNON DELATORRE, DIRECTOR OF COMMUNITY RELATIONS  
KATRINA LESHAN, DIRECTOR OF EDUCATIONAL INITIATIVES

# The [Untitled] Festival: Details

- **Mission**
  - The [Untitled] Festival seeks to uniquely engage Dallas audiences by providing contemporary performances, interactive lectures and panel discussions, and educational initiatives, all open to the public and free of charge.
- **Performances**
  - Three performance events – featuring works of contemporary chamber music, dance, theater, and film – supplemented by visual art installations
- **Interactive Lectures and Panel Discussions**
  - Three lecture and discussion events – hosted in conjunction with regional arts organizations – featuring area musicologists, performers, and arts managers
- **Educational Initiatives**
  - A day-long educational symposium – targeted towards area public high school students – featuring master classes, discussions, and performance workshops

# The [Untitled] Festival: Timeline

- **April and May**
  - Announcement of repertoire and artist selections
  - Confirmation of venue locations and performance dates
- **June and July**
  - Final development and announcement of community partnerships
  - Acquisition of a regional media sponsor
  - Announcement of lecture and panel discussion participants, topic agendas, and event dates
  - Initial implementation of social media strategy, including interviews with artists and composers, video and sound recordings, and an interactive blog feature
- **August and September**
  - Development of program books featuring event details, artist and ensemble biographies, and opinion-based articles
  - Implementation of promotion and public relations strategies, targeting local print- and web-based media, radio, and television