



# RESIDENCY MARKETING STRATEGIES

The media is an important vehicle to inform and educate your community about your Dakota Players event.



**GET ON SOCIAL MEDIA.** Sharing content on social media platforms like Facebook, Twitter, and Instagram is a powerful and rapid way to share information about your Dakota Players event with a large number of people. Post consistently about your upcoming performance. Create an event and send invitations online. Utilizing the poster template for social media graphics is a low-cost and easy way to make your posts pop online. Connect with the Black Hills Playhouse Education Facebook page for custom made graphics and posters released on the Thursday of your residency week that you are free to share and download.



**KNOW WHO'S WHO.** Develop a media contact list. Include every newspaper, television and radio stations. List their social media handles, addresses, phone, and fax numbers, email addresses, and the key contact person who covers children's and/or theatrical issues. Call and ask for a reporter who covers children's and/or theatrical issues to write a story. Most daily newspapers and many weekly newspapers welcome columns from their readers. Seek out people in your community, including young people, who can write columns about the importance of the arts in your community and how Dakota Players can be a part of it. Get on their on-air calendars.



**DISTRIBUTE PUBLICITY POSTERS.** Add your event information to the supplied publicity poster; make copies; distribute in various places (example locations: schools, grocery stores, libraries, etc.) Some presenters have students color the posters before distributing them to help build the excitement!



**DISTRIBUTE PRESS RELEASES.** Add your event information to the supplied model press releases and distribute to everyone on your media list. Follow every release you send out with a phone call to make sure the release got to the correct person.



**GET ON LOCAL RADIO AND TELEVISION STATIONS.** The Tour Actor/Directors are available for press interviews, TV programs, radio shows, etc. However, they need to know well in advance, and these activities need to be scheduled around their rehearsal schedule. Please contact us if you need anything further regarding media releases. Ask all radio stations to read the radio PSA. Many local cable and public television stations broadcast community service programs. Ask the public service directors at local television stations to add your event to their on-air calendars. Call the news directors at your local radio stations and ask to be a guest for a live interview on their morning or afternoon newscasts. Ask all radio stations to read the radio PSA. Many local cable and public television stations broadcast community service programs. Ask the public service directors at local television stations to add your event to their on-air calendars.