

Marketing Strategies

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 Monday of your residency week that you are free to share and download.

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

KNOW WHO'S WHO. Develop a media contact list. Include every newspaper (daily, weekly, specialty, etc.), city or regional magazine, and television and radio station. 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.

DISTRIBUTE PUBLICITY POSTERS. Add your event information to the 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 model press releases and distribute (at their appropriate times) 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.

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.

General Media Information

Company: Dakota Players, an outreach of the Black Hills Playhouse

Show Title: X is for Zebra

Playwrite: William Ryder

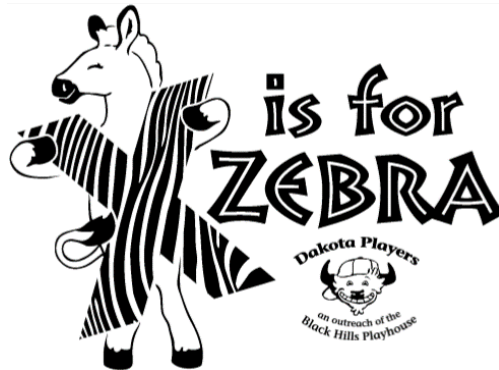
Composer: Christian Erickson

Lyricist: Marion Neidringhous

Costume Design: Jennifer Shouse-Klassen

Set Design: Molly Wilson/Becky Moser

Graphic Design: Kari Powell



Out on the African Savannah there are some things everyone just knows are true. Meerkats are social, lions have pride, hippos are big and zebras have stripes. All zebras except Xena that is! Xena was born without stripes and to make matters worse, she spells her name with an “X”. It’s just too different! It’s just not right! What is a zebra without its stripes?

Xena struggles with who she really is as she listens to others tell her who she is supposed to be. How can you be comfortable with your place in the world if you don’t know who you are? As she meets character after character...and boy do we mean *characters!*...she sees that everyone has unique attributes and captivating quirks!

Life on the Savannah is an exotic, electric dream, but the Savannah of our dreams is not always peaches and cream. There are tough issues of self-image, friendships and peer pressure. In the end the truth is that “you just gotta be you” **and**...it never ever hurts to have a sense of humor about life!