

### **Basic Information –**

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**100 word description with objectives, tactics, and results** – The Kimmel Center for the Performing Arts identified its two year old Theater Residency program as an important recipient of video support. Still a relatively new initiative, the PR and Marketing departments wanted to not only raise awareness on a grassroots level, but also to showcase how the different spaces, particular SEI Innovation Studio, are aiding Philadelphia artists in creating new and collaborative works. Video packages were produced with interviews and raw footage to be used online, via social media, and by the local media. Spending \$500 to promote the video online, the content reached an audience of over 100,000.

### **<2 page summary**

The Kimmel Center for the Performing Arts is creating highly produced video content to support the Public Relations and Marketing efforts of our world-class, diverse programming. In addition to inviting traditional media outlets to cover events, the center also hires a videographer to help tell its own stories. These highly produced video packages, with interviews and graphics, are used as promotional tools on the Kimmel Center's various social media platforms. Then both the pre-packaged and raw footage are presented to working journalists to use as content on-air and online. The video projects not only increase public awareness on a relatively inexpensive, grassroots level, they also become an invaluable part of archives and can be used for future promotion and fundraising.

The Kimmel Center Theater Residency, now in its second year, was still a new, obscure initiative the Public Relations and Marketing teams wanted to effectively launch in Philadelphia with the goal of generating more audience awareness of established artists gathering to create and share their works-in-progress. While the Kimmel Center presents a Broadway Philadelphia series annually at its venues, local theater aficionados are not aware of the Kimmel Center's role as a producer of smaller theatrical works in the edgy SEI Innovation Studio. The departments understood a grassroots approach to this program would be needed to generate awareness of some of these lesser known local and national theater artists.

The PR strategy for the return of the Theater Residency program was to create a video that supplemented the media relations and social media efforts. It was imperative the video reflected the accomplishments of the 2014 Theater Residency [two world premieres at the Kimmel Center: *8 Stops* by Obie-award winner Deb Margolin (March 2014) and *Hello! Sadness!* by Philly-based theater artist Mary Tuomanen (2015)] as well as position the Kimmel Center as a leader in the theater community for bringing nationally renowned theater talent to Philadelphia to engage city audiences in the creative process.

The Marketing and Public Relations departments worked collaboratively to storyboard and outline exactly what the video would entail and who would be interviewed. The target audience was determined collaboratively as well, but input from Programming was necessary to determine; this was aimed at existing fans and new fans. Our advertising partners 87AM

analyzed our audience's video viewing habits which helped inform the project's length and format.

In all of the PR and Marketing materials, streamlined messaging promoted Kimmel Center's SEI Innovation Studio as an incubator space for nationally-renowned artists to collaborate and create new work in Philadelphia. The center aimed to elevate awareness regarding the successes of the inaugural theater residency with two world premieres in two years. And the return of the 2015 theater residency was connected to continued career advancement of prominent artists and the Kimmel's partnership with Joe's Pub.

The Kimmel Center PR team sent press releases, with links to the video projects, to regional and national media contacts. In addition to inviting the media outlets to use the pre-produced packages, we also made available the raw b-roll and interviews for reporters to use in their individual storytelling. Additionally, the video projects were shared widely on all of the Kimmel Center social media platforms.

Interviewed were successful former Theater Residency artists (Deb Margolin of *8 Stops* and Mary Tuomanen of *Hello! Sadness!*) as well as Kimmel Center Artistic Director and curator of the Theater Residency Jay Wahl. The footage was edited together with archival footage of the Theater Residency Program. Also interviewed were Mr. and Mrs. Glickstein, two financial supporters of the Theater Residency. Staff and videography time clocked in at approximately 24 hours of labor.

Mid-way through the project, we determined the overwhelming amount of really good content we had and decided to produce two separate videos on the Theater Residency, expanding to include our donors. One video became a very specific support piece for *Hello! Sadness!* and the other was a broad piece that tied all the Theater Residency work together.

The Media Alerts were sent out with #BehindtheScenes interview opportunities with previews and social media sharing. A dedicated email reached 300,000 people, and the residency was included in several thank you emails. Emails were also sent to a number of local theater patron lists. Additionally, the Kimmel Center partnered with Joe's Pub via social media to promote the residency video.

The Kimmel Center Public Relations and Marketing teams shared the videos with both traditional and social media outlets. The video projects were distributed via email to Kimmel Center supporters and partners. Artists were asked to share the video within their established network.

The Theater Residency video reached a total of 103,104 people, with 39,397 views and 40 shares on Facebook. \$500 was spent on social media to promote the project once production was complete. In addition to the social media sharing, the video was promoted via media outlets, specifically as supplemental material for a *Philadelphia Magazine* article. The video supported and will continue to support the pitching of the Theater Residency as an innovative Kimmel Center project, a visual storytelling piece that was used online by our center and also in online media. We can reuse this video in future endeavors to educate and encourage the public to

experience new art forms. The department-created video shared the inspiration and vision of the residents and brought to the collective revue their unique perspective that otherwise would not be known on the grassroots level we desired.