



MARKETING STRATEGIES FOR AUDITIONS & PERFORMANCES

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.



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.



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.



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.



GENERAL MEDIA INFORMATION

2023/24 Tour Production

Dakota Players, an outreach of the Black Hills Playhouse

Creative Team

Written by **Sandra Kern Mollman**

Music Sequencing: **Christian Erickson**

Vocal Recording: **Mitch Hess, Holly Jacobs, Jason Pratt, Martha Crouse**

Costume Design: **Katryna Preston Lowery**

Set Design: **Quinn Ward**

Graphic Design: **Kari Powell**



On the Road to Bremen Town

A certain man had a donkey, which had carried the corn-sacks to the mill untiringly for many a long year. But the donkey's strength was going and the man thought it best that his old friend Donkey retire...

RETIRE?! Not THIS Donkey! He's still got a lot of livin' to do! Donkey packs up his retirement gift, a Golden Harmonica, and sets out to Bremen Town to become a street musician.

On the road Donkey meets up with a dog, a cat, and the most rock a' doodlin' of roosters. Each of his new pals fears that their end is near, until Donkey convinces them to join him on the road. Together they become The Bremen Town Band.

Join the Band as they journey toward Bremen Town, discovering that life can be full of thrills and surprises. Living each moment to its fullest, you never know what tomorrow will bring.

Show length: approximately 40 minutes

It is designed for the "whole child," to help enhance kids' visual and performing arts abilities as well as physical fitness levels, life skills, and decision making processes.