**Media Relations Checklist**

In addition to a core [Communications Committee](http://www.ottawalittletheatre.com/committees-2/) that handles general aspects of publicity such as website, social media, email promos, and videography, each director is asked to identify a media liaison from their production team to promote their show specifically to external media outlets (TV, radio, newspapers, online).

The media liaison’s role involves the recommended steps described below, which can be carried out remotely. That said, media liaison requires an extensive time commitment from about 3 weeks before opening to the second week of the show. For this reason, we do not recommend taking on this role if you have another lead role as cast or crew in the production.

Directors, assistants to the director (ADs) and media liaisons are invited to contact Karine Charland, media relations coordinator ([kcharland@hotmail.ca](mailto:kcharland@hotmail.ca)):

* To schedule an orientation session/get more information on the role of media liaison
* If you require assistance to find a media liaison for your production
* If you require assistance or input in carrying out your role as media liaison
* If you would like to provide a post-show debrief of your experience as media liaison – we value your input to help us improve our processes

**2-3 WEEKS BEFORE OPENING OF THE SHOW**

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|  | **Attend 1-2 show rehearsals** |
|  | If you are not already involved in the production, attend at least 1-2 rehearsals to familiarize yourself with the play, including an onstage rehearsal |
|  | **Draft and send out a news release to OLT’s media email list** |
|  | See publicity manual and sample releases for content suggestions |
|  | Liaise with media relations coordinator ([kcharland@hotmail.ca](mailto:kcharland@hotmail.ca)) as needed for assistance |
|  | Obtain director’s approval of final draft |
|  | Send news release by email to yourself and Bcc all contacts from OLT’s contact list – please also Bcc [kcharland@hotmail.ca](mailto:kcharland@hotmail.ca) |

**1-2 WEEKS BEFORE OPENING TO END OF FIRST WEEK OF THE SHOW**

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|  | **Arrange interviews with interested media outlets** |
|  | Identify 3-4 cast and/or crew members willing to do an interview – find some interesting angles they could cover |
|  | Confirm arrangements with any media outlets who want to do an interview and communicate interview details to the interviewee (time, place, etc.) |
|  | Prepare a few suggested prompters/discussion points (key messages) for each interview and communicate these to the interviewer and interviewee |
|  | Help interviewees prepare as needed, and provide them with general background information on OLT (especially for new volunteers) |
|  | Monitor interview posts and send all interview links to   * Emily Walsh ([eewalsh89@gmail.com](mailto:eewalsh89@gmail.com)) for website posting * Maria Vartanova ([mariavartanova@hotmail.com](mailto:mariavartanova@hotmail.com)) for social media posting * Director and Assistant(s) to the Director of your show, for their information |
|  | If media interest is insufficient, consider sending an updated news release or reaching out to desired outlets 7-10 days after the initial news release |

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|  | **Monitor and communicate show reviews during week one** |
|  | Refer requests for complimentary review tickets to Ian Fraser ([info@ottawalittletheatre.com](mailto:info@ottawalittletheatre.com)), and ask Ian to inform you of requests received for monitoring purposes – all reviews occur in the first week of the show |
|  | Monitor reviewers’ sites for posts and send all links to reviews to   * Emily Walsh ([eewalsh89@gmail.com](mailto:eewalsh89@gmail.com)) for website posting * Maria Vartanova ([mariavartanova@hotmail.com](mailto:mariavartanova@hotmail.com)) for social media posting * Guy Newsham ([guy.newsham@rogers.com](mailto:guy.newsham@rogers.com)) for email promos * Director and Assistant(s) to the Director of your show, for their information |

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|  | **Production Photography and Videography Promos**  \*The AD is responsible for setting up video and photo shoots for each production. These usually occur in the week prior to opening.  The media liaison circulates the photos and video to media interviewers/ reviewers, and ensures they are posted on OLT’s website and social media. |
|  | Send emails to the production videographer and photographer (see production schedule or AD for contact information) to introduce yourself as media liaison and to request the link to the video trailer and photo Dropbox when they become available. |
|  | Once photos are available, send the Dropbox link to:   * Confirmed media interviewers/reviewers – ask that all photo credits be attributed to the photographer (provide name) * Emily Walsh ([eewalsh89@gmail.com](mailto:eewalsh89@gmail.com)) for website posting * Maria Vartanova ([mariavartanova@hotmail.com](mailto:mariavartanova@hotmail.com)) for social media posting (unless Maria is also the photographer!) |
|  | Once the video trailer is available, send the link to:   * Confirmed media interviewers/reviewers, if relevant (e.g. for use in a TV interview) – provide name of videographer for credit purposes * Emily Walsh ([eewalsh89@gmail.com](mailto:eewalsh89@gmail.com)) for website posting * Maria Vartanova ([mariavartanova@hotmail.com](mailto:mariavartanova@hotmail.com)) for social media posting * Guy Newsham ([guy.newsham@rogers.com](mailto:guy.newsham@rogers.com)) for email promos |

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|  | **Talkback (if applicable)**  If your production is hosting a talkback, consider taking the following steps. |
|  | Mention the talkback in your news release, including date, and speaker. |
|  | Draft a short news blast, have it approved by your director, and ask Emily Walsh ([eewalsh89@gmail.com](mailto:eewalsh89@gmail.com)) to post it in the OLT website “News” section. |
|  | Ask Bob Hicks ([bobhix@hixinsite.com](mailto:bobhix@hixinsite.com)) to include a sentence (provide draft text) about the talkback in the email reminder to ticketholders for the relevant performance. |
|  | Provide show-specific input to the moderator and/or speaker in advance, as relevant (for example, your news release and the show’s programme.) Ask the moderator to announce the talkback before the start of the relevant performance (liaise with the Stage Manager for timing/technical purposes). |