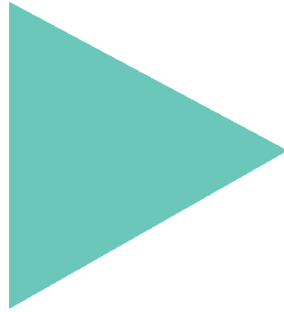


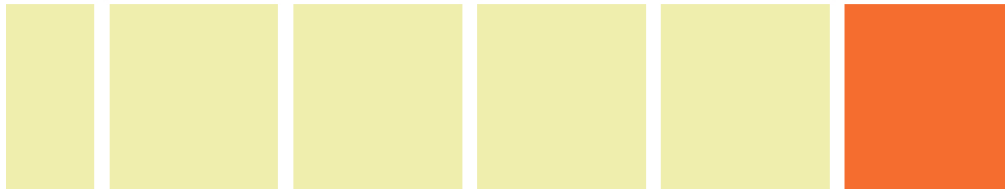
"Les arts à moins de 100 milles d'écart ... In your own backyard"



RÉSEAU
D'ARTISTES
DU COIN



2020 Event Planning and Marketing Workshop HANDOUTS



Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada

www.100milearts.net

un projet de Théâtre Wakefield





• LIST OF HANDOUTS

These are supporting documents and are in no way meant to replace attending the workshop itself.

Use as reference material.

LIST OF HANDOUTS		
1.	EVENT PLANNING WORKSHEET	1
2.	KEY MESSAGES	2
3.	GREAT GRANNY CONCERT EVENT PLAN	3
4.	PUBLICITY	8
5.	MC SCRIPTS	
	i. THE GREAT GRANNY CONCERT 2015	9
	ii. GREAT GRANNY CONCERT 2018	11
6.	DRAFT TA DA! COMMUNICATIONS STRATEGY 2017	13
7.	TA DA! PUBLICITY TOOL BOX	16
8.	PUBLICITY TOOLS	19
9.	MEDIA LIST	23
10.	FACILITATOR'S BIO	25

Event Planning Worksheet

EVENT DESCRIPTION

Cantley's heritage comes to life as Theatre Wakefield presents "A Summer... A Fair" at the St. Elizabeth Parish grounds—the original site of the famous Cantley Picnic.

Colourful local characters perform amusing stories and rousing songs in a traditional country fair setting. This professional production is the third in renowned Chelsea playwright/musician Ian Tamblyn's Gatineau River Valley trilogy—and this time it's all about Cantley! This musical play PREMIERE will immediately be followed by square-dancing with a live band and caller.

Bring a lawn chair and sunscreen. (The event will take place inside St. Elizabeth Parish Hall if it rains.)

REVENUES

- Tickets/Entrance
- Sponsorship
- Grants
- Other

EXPENSES

- Rentals, service contracts, logistics, hospitality and decorating.

LOGISTICS (describe needs and identify who will take action)

- Venue rental and set up
- Staging
- MC and Performers
- Chairs, Tables
- Toilets, Garbage containers
- Notice Boards, Information Tables
- Electronic Needs
- Hospitality and Safety
- Decorations
- Tickets, Posters, Publicity

Key Messages

Key messages describe the type of information you want to produce and the content of your communications. Although there may be specific messages you want to convey to targeted members of your stakeholders or participants, these messages should be broad enough to appeal to a wider audience. They should also be backed up with truth or evidence. They should be able to be used in different ways such as in the creation of publicity materials, choosing your event's MC (master of ceremonies) and performers, or writing the event script.

EXAMPLE—launch of membership campaign to raise money to build a Community Centre

- The co-operative Wakefield-La Pêche Community Centre brings together four vital community organizations to create a multi-purpose cultural and sports centre for the region.
- Membership in the Co-operative Wakefield-La Pêche Community Centre builds support for a new public facility where youth, seniors, families and community groups speaking both of our official languages can gather for a wide range of recreation and cultural activities.
- A successful membership campaign shows funders from all levels of government that the project is needed and wanted by the community, and that all related groups in the community are working together for the common good.

EXAMPLE—The Great Granny Concert

- AIDS is devastating Southern Africa and it will take all of us to help halt the rising death toll.
- The Wakefield Grannies work as a group to offer financial and emotional support to the Alexandra Township GoGos, a group of 50 women and men caring for their AIDS-orphaned grandchildren.
- We also assist the 200 children who attend the Alexandra Clinic
- We are grateful to the Wakefield community for its support over the last four years
- We hope people will enjoy the music, food and the other activities, sign our visitors book and send a message to Africa.

EXAMPLE—The Piggyback Fringe Festival

- The Piggyback Fringe Festival is unique among the members of the World Association of International Fringe Festivals because it is set in Wakefield, the jewel of the Gatineau Hills.
- In this, our third season, the festival will continue to present its slate of international productions at Molo's, The Church and The Black Sheep Inn.
- The Workshop Series will continue to ensure the high standard of operation the festival is known for.

- This year the Steam Train Dinner Theatre package will be available from the HCW Steam Train Website and from Reservations Outaouais. Each train will bring up to 150 visitors from Ottawa/Hull to attend one of three productions available during each performance slot.
- Theatre Wakefield partners with the Ottawa Fringe Festival to create our own unique Piggyback Fringe Festival of predominantly international productions.
- Tickets, links and more information on the plays are available on-line at the Theatre website: www.piggybackfringe.ca

Great Granny Concert Event Plan

THE GREAT GRANNY CONCERT

Sunday, August 24th 2008 Wakefield Covered Bridge from 11 - 5:30 pm

KEY MESSAGES

- AIDS is devastating Southern Africa and it will take all of us to halt the rising death toll
- The Wakefield Grannies work as a group to offer financial and emotional support the Alexandra GoGos, a group of 50 women and men caring for their AIDS orphaned grandchildren
- We also assist the 200 children who attend the Clinic
- Reflections on WG trip to Alex
- We are grateful to the community for its support over the last 5 years
- Enjoy the music, food and the other activities, sign our visitors book and send a message to Africa

TARGET AUDIENCE

- Families and community members who will enjoy African music in the outdoors
- Visitors from the region

PROGRAM

Drumming Workshops

On the Wakefield Covered Bridge

Taught by Pierre Bisson

Charge: \$5

Register at Library, Youth Centre and Solstice (if possible)

1.5 hour sessions for up to 20 participants

11 am, 1 pm

Photo and Bio for publicity on website etc.

Info out on Wakefield News and at Youth Centre – to register call 819 456 3522

CONTACT: Mercedes

20 djembes—all grannies to bring them. Mercedes has organized 3 from the Folklore Centre. Ilse to organize a message on Wakefield News to get additional ones for the day—10:30 at the bridge on 24th

(crew) 20 chairs without arm rests from Library to organize through Ilse and Ruth

CONCERT ON THE BRIDGE

2:30 pm - 5:30 pm

Tickets: \$12

Youth 6 - 16 \$6

Families: \$24

Available at The GATE, Solstice, Jamboree, Chelsea Books, The Outpost and any Wakefield Granny

Bring a chair or a blanket

Music, Refreshments, Dancing, Swimming in the River

CD EXCHANGE

Give a donation and choose a pre-owned CD from hundreds your neighbours gave us Craft Tables and Information Tables about AIDS, the Wakefield Grannies and their GoGo partners in Alexandra Township, South Africa. Gogolaka spice will be available. Jewelry Sale. Raffle of quilt.

Power Point Show. We would like to set up the power point with shading so it looks good and hope Micheline will create a special show.

PERFORMERS

Individual performers are to be offered \$50 per person per diem , with groups of 4 or more receiving up to \$200 to cover expenses. We will offer to sell CDs and provide publicity and promotion. We are designing a show that will have drumming, choral African singing and a 5- to 10-minute keynote speech from Norma about the Wakefield Grannies trip to South Africa and how Lucia's life has changed as a result of our village.

The Notables Quartet: confirmed—they will sing for approx 25 minutes and include some African songs in their repertoire.

World Voices Choir: up to 40 singers from Brookfield High School, their graduates and the Harmonia Choir. Launch of their CD. Announce they are hoping to travel to SA and perform for our community of Gogos and children.

Remesha-Drums—African Drums Headliner: is a group of 10 - 16 performers who dance, drum and raise the roof. They have agreed to perform for \$500 (we will earn this through the sale of plants at the market). Also we will help them find a rehearsal hall.

- Edie Jane will give a church contact to Elena and
- Norma will check out Stewart-McLeod UC in Ottawa to see if they will allow the group to rehearse in their hall.
- Elena is their contact and is finding out what exactly their rehearsal needs are.

Closing Jam Session: The World Voices Choir and the Drumming group under the leadership of Pierre Bisson (from the morning classes) will join together to perform one or two final songs.

- Pierre and Jeannie Hunter will speak on the phone and on the day the choir will come early and have a quick rehearsal at 1 pm and then lunch with the drummers
- The Food Group will open early and provide vouchers for the choir so they can get a samosa and a drink from the stand.

With MCs and Norma's speech this is a full 3-hour program.

Tasks

NOTE to coordinators: if you need cash on the day notify Carol in advance.

Script: to be drafted by Brenda Rooney

MC: we want to tag team MCs like Micheline and Ruth did on Parliament Hill. If Micheline is too busy with the stage and the power point show we suggest Mercedes do it.(and she has agreed providing she has a script)

INSURANCE

Insurance company has been identified and it is expected to cost approximately \$200 for the day. There is a form to be filled in.

Co-ordinator: Barbara

FACILITIES

Barbara, Annick have money boxes

Everyone to bring their tables and card tables

Carol and Linda to purchase stamps for hands at gates

TABLES, PARKING BARRIERS, GARBAGE BINS

These will be supplied by the Municipality which will deliver and pick up from the site.

The tables will be put at the village end of the bridge and used for the Choir/drummers to have lunch and then be available as additional seating.

Cost of confirming the bridge is \$200.

Contact with the Municipality is Nicole.

FIRST AID

Brenda will contact Leanne Olsen (emergency nurse) and Bob Walsh (ski patrol) to assist by bringing a First Aid kit and being available on the day.

TICKETS

Printed: 500

Ilse, Elena and Ruth are adding "Youth 6-16 \$6" to the tickets and then we will distribute.

COORDINATING GATES

Norma will co-ordinate the gates.

Barbara and Brenda will work one gate as a team.

(crew) 2 Gates: 2 tables with cloths, 4 chairs, 2 money boxes with float, stamps for entry

EVENT SIGNAGE

ticket prices, GRANNY GATE East and GRANNY GATE West, Drumming Classes flyer, Refreshments for the stand, CD Exchange, Information signs and the Event Flyer

Creators: Felicity, Sandra and Pauline

STAGING

Description: Ensure the set up and flow of the Stage Show including the music, equipment and stage. Extra speakers needed this year.

Outstanding decision is placement of stage...this to be resolved by Micheline, Paul (who are organizing the stage) and Robert who is overseeing the tech in.
Banners etc: Coordinator: Cordula and Martin will cover Valley Road, Jamboree and bridge on the day
Stage: Micheline and Paul have ideas about it for 08 will report next meeting

SOUND

Equipment from Theatre Wakefield
Sound Operator: Peter MacGibbon will work with Louis Rompre
There will be extra speakers to ensure good sound quality — cost = \$150

PARKING

Organizing the set up of parking signs. 6 signs available from last year.
Margo and Nicole's partner Alain did it with Rooney signs
Police clearances: Linda Gorka

CREW

at the moment we do not have a crew chief. The crew job list and call will be done jointly by the Concert Committee. We will use Wakefield News to gather a crew.

SALES AND INFORMATION TABLES

These tables will be grouped together and staffed by Ilse, Elena, Sandra, Felicity, Pauline, Annick and anyone else available to help.

REFRESHMENTS

Description: Food offered for sale to be determined by the committee. Food committee consists of Linda Gorka and Carol Faulkner – Elena has volunteered and they will call for additional help if needed.

Coordinators: Linda and Carol

(crew) Logistics: tables provided by Carol, refrigeration/electricity, signage, prep team

CDs COLLECTION AND TABLE

Description: We collect un-wanted CDs which we then exchange for “donations” at a CD EXCHANGE table. This taps into protecting the environment. We will support this project with a press release and email/spam campaign.

Collection points: Jamboree, Chelsea Books or call

Coordinators: Hope, Ilse and Lydia (?)

CRAFT SALE AND INFORMATION TABLES

Selling Gogolakka, jewelry, with information on our project and history.

Hope and Annick are lead here

PUBLICITY

SIGNAGE

Description: banners for advance advertising on River Road, Valley Road, and on the Bridge on the day

LOGISTICS

River Road permission, design and creation of banners and hanging of signs
Coordinators: Cordula Podehl and Martin will let us know if they need any assistance

VIP INVITATIONS AND HOSTING

Norma has a list of those who should be invited by our Chair, Linda—includes Mayor, two councilors, the SA High Commission, and local provincial and federal candidates.

POSTERS

Description: Utilizing young people and all of our supporters we will cover the region with a standard size (8.5 x 11) poster, printed in full colour.

Design: layout of new text by Felicity

Distribution: We will email the flyer to everyone and try to make copies without cost. Chelsea, Alymer, Wakefield, Rupert, Masham, Lac-des-Loups, Val-des-Monts, Cantley, Ottawa

MEDIA

Coordinators: Brenda and Nicole are on the Communications Committee with Norma.
Press Releases

- announcing event, time and place, etc
- calling for donations of CDs
- on the artists

WEBSITE

- post all press releases and flyers to promote the event
- Wakefield Email News
- announcements based of series of press releases
- final reminder
- generate our own email list for this event

THE GREAT GRANNY CONCERT MC SCRIPT

September 6, 2015

Noonish: Welcome everyone—Bienvenue tout le monde

The music show will start at 2 pm after some sound checking
La musique commencera vers treize heures so please visiter le marché and do a little shopping (magasiner un petit peu).

We have lots of scarves, jewellery, handmade granny products, pottery, African honey and tout sort de choses a manger—popcorn, samosas, hamburgers, des bijoux, produits faites à la main par les Grannies, et du miel Africain.

And today you have an opportunity to send a message to our sisters in Africa at the video tent.

Be sure to get your raffle tickets before the 4pm draw

You could win:

- Night for two at the Wakefield Mill with breakfast OR
- \$50 Gift Certificate at the Khewa Shop OR
- \$100 Gift Certificate at Les Fougères

Welcome our Granny sisters Harambee and the African Honey Project.

First we want to say how much we appreciate the community and its support.

We assist two groups in South Africa. The original and larger group (about 54 families) is in urban Alexandra Township where we presently send most of the money but a few years ago we learned of a rural community in Kwazulu Natal that needed help and now we send them 1/5th of our annual funding. Many of you here may have met Diana Teffo from Alex and Phindile Dlada from Natal when they were here last November.

We are very proud that by stepping up ten years ago and assisting the Gogos not only with food, school uniforms and supplies but also by relieving their isolation, hopelessness and poverty we helped create some long lasting changes. Some of these orphaned children are now gaining entrance to university and college and our latest new initiative is to help fund their schooling.

Upcoming events: November 27th Bazaar at the Centre Wakefield La Pêche

Buy your raffle tickets. The marketplace will stay open to the end of the concert.

2:15

Introduce Neema Mugala and her band.

Neema (pronounced nEmma) is from Tanzania and she has been singing African music for over 20 years. Her wonderful voice and energy has graced our concerts over the

years with her a'cappella group SIFA. This year she is going to introduce us to her newest project.

3:15

Thank Neema.

Diana speak about her work for 5 or so minutes. Focus on the strength and determination of the Gogos and the hope for the future of the young people. How they are starting to get their qualifications to go on to higher education and need our help.

3:30

Raffle prizes – draw the names

Elage M'Baye has been a member of The Mighty Popo's band since 2002, travelling the country performing an inspiring blend of Senegalese and modern music. Today he comes to us with his own band. and his new CD which is available at the marketplace where the raffle tickets are sold.

4:10

Thank Elage and his band—promise an encore

Thank everyone for their help including:

The Jamboree Shop

IGA

Bean Fair Coffee

Fairbairn Museum

Paul Lemelin Real Estate

Donors to raffle to be added

All the volunteers who swelled our ranks and all of you who came to celebrate with us.

ENCORE

4:30

strike

GREAT GRANNY CONCERT MC SCRIPT 2018

Sound checks:

11 am

Tine Rufaro Marimba Band

Set up and check:

12 noon

SIFA Choir

5 mics on stands

12:30

Jacqui du Toit wireless mic

Announce that the marketplace is open with food, and bargain sales from the Granny's jewelry and scarves tables and the Life Without Plastic Garage Sale.

1:30

Micheline Sabourin and Norma Geggie

One mic shared

Micheline and Norma welcome everyone and say a few words about the value of our community and our shared commitment to support families suffering from HIV/AIDS

Then they introduce our MC, Jacqui du Toit and say a bit about her:

Jacqui du Toit, hails from South Africa, and has worked extensively in theatres and festivals around the world, including performing in an African circus that toured Canada. She now lives in Ottawa and is co-owner of The Origin Arts and Community Centre. She was nominated for Best Female Performance for both the Capital Critics' Awards and the Prix Rideau Awards in 2017, for her role in the one-woman show, THE HOTTENTOT VENUS—UNTOLD. She is known to us for her storytelling at the Granny Faire two summers ago.

1:40

Jacqui says hello, and says that:

Food—burgers, hot dogs, samosas, popcorn and ice cream will be available until 4 pm
The raffle continues and we will have an initial announcement later in the show.
Stalls selling Jewelry and Scarves and bargains from Life Without Plastic are also open until 4.

Introduce SIFA Choir. Anyone who has attended the Granny Concert in the past will know SIFA, the extraordinary a capella choir that has become a Concert staple. Founded by choir director Neema Mugala almost 30 years ago, SIFA ("praise" in Swahili) seeks, through energetic presentation of African original, contemporary and political songs, to present a positive image of Africa, through song, dance and percussion.

1:45

SIFA perform for 45 minutes

2:30

Jacqui thanks SIFA and introduces Ruth who will announce winners of the first of the raffle prizes and remind everyone it isn't too late to get a ticket, food etc.

Jacqui tells a short story about South Africa while the Marimba Band get set up.

MC introduces Tine Rufaro:

TINE RUFARO has been playing its celebratory African marimba music in the Ottawa region since 2008. The band is led by Zvondai Muchenje, who specializes in southern Africa drumming and Zimbabwean style marimba music—in particular, the music of the Shona people of Zimbabwe. Suffice to say that TINE RUFARO is bound to inspire some dancing participation! As with Neema and SIFA, Zvondai and TINE RUFARO are dedicated to promoting cross-cultural understanding through musical skill and passion.

2:40

Tine Rufaro takes a minute to balance sound and then starts a set.

3:15

Tine Rufaro takes a 5 minute break while Ruth Salmon announces the winners of the Raffle and reminds people that there the Marketplace is still open with food, bargains and more.

3:25

Tine Rufaro plays the second set to 3:55 pm

3:55

Jacqui thanks everyone for coming and asks people to pick up their garbage and help clean up the site as they go home.

DRAFT Ta Da! Communications Strategy 2017

A project of Theatre Wakefield, The TaDa! Festival team presents entertaining, engaging and informative theatre, dance, music and community events over the course of a weekend each September. Based at the Centre Wakefield La Pêche, these events appeal to families, youth and adults, are multidisciplinary and affordable. Artists are drawn both from the local community and across the country.

GOALS AND OBJECTIVES

- Increase the overall attendance from previously low levels of approximately 30%
- Draw English speaking audiences from the entire region, particularly Ottawa, the Outaouais and the MRC des Collines
- Encourage participation by Francophone audiences through programming bilingual and language neutral activities
- Provide regional venue managers with an opportunity to see and engage productions from the ESQ in Quebec thereby also increasing performance opportunities for ESQ (minority language) artists.
- Provide local artists and youth with an opportunity to develop their skills and experience.

KEY MESSAGES

1. The Ta Da! Festival is a celebration of our arts and culture and it is fun. It presents:
 - quality, professional, entertaining theatre productions in a beautiful, inviting, rural setting;
 - varied and eclectic presentations from the fields of dance, music and art.
2. Events and shows are chosen to appeal to different age groups and interests, our audiences are as young as 5 and as old as 85.
3. Tickets prices are low. Outdoor shows are pass-the-hat and, this year, new day and weekend passes are designed to make it affordable to see more and spend the full day or the whole weekend with us.
4. The Ta Da! Festival offers workshops and activities for community members and visitors alike to increase their knowledge and skills in the performance arts.
5. Local farmers, chefs and craftspeople create a colourful, engaging marketplace to feed the body and the souls of attendees.
6. It has never been easier or more entertaining to learn about our own history: “A Summer... A Fair” and “Home Child”—historically based productions performed on the grounds of the market.

STRENGTHS AND WEAKNESSES

We are based in the municipality of La Pêche. It is a rural community of approximately 7,500 people in the Gatineau Hills. Wakefield itself is 85% English speaking. The municipality is 60/40 French/English according to the census in 2011.

Among the strengths resulting from our environment:

- Our small tightly knit and supportive community gives us the benefit of an active group of volunteers who come out to assist at events.
- Local businesses are willing to provide sponsorship because they benefit from our activities through the increased traffic of both tourists and locals.
- The Centre is a vital location as all buses use the community Centre parking lot as a pick-up and drop off spot, the playgrounds are used for soccer, skateboarding etc., and the Saturday Farmer's Market is held on the grounds. In addition, the Centre is the home of the library, theatre and youth Centre.
- We are partnered with the English Language Arts Network that continues to raise funds and link 6 different ESQ communities in a Festival Circuit.

Weaknesses include:

- We have a lack of media outlets. There are no radio stations in our region and only three weekly papers of which two publish in English.
- Our audience, the ESQ in our region, are dispersed over a wide area.
- Major corporations consider our numbers to be too small to warrant investment compared to urban environments.
- We organize with a small contract-based staff working part-time. This creates communications problems and resiliency issues.

To address these issues we adapt our promotional activities in a variety of ways.

STRATEGY

Activities that address the goals and objectives:

To reach a wider audience we have made a number of changes to our marketing plan.

- We will pay someone to poster and distribute brochures in the city. We have identified a number of priority areas including the Glebe, Bridgehead Cafes, Somerset between Connor and Kent, Bank Street from Sparks to Catherine, York Street and the Market Courtyards, Dalhousie Street and the areas around Arts Court and the Ottawa Little Theatre among others. See Posters and Flyers in the Tool Box below.
- We have budgeted to hire a Social Media expert and to boost our Facebook posts. See the description and advertising budget below.
- We will distribute publicity flyers through the Theatre Wakefield touring musical, "A Summer... A Fair" which will perform in 12 communities throughout the region opening on July 22nd, 2017 in Cantley and culminating at the TaDa! Festival. See Posters and Flyers in the Tool Box below.

To encourage our Francophone and/or bilingual audiences we will place ads in the French weeklies L'Envol and the bilingual Bulletin/WQP, produce all marketing materials in both languages and schedule events and performances to reflect the bilingual nature of our community. Dance is language neutral. The script of the musical, "A Summer ... A Fair" is bilingual with about 30% in French. All outside games and the market are fully bilingual.

We are initiating a regional artist's showcase for venue managers. We have scheduled a special gathering of regional venue managers drawn from, but not limited to, the 12 communities where the Theatre Wakefield production of "A Summer... A Fair" performs this summer. The gathering will include both a feedback session on the Short Circuit touring project and an opportunity to network with each other about up-coming opportunities. All venue managers will be offered free entrance to any production on the schedule thereby providing a showcase for our local and guest performers. Cost of these tickets are expected to be covered by the Short Circuit budget. Also there will be a meet and greet at the Artist's Brunch on the Sunday and informal opportunities to meet throughout the festival.

Educational and skill development workshops will again be offered as part of the program. Guest artists and regional trainers are invited to offer workshops which helps to develop skills in our Wakefield Players troupe and our community youth. Feldenkrais for Performers, workshops in dance, voice and character development all feature in the workshop series.

Confusion around the name of the event. Over the years it has been difficult to brand the Ta Da! Festival which is named after a poem by Phil Cohen which was recorded as part of the fund raising activities for the building of the Community Centre in 2009. Essentially the poem advises the listener to take a bow whenever they do something well. We will develop a stop motion animation for use on the website and Facebook headers to capture this intention. Our designer will evaluate how we might adapt the hands logo to support this.

Ta Da! PUBLICITY TOOL BOX

SIGNAGE

Signage is important. We have 2 cloth banners which are hung at the Community Centre and 4 coroplast signs set at prominent junctions throughout the village two or three weeks in advance of the event. As noted above the Centre parking lot is visible and heavily used by many different groups in the region. This year banners will go up **August 15, 2017**

SIGN DESIGN

Logo confirmed for 2017 for use on website, ads, print materials **June 30**

Layout and up-dating for coroplast signs etc. **July 10**

New banner for the Facebook page developed and ready for **July 22** (following Theatre Camp)

Slide for the Community Centre for **July 22**

Coroplast signs. Bilingual and cut in different sizes from a 4' x 8' sheet. We intend to make additional signs for 2017 and plan to arrange to have them placed on high traffic areas outside the village of Wakefield. It is hoped that some of our Short Circuit partners will assist us. Within the village coroplast signs will be put up on the fence around the pumping station on the Centre parking lot and at the end of Valley Rd.

Arts Alive signage for the site.

We also set up 4 free standing banners supplied the by ELAN, our partners in the Arts Alive Festival Series.

PROMOTIONAL COPY DEVELOPMENT AND DEADLINE

We create our promotional copy and have it translated early. That copy becomes the anchor for all members of the organizing team. Everyone from the website ninja to the designer and sponsorship co-ordinator work from the same initial material.

This reduces errors and ensures consistency of our messages.

Promotional copy and translation deadline: **July 5**

POSTERS AND FLYERS

We will print poster/flyers 8.5 x 11". These will be bilingual and distributed in the area of Wakefield and Chelsea. As well, English only versions will be printed for use in the city of Ottawa in the areas mentioned above. **July 22** for distribution of posters.

75 bilingual 8.5 x 11" flyers in full colour: est. \$75

50 English only flyers for Ottawa: est. \$50

4 up on an 8.5 x 11” sheet. Printed English one side and French the other.

The plan is to distribute flyers at the performances of the Short Circuit tour of “A Summer... A Fair” and Summer Theatre Camp. In addition they will be stocked at the community centre and distributed at events leading up to the Festival. Initial print run: 1,000 Deadline for print: First performance of the Short Circuit musical is **July 22nd** through to September 10th. est. \$250

WEBSITE

The website is in both English and French. It includes show and event descriptions, a schedule of events, a page of sponsor acknowledgement, the archives from previous years and links to ticket sales. This is a primary source of information and all print material, ads and the Facebook site points people to the website.

It is also flexible and can be updated when additional details come in. For example, when artists send us new information, photos or video clips. Also developments such as when we schedule an additional reception and networking opportunity for our artists and regional venue managers to meet.

The Centre Wakefield La Pêche website also carries event information about all of our shows.

NEW

A stop motion animation is being created by a youth team under the guidance of the graphic designer. This animation will be used on the website and Facebook page.

Updated and ready to go: **August 1** 2017

Facebook

We utilize the Theatre Wakefield Facebook page and thereby benefit from the organization’s year round activity. At present there are over 600 friends. We also network with the Facebook pages of other organizations such as the Centre Wakefield La Pêche, the Wakefield Mill, Wakefield Folks, Chelsea Folks, etc. The new 2017 Facebook banner, and Event pages will be synchronized with the launch of the website. **August 1**

We will watch for opportunities to hold contests, quizzes and to post video of the shows.

NEW

Tasha Forget, a Social Media expert, has been contracted to ensure that this network and the local list serve groups have a consistent and steady posting of information. She will be working with a budget for boosting the events and posts.

PRESS RELEASES

A series of press releases and event listings will be sent out to the media, posted on the website, distributed to the Wakefield News and Theatre Wakefield Newsletter. The first will go out **August 15th and followed up by phone.**

1. Sent to 150 journalists and blogs in Ottawa and the region. Announcing the schedule, shows, ticket prices and more. It will be translated, posted on the website and sent to French media.
2. A second release announcing the workshops will go to select media and sent to the Artslist and Portail for distribution to artists.

EVENT LISTINGS

These will be posted on the websites for CBC, the Ottawa Citizen and local list serves.

BROCHURES/PROGRAMS

Folded bilingual programs will be distributed through the centre, at local shops, at select locations in Ottawa and during the weekend. The primary use will be as an insert in the Low Down two weeks before the Festival. Cost est: Low Down insert \$650 included in ads budget below plus additional printing of 800 est. \$300

ADS

French: L'Envol \$74.50 each and WQP/Bulletin (\$95 each x 2) \$190 = \$264.5

Low Down - 3 sponsored ads = 3 x \$85 = \$255

Boosting Facebook posts = \$150

Ottawa Citizen - Our Town listings = 2 x \$125 each

Ottawa Festivals ads/membership = ?

Low Down program/brochure insert: \$300 (3,000) + \$350 for insertion = \$650

Total Expense	\$1,569.50
Revenue from sponsorship (it may be possible to get WQP sponsored)	<u>255.00</u>
Net cost:	\$1,314.50

PUBLICITY TOOLS

presented by Brenda Rooney

This list is NOT exhaustive. Each of the following tools has strengths and weaknesses when applied to different scenarios. Some tools are more useful in small communities, schools or other organizations and others will reach across the country.

New and innovative partnerships can be created if you look at your community and the resources it has. Working with partners and sponsors helps to save money and can extend your outreach, especially when email lists and other resources are brought to the table. For example a TV broadcaster or newspaper as a media sponsor can offer valuable advertising. Other organizations may provide access to thousands of members through piggybacking on existing distribution methods.

POSTERS – Announcing events, posters can be printed, emailed, large and small. They carry what, when, where, and how much. Somewhere they did a study and found that you have 2 seconds to capture the viewers' attention.

FLYERS – Small versions of posters, they can also be inserted in carrybags, in displays and on counters where they may be picked up. They can carry more information than posters. You can print them four to a page and save on the costs. English on one side and French on the other.

COMMUNITY CALENDAR ANNOUNCEMENT – A brief description (who, what, when, where, and perhaps why) of a community need or activity, included in a radio or television "community calendar". Before sending it to the radio station make sure you read it out loud and time it. It should not be more than 60 seconds long and should be easy to read as most announcers will not have the opportunity to practice. CHIP Radio and Heritage Radio in our region. CBC radio.

EVENT LISTING – A brief description (who, what, when, where, and perhaps why) of a community event, need, etc., listed free in a special section of the newspaper and magazines. There are often deadlines you must meet to be included. Also now on websites eg. CBC and the Ottawa Citizen have free event posting space.

<http://www.ottawacitizen.com/entertainment/events-listings/submit-your-event.html>
<https://www.cbc.ca/news/canada/ottawa/cbc-ottawa-contact-us>

DONATED AD – Advertising time or space donated by the medium or someone else, including a regular advertiser in that medium, a corporate sponsor, or community business. A donated ad, paid for by several sponsors, may include a box at the bottom identifying the business donors.

FEATURE – A story that gives detailed information on an issue, a trend, a situation, an industry, a company or organization, or a person. A feature often focuses on the

human element. It is designed to enlighten, entertain, and/or educate readers. Ideas for features can be pitched to various media.

GUEST EDITORIAL – An analysis of or commentary on news events or public concerns, written by someone whose credibility is based on his/her knowledge of a particular subject and/or position in an organization. Eg. Village Voice in the Low Down.

LETTER TO THE EDITOR – A letter written for and sent to a newspaper or magazine to present an organization's position, make a correction or respond to another story or letter.

PRESS RELEASE – A press release can be distributed on paper, on disk, by email, by a PR newswire or posted on a website. A Press release has a flag with the word(s) For Immediate Release in large type near the top of the "page." The Press Release announces information about an event you hope the media will cover. It should be concise. May contain quotes from those involved.

PROMOTIONAL "PROP" OR SYMBOL – Inexpensive but interesting and relevant items sent with "soft" publicity materials to attract media attention and, perhaps, serve as a props for the visual media, particularly television.

Publicity Photographs – Photographs taken for publicity purposes and submitted, with a cutline, to the print media. Photos may be accompanied by a news release, fact sheet or other publicity material.

Public Service Announcement (PSA) – A broadcast announcement, for which no charge is made, that promotes the programs, activities or services of a federal, provincial, or municipal governments, non-profit organizations, or another groups serving community interests. Information for PSAs can be prepared in point form, as a script, or pre-recorded on tape. All are submitted to the PSA director. Some broadcasters will also accept PSAs in video form.

Signage – Large signs which draw the attention of passersby, sandwich boards and displays are very useful for building a presence in a community or environment. They are re-usable. Can be made by painting on fabric. Undervalued in my estimation.

Internet – you can use networking groups or access other groups through their email list; many communities now have Email lists for community events; individuals also have large lists and can use them to do outreach with flyers, letters and other information. This is a very effective medium.

Email marketing is still at the top with success outreaching Social Media. Number of users worldwide 3.8 billion with 6.05 % reading and or opening the email compared to just 1.9% on social media.

Websites – Websites are effective tools for the exchange of ideas, for marketing, for outreach. Ticket sales can be managed through them. They require regular up-keep. Links can be emailed, imbedded in the prose or offered in other website listings, on Facebook etc. Check out www.WakefieldDocFest.ca or www.theatrewakefield.ca as examples.

Social Media – Twitter, Facebook, Blogs, LinkedIn, Snapchat all have their uses in reaching out – they can also be energy pits with little return. To make it work:

- You need a strategy
- Post regularly
- Like and engage with other organizations and individuals to increase or warm up the algorithm
- Ask people to contact you for more information, encourage engagement
- Use video – post video live and link to Youtube videos

It's important to consider the different purposes of Twitter vs Facebook. Twitter is primarily meant for sharing ideas, while Facebook is meant for connecting with friends and family. Additionally, Facebook has a larger audience of various age ranges, while Twitter's audience is largely between the ages of 18-29. It's critical you determine which one your audience prefers, however, and tailor your content to match either platform.

Then there are the ads. In general, advertising on Facebook allows you to reach a larger audience. Additionally, Facebook ads comes with some impressive targeting tools, so you're able to narrow down salary, purchase behavior, hobbies, Facebook communities, and more.

Facebook advertising's interface is relatively easy and intuitive for the user. Facebook ads can be relatively cheap, as well. In fact, Facebook boasts "Some people spend more on coffee each day than they do on their ad campaigns". While it depends on the campaign you're running, you can often set a budget as little as \$2 to \$3 per day. Twitter also offers targeting capabilities, including purchase behavior, language, interest, and followers. However, Twitter advertising is typically more expensive than Facebook.

It may be worth the extra money, though according to AdWeek, engagement rates for Twitter ads can be as high as 1-3%, much higher than Facebook's average CTR of 0.119%.

Facebook now provides groups with statistics on their reach. You need to encourage people to "like" you and to "like" your posts so that each thing you put up goes to multiple Facebook sites. (use giveaways, responses, or other tracking techniques).

Blogs are something you can do or you can find others who have blogs and get them to cover your project. They work both ways, are immediate. Many bloggers have fairly large followings.

Example of a successful Facebook campaign at an Event

Rhonda Morrison of CEDEC (Community Economic Development) in Campbell's Bay

We had a volunteer social media team of 3 people (me being one of them) who managed the Facebook page and answered messages and also posted on Instagram in the months leading up to the event and more concentrated effort during.

Pre-event, there was trivia, history and spotlights on key volunteers posted to encourage people to engage and attend.

There were 3 selfie stations set up throughout site with hashtags posted at them eg: #makingmemories and as part of our social media campaign, fairgoers were encouraged to pose and take a selfie and then post it with the corresponding hashtag. Each station was agriculture, fair, homecoming etc themed and was decorated and a place for people to sit or pose. One was a replica of a rollercoaster ride that you could stand in and it looked like you were on the ride and had a few people behind you with their arms up in the background.

In advance, we approached food vendors to sign 10 letters which were like gift certificates for a "free meal for one" or \$xx off at their food booth. These were left in the office and a draw was done several times a day of who had posted selfies and winners picked up their letters to redeem during the weekend.

We also had "Foodie Friday" and something Saturday (can't remember) where we asked featured food vendors to show us their best dish and we photographed it and posted it for promotion purposes.

Our engagement rate was about 90k per day. It was explosive. People also really appreciated the real-time answers to their questions through FB chat because phoning the Fair board office during fair time is impossible!

Fair sponsors were featured with their business pages tagged before and throughout the event. Key activities were announced through Facebook and we each split up activities to go to, report and post about throughout the weekend. It was exhausting but a lot of fun.

For funders, the rate of engagement demonstrates how many people are interested and attending. It can also track where people are from using the demographics.

<https://www.facebook.com/Shawvillefair/>

Name	Given Name	Family Name	Email	Phone Type	Phone
aedan helmer	aedan	helmer	aedan.helmer@sunmedia.ca		
alan neal, all in a day	alan	neal	alan.neal@cbc.ca	Mobile	613 288 6510
aldo jauregui	aldo	jauregui	aco@westquebecers.ca	Mobile	819 682 9602
allinaday@cbc.ca			allinaday@cbc.ca	Work	613 288 6500
andrea cranfield, editor	andrea	cranfield	editor@theequity.ca	Mobile	819.647.2204
artist@artengine.ca			artist@artengine.ca		
barbara gray	barbara	gray	barbillygray@hotmail.com		
basem boshra	basem	boshra	bboshra@montrealgazette.com		
			breakaway@cbc.ca		
Brenda O'Farrell	Brenda	O'Farrell	Ofarrell@videotron.ca bofarrell@postmedia.com QFA@upa.qc.ca		
brian sylvester	brian	sylvester	brian@985thejewel.com		
bruce kirkland	bruce	kirkland	bruce.kirkland@sunmedia.ca		
cbc ottawa			cbcnewsottawa@cbc.ca		
charlie morin	charlie	morin	ckwe.radio@gmail.com	Mobile	819.449.5097
CHIN RadioOttawa	CHIN	RadioOttawa	chinottawa@chinradio.com		
CHIP radio	CHIP	radio	radiopontiac@chipfm.com	Mobile	819 683 3155
CKCU calendar	CKCU	calendar	calendar@ckcufm.com		
majic 100			community@maijc100.fm		
ctv news	ctv	news	ottawanews@ctv.ca	Mobile	613.224.1313
ctv ottawa	ctv	ottawa	ctvottawa@ctv.ca	Mobile	613.224.1313
darcy james	darcy	james	darcyjamesontheradio@gmail.com	Mobile	343-369-1105
dayanti karunaratne	dayanti	karunaratne	dayanti@stjosephmedia.com	Mobile	613.230.0333 x4901
denise duquay	denise	duquay	dduquay@montrealgazette.com	Mobile	514 987 2222 switchboard
ottawa citizen			events@ottawacitizen.com		
fulcrum		fulcrum	arts@thefulcrum.ca	Mobile	613 562 5931
global news			globalnews.que@globaltv.com		
greggory clark	greggory	clark	manager@apt613.ca		
hannah manning	hannah	manning	editor@apt613.ca		
hunter cresswell	hunter	cresswell	hunter@lowdownonline.com	Mobile	819 459 2222
in town and out			Intownandout@cbc.ca	Work	613 288 6483 613 288 6495
info@chuo.fm			info@chuo.fm		
jacquie miller	jacquie	miller	jmiller@postmedia.com	Work	613 829 9100
jane waterston	jane	waterston	image22@rogers.com		
jeremy mesiano-crookston	jeremy	mesiano-crookston	jeremymc@rogers.com		
julia sisler	julia	sisler	julia.sisler@cbc.ca		
julie delaney, all in a day	julie	delaney	julie.delaney@cbc.ca	Work	613.288.6499
karine lessard	karine	lessard	karine.lessard@radio-canada.ca	Mobile	819 230 0678 613 288 6735
kent mannen	kent	mannen	kent.mannen@ctv.ca	Mobile	A Morning producer
kevin sweet	kevin	sweet	kevin.sweet@radio-canada.ca	Mobile	(613) 791-6560 613 288 6319
kirstin endemann	kirstin	endemann	kendemann@postmedia.com	Mobile	613 596 3701
leanne cusack	leanne	cusack	leanne.cusack@bellmedia.ca	Mobile	613.224.1313 switchboard

lee dunbar	lee	dunbar	communications@ottawafestivals.ca		
Liette Robert	Liette	Robert	general@lowdownonline.com	Mobile	819 459 2222
lily ryan	lily	ryan	editor@westquebecpost.com	Work	819 684 4755 ::: 819 684 6428
lisa	lisa		lisa@pontiacjournal.com	Mobile	819 647 6556
lynn saxberg	lynn	saxberg	lsaxberg@postmedia.com	Work	613 596 3760
manotick messenger	manotick	messenger	newsfile@bellnet.ca		
maria dartis	maria	dartis	mdartis@ctv.ca		
marika wheeler	marika	wheeler	marika.wheeler@cbc.ca	Mobile	1-866-691-3620
mary ito, fresh air	mary	ito	mary.ito@cbc.ca		
michael powell	michael	powell	marketing@ottawafestivals.ca		
mirch masala			mirchmasala@rogers.com		
monique fuller	monique	fuller	azuur@hotmail.com	Mobile	613-983-6335
news info	news	info	info@ckcufm.com		
news	news		ottawa@metronews.ca		
news ctv			news@ctv.ca	Mobile	613.789.0606
news on line ctv			newsonline@ctv.ca		
nikki mantell	nikki	mantell	nmantell@lowdownonline.com	Work	819 459 2222
			online@montrealgazette.com		
online ottawa citizen			online@ottawacitizen.com		
ottawa life	ottawa	life	info@ottawalife.com		
ottawa producers ctv			ottawa.producers@ctv.ca	Work	613.789.0606
			ottawa@artsfile.ca		
best bets ctv			ottawabestbets@ctv.ca		
ottawa morning			ottawamorning@cbc.ca	Work	613 288 6888
ottawa sun			ottsun.city@sunmedia.ca		
peter hum	peter	hum	phum@postmedia.com	Mobile	613 596 3664
peter robb	peter	robb	jrobb@videotron.ca		
peter tardif	peter	tardif	peter.tardif@cbc.ca		
			quebecam@cbc.ca		
regional contact		r	regionalcontact@ctv.ca		
Sam LaBrecque	Sam	LaBrecque	samlab@videotron.ca		
west quebec post			samlab@westquebecpost.com		
sandra abma	sandra	abma	sandra.abma@cbc.ca	Work	613 294 0862
shannon o'keefe	shannon	o'keefe	events@ottawafestivals.ca		
stefan keyes	stefan	keyes	stefan.keyes@ctv.ca		
stephanie tremblay	stephanie	tremblay	articles@echocantley.ca info@echocantley.ca	Mobile	819.827.2828
stephen mazey	stephen	mazey	swmazey@yahoo.com		
stu mills	stu	mills	stu.mills@cbc.ca	Mobile	613 288 6000 613-292-9282
susan toccalino	susan	toccalino	susan.toccalino@cbc.ca	Mobile	613.288.6531 613-288-6483
television rogers	television	rogers	tvr.ottawa@rci.rogers.com	Mobile	613.247.4616
teri loretto	teri	loretto	teri.loretto@cbc.ca	Work	613 288 6483 in town and out 613.288.6000 switchboard
Tony Wohlfarth	Tony	Wohlfarth	tonywohlfarth@gmail.com		

FACILITATOR'S BIO

BRENDA ROONEY

Producer, project manager, community developer and public speaker, Brenda is also a leader in the filmmaker's self-distribution movement. Owner of Rooney Productions. Her feature documentaries include PRECAUTIONARY PRINCIPLE, THE NICOLE BRUINSMA STORY; CONDOMS, FISH AND CIRCUS TRICKS, and THE GREAT GRANNY REVOLUTION which has been screened across Canada and in countries around the world. Managing Director of the Wakefield Doc Fest for 10 years until 2019 and a Board Member of Theatre Wakefield 2002 to 2015. She continues to be a leader in the Wakefield Grannies and many community-based groups.

Contact me at:
Brenda@rooneyproductions.com
819 456 4020