



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

2021/22 Tour Production



Script/Lyrics

Dan Workman & Eric Johnson

Script Consultants

Clementine Bordeaux & Deb Workman

Original Music

Eric Johnson

Music Sequencing

Christian Erickson

Music Recording

Scott & Sheryl Simpson

Costume Design

Katryna B. Preston

Set Design

Dave Horan

Graphic Design

Kari Powell

Extra! Extra! Read All About It! An emergency meeting of the D.A.K.O.T.A. council (Distinguished Allied Kritters of the Area) has been called by Lenny the Buffalo to solve this mysterious mystery. The adventures begin as Thakóža, RN Pheasant, Patty Pasque, Sven Spruce and a host of other colorful characters go on eye-opening quests across South Dakota.

Along the way, the characters learn to see the state from many different perspectives. From meeting the Royal Farm Family, traveling through time with the Badlands and Wildflowers, poppin' with prairie dogs (Yo Dogs Yo!) and being interviewed on the Black Hills Television Show, the antics never end.

As the mystery unfolds, the D.A.K.O.T.A. council gathers together once again where they admit there is a lot they didn't know about South Dakota. Their travels are the spark of curiosity they need to see the miraculous power of being connected to all.