

**Communications Plan**

**Stalking the Bogeyman**

The primary goal of this communications plan is to increase awareness of the UAA Theatre Department’s West Coast premiere of “Stalking the Bogeyman” and awareness of child sexual assault and related social issues. Secondary goal is to spur ticket sales and increase department’s communications reach, primarily its email and social media audiences.

**Phase I**

Execution dates: Feb to mid-March

Target Audiences

* Theatre Department community, incl. family & friends
* Faculty and staff, esp. administration
* National media
* Anchorage arts community

Strategies/Vehicles

* Web
	+ Bogeyman microsite within Theater Department website & presence on Theater Department landing page
	+ UAA online calendar/Green & Gold
* News media
	+ Anchorage media outlets’ free online calendars
	+ Pitch story to Seawolf Weekly and alumni magazine
	+ National pitches/theater publications
	+ Media prep: Take media-quality images, do media training for everyone designated as spokespeople, create talking points
* E-blasts
	+ Seawolf Daily, w/ tickets on sale now message
	+ Theater e-newsletter to season ticketholders and previous ticket buyers, w/ tickets on sale now message
* Collateral
	+ Posters, distributed on campus, community centers and via community organizations related to arts and social issues, $X
* Social media
* 6-12 Theatre Department Facebook postsMarch 21-April 24, including 1 :20 video ad that will be a paid boosted post with clear call to action and direct link to purchase tickets, UAA institutional Facebook channel will share about half of theatre’s posted content including video, $X
	+ - Non-boosted content includes:
* Video: actor rehearsals
* Video: Interview with set designer
* Photo/graphic “Did you know…” about lead cast members
* Photo/graphic: set construction/completed design
* Photo/graphic: actors in full costume
* Photo/video: behind the scenes
* 6 Theatre Department Instagram postsMarch 21-April 24, main UAA Instagram channel will share 1
* Video ad also posted on UAA Division of Performing and Fine Art’s YouTube channel, which Advancement will share on UAA’s institutional YouTube channel
* Networking
	+ Briefing and talking points for chancellor, dean
	+ Bring community partners on board, discuss the communication strengths of each partner, and use that information to brainstorm ways each of them can help co-promote the event
	+ Bring Fine Arts employees and students on board and ask for their help as advocates, particularly through engagement on social media

**Phase II**

Execution dates: Mid-March to end of April

Target Audiences

* Theatre Department community, incl. family & friends
* Students
* Alaska media
* Anchorage arts community
* Anchorage social justice community
* Alumni

Strategies/Vehicles

* Web
	+ Bogeyman microsite, updates
	+ UAA online calendar/Green & Gold, updates
* News media
	+ Press kit to Anchorage media
	+ Media advisory to Anchorage media
	+ Custom pitches to theater and social issue programs incl. APRN Stagetalk, KTUU Making a Difference
* Advertising
	+ Public radio, 3/28-4/8 Morning Edition, Fresh Air and Marketplace, $X
	+ Social media, Theatre Department Facebook, $X
* E-blasts
	+ Seawolf Weekly
	+ Seawolf Daily
	+ Theater e-newsletter, updated messaging incl. promo video
* Collateral
	+ Play program, $X
* Social media
	+ 6 Theatre Department Facebook postsApril 10-17, including video ad No. 2 that will be paid boosted posts with clear call to action and direct link to purchase tickets, UAA institutional Facebook channel will share about half of theatre’s posted content, $X
	+ 3 Theatre Department Instagram postsApril 10-17, main UAA Instagram channel will share 1
* Digital signage on campus
	+ Arts building
	+ Seawolf Drive corner
	+ Student Activities’ screens
* Networking
	+ Distribute ready to go text and graphics to event partners and Fine Arts employees and students so they can easily use in their emails, websites, social, print out for their employee breakroom bulletin board, etc.
	+ Post-event personal thank yous and social media shout outs

Measurables

Track these things for post-event report (Information can be used to report to project donors, for future donor meetings and grant applications, and to streamline future communications strategies.)

* Tickets sold
* Web analytics
* News media – analytics, tone
* Social media engagement – analytics
* Audience feedback (determine a formal, consistent collection process)
* New emails collected for theater e-blast database
* Surveys before and after about issue awareness

Important dates

* Tickets go on sale March 1
* Play runs April 1-24
* Free performance April 7

Note: A communications plan is not complete until every task has been assigned to someone and has a deadline attached.