

SHATTERING

Publicity Final Report, December 2008
Christopher Bromley

OVERVIEW

The strategy behind the publicity campaign for Headlines Theatre's SHATTERING extended out from the core objective of the performance itself. The central idea behind the production was to generate as deep a community dialogue around the issue of addiction as possible. Using that model I set out to develop as much community awareness both with the local and tour productions of SHATTERING to a vastly broad prospective audience in order to ensure that the dialogue achieved had the potential to be as robust as could be realized.

Achieving diversity in the audience meant applying a diverse number of publicity tactics, so a number of different avenues required exploration. In order to develop the proper toolset to achieve this my first priority became that of research. Having been entirely new to Headlines Theatre and Forum Theatre in general I sought to develop as comprehensive an understanding of Headlines Theatre and Theatre For Living's work as possible. The wealth of knowledge within David Diamond's book "Theatre for Living" provided my initial introduction to this unique form of theatre. Following that I was able to investigate the video library of past Headlines Theatre production with a deeper understanding of what I was watching. I also investigated the reports of previous productions for further insights and recommendations as how to best launch a successful campaign for the subject matter.

In the lead up to SHATTERING I supported the promotion of two non main-stage Headlines Theatre projects (Elder Abuse & Women in Law) which provided a good warm up to SHATTERING and allowed for me to experience my first live Forum Theatre event. Finally, I was granted the opportunity to attend the Theatre For Living Level 1 training workshop for a week and actually experience the process of Forum Theatre hands on. I cannot express enough how valuable that opportunity was in order to be able to act as a representative for the project and communicate with media and sponsors from a place of legitimate understanding. I highly recommend that anybody representing the work to have had either similar training or share in such opportunity.

REMounting METH

SHATTERING was somewhat unique in the history of Headlines Theatre's productions as remounting a production was something that hadn't been undertaken since the 1992 remount of "Out of the Silence". Remounting METH as

SHATTERING presented both positive aspects and new challenges in terms of generating publicity.

The tremendous history and success of the original production, and the very fact that directly following its original tour additional performances were requested in an abundance of communities provided a rich storyline. Extending the scope of the original British Columbia tour of METH to further encompass communities from both Alberta and Saskatchewan also demonstrated a depth of how relevant the project actually was to so many communities formed the basis of my pitch to media.

For the development of the pitch I chose to concentrate on the roots of the project itself explaining how it grew out of an invitation from the Sto:Lo Nation, a First Nations community in Chilliwack, British Columbia, to do a theatre project with their community that dealt with the issue of methamphetamine addiction they were experiencing.

The message became one of empowerment and innovation in that the invitation has now grown to become this three province, 31 community tour that people everywhere, schools, First Nations organizations, addictions & social services, universities, government and cultural agencies, etc. were eager to be a part of and worked together to bring into their communities. This message proved to be successful and much of the coverage conveyed this.

Fortunately because the production was a remount I was able to build upon the campaign structure of the original METH. The most obvious examples of this were that since the cast and play itself remained the same all of the previous production materials such as promotional photography, video, bios, slogans, were already in existence. Having those materials with the extended lead time to performance allowed for me to develop tools such as the video trailer that otherwise would be extremely difficult to do in the traditional allocated timeline between play creation and performance of Headlines Theatre projects. Of course the materials weren't entirely recycled; new ways to convey the content in press releases and additional materials such as further promotional photography were also solicited, but the bare bones of the support materials were already in place. This allowed me to focus on expanding the toolset.

One of the strategies that Headlines pursued was the changing of the title of the play from METH to SHATTERING which did help to differentiate the remount from the original production but the real intention was to counter some of the challenges faced while booking the tour. My colleagues informed me that while communicating with potential community sponsors the company faced a lot of resistance to the rather literal title of "METH" since many of the communities expressed that they weren't experiencing a problem with that particular drug. As David has always been very clear about, the play really isn't about any one drug in particular and simply uses methamphetamines as a "window" into the larger issue of addiction. In order to better reflect that framework and resolve the tour booking issue it was unanimously agreed upon within the office to go with David's suggestion to rename the

production SHATTERING. I was initially in favor of this change since I had previously advocated a rebrand of the production, including much more drastic changes to the visual identity of the production. However, the change to a “poetic” title proved to have many pitfalls.

What we weren’t able to foresee in terms of the visual identity was how this manifested with viewers generating little to no understanding of the nature of the subject matter for the production itself. The immediacy and impact of the project being about addiction was lost. At the time of the original production of METH in 2006, methamphetamines were a subject matter that received a high profile media attention and was featured repeatedly in almost every medium. By 2008 that attention had fizzled so a change in title was a natural progression. Unfortunately because of the choice to go with a “poetic” title, the initial hook both for the potential audience and potential media was not there and became a much more difficult sell.

Another challenge of remounting the production that became apparent was that because the community engaged workshops and creative process for the play itself were no longer necessary, this essentially eliminated what has traditionally been a highly newsworthy aspect of the production that helps to build anticipation. To counter this I had hoped that the additional tools I had the opportunity to develop would help to offset the change in process by providing new ways of facilitating exposure.

DEVELOPING AND USING THE TOOLS

Having a considerable extended period prior to the actual run allowed me to develop a dynamic toolset. Building upon previously developed materials for METH, a number of components were generated to constitute the support materials for the local Vancouver run and were further made into templates for sponsors to utilize as well.

Utilizing mainstream and alternative print, radio, television and web media through articles, interviews and public service announcements remained the major component of the campaign. Targeting a diversity of neighborhoods and street campaigning through posters and flyers extended visibility both locally and within the tour communities. New technologies were also incorporated into the campaign by engaging people through social media such as Youtube and Facebook that is discussed in detail further into the report. I was also able to source a tremendous amount of collateral in the form of quotes from reputable media as well as audience members from the original production, which was incorporated into all support materials.

Employing all of the tools developed, the goal was ultimately to get people talking. Based upon my understanding of the majority of past Headlines Theatre productions, the most successful campaigns have been ones where there has been a

tremendous amount of word of mouth surrounding the project. It is true that achieving this saturation helps to accomplish the goal of bringing people out to the performances, but the real benefit is that the conversation surrounding addiction that takes place within the theatre can now extend beyond the actual performance effectively creating dialogue before, during and after the performance.

THE TOOLS

The following is a list of the tools created to support the publicity campaign.

- Press releases & Newswires
- Electronic Press Kits (EPK's)
- 30 second radio spot
- Poster/Flyers and advertisements
- Public Service Announcements
- Email Campaigning
- Cultivating an online presence
- 3 minute online trailer: <http://www.youtube.com/watch?v=kT4xa5DfC10>
- The SHATTERING website
- Social Media
- Promotional photography

The Electronic Press Kit (EPK)

Taking advantage of the wealth of information available from the previous production of METH I developed a comprehensive press package to be distributed electronically. The result was the creation of a PDF document (Adobe's standardized Portable Document Format) that provided the complete details of the production, as well as hyperlinks to either my or the community sponsor's email address and the online trailer. The idea was to effectively facilitate potential media exposure by increasing accessibility to information required to develop a story.

Switching from print to electronic delivery had many advantages. The most beneficial aspects were the portability and speed of delivery to respond to requests for information and the ability to customize the kits for individual sponsor communities.

The stylized kits were developed to feature the contact information of the community sponsors publicity representative on the front cover so that they could deal directly with their local media. In addition to accessibility, electronic delivery also presented a greener solution to the standard press kit. The kit was also made printer friendly as some sponsors opted to use hard copies instead, although it was primarily distributed through email and via the Headlines Theatre website.

EPK Contents:

- *Press Release*
- *Play Synopsis*
- *About Forum Theatre*
- *The Genesis of SHATTERING*
- *Performance Schedules*
- *Cast Bios*
- *About Headlines Theatre*
- *David Diamond Bio*
- *An Interview with David Diamond*
- *Selected Quotes*
- *Reviews*
- *Contact Info*

The downside of such a thorough press kit was that many of the writers in various communities were simply recycling what I had written, on some occasions their entire article was taken verbatim directly from the press kit without acknowledgement. Since the real intention is to create a genuine buzz I find that if the reporter themselves can't convey their own sense of intrigue, curiosity or excitement then it can't be expected for the reader to be inspired by that. Overall though, reception to the electronic press kit was very positive with both media and sponsors alike.

Postering and Flyers (Vancouver)

Materials were distributed three weeks before the performance as is standard to allow for enough advance recognition while maximizing the life cycle of the posters. I employed Perry Giguere, an individual with whom Headlines has a tremendous track record handling the majority of our postering throughout Vancouver over the last number of years. Perry distributed 200 posters and 2000 flyers to key visible locations throughout the city. Harry Wong who also volunteers frequently for Headlines Theatre was also a tremendous asset distributing 150 posters and 1000 flyers amongst business, libraries, campuses, hospitals and community centers across Vancouver.

The SHATTERING Trailer

By editing together footage from the archival DVD of METH with an interview I conducted with David Diamond and filmed by Kirk Tougas, I was able to produce a professional three minute trailer for SHATTERING. The trailer was distributed to various television outlets during the tour for use as b-roll for segments produced for SHATTERING, and a number of local community broadcasters such as Shaw Vancouver aired the trailer in its entirety on repeat occasions.

The trailer was also distributed via Youtube on the Internet, and was a key component of the “social media” campaign discussed below. By the end of the tour the trailer had been viewed online over 1400 times and even with the tour done that number grows consistently every day. The additional benefit of the trailer as an extension of social media is that it will continue to help promote future Headlines Theatre campaigns by further branding of the company’s work as a whole.

Web Presence

Dafne Blanco, Headlines Theatre’s Outreach Coordinator and resident Graphic Designer developed a comprehensive website for SHATTERING which incorporated the relevant publicity information that was developed for the press kit. The site served as a resource for potential audience members and as the web presence of the electronic press kit for media.

Email Campaigning

I scripted the copy for an HTML email campaign, which Dafne constructed a template for. The idea behind the template was that it could be customized for each community sponsor to inspire grassroots publicity in their respective communities. In regards to the local Vancouver run of SHATTERING, Dafne effectively circulated the email template throughout Headlines Theatre’s distribution networks. While briefly providing additional outreach during the local Vancouver run I heard from many organizations that the campaign had been received from a number of different people that had then continued forwarding it on again throughout their networks. Overall, this proved to be probably the most successful means of achieving awareness throughout Vancouver about the production. Community sponsors also commented on the value of this method of grassroots publicity.

Social Media

By definition, social media consists of internet based tools for sharing and discussing information through the integration of technology and social interaction using such components as video, pictures, audio and words. Familiar sites and networks such as Facebook, Myspace, Youtube and Twitter represent some of the more popular contemporary examples of social media.

Considering the importance of “word of mouth” to the success of previous Headlines Theatre publicity campaigns, I thought it would be highly beneficial to lay the groundwork for developing a platform in this medium. The essence of social media is that it provides a forum for people to discuss Headlines work, comment on pictures and video, and link to other interested parties.

I was pleasantly surprised to discover that an existing Facebook page for Headlines Theatre had already been generated by a fan of the company and who was happy to have me take it over from her and to add further details regarding SHATTERING. While initially only consisting of a handful of members when I took it over the site

still remains somewhat small at only 75 members. New members still continue to join however the group essentially peaked midway through tour. I predict that the group itself though will continue to pick up after publicity for the next main-stage project is underway granted that it remains updated.

Many community sponsors, including Edmonton and Weyburn devised their own Facebook pages or events and were able to successfully incorporate the materials from the Vancouver production, such as the online trailer and production photography into them. By linking the sponsors campaigns together with the Headlines Theatre Facebook group and website this provided yet another opportunity for people interested in the project to connect directly with the company and stay up to date with potential future projects.

THE LOCAL VANCOUVER RUN

A number of quality media hits did occur with the Vancouver run of SHATTERING although not nearly as much as anticipated. My theory is that being a remount the elimination of the process for creating the play, a highly engaging and highly news worthy storyline for publicity that typically transpires in the two months before performance, affected the momentum of the production a great deal as media stories didn't actually pick up until a week before the Vancouver run. That week radio interviews with David Diamond and actor Kayla Cardinal on CBC's BC Almanac and an interview with David and actor Jordan Fields saw some reservations being made directly following the interviews being aired. Shaw TV sent out a television crew to do an interview with David Diamond as well as actors Jordan Fields, Betsy Ludwig in addition to a scene of the play which was featured on the program The Express. A brief article was also featured in the publication 24 Hours that was released on September 26, the day of the Preview performance and a feature article was printed in Redwire magazine consisting of an interview with Herb Varley and Kayla Cardinal.

Overall the media buildup to the opening weekend was scarce and the attendance for the Preview and initial weekend, with the exception of a highly successful Opening Night, were much lower than expected. Although the audience for the Preview was fairly small, two reviewers were in attendance. Jo Ledingham wrote about the play for the Vancouver Courier and described the production as being, "...brave, raw theatre." Jean Nicolai for the Westender offered an equally favorable review.

The following week saw the office mobilize extended efforts to intensify outreach throughout Headlines networks. After much hard work the calls for reservations finally started coming in with a few nights booking solid. Attendance grew steadily as word of mouth about the performance continued to spread. A creative strategy was proposed by Dylan Mazer whereby SHATTERING flyers were stickered to say "admit two free" and then distributed via community outreach. Although the

performance was by donation, this strategy created a perceived value surrounding the flyer itself and turned out to be highly successful, particularly with marginalized community members who may not have attended otherwise.

It is worth mentioning that some key local media that have a history of covering Headlines Theatre's work chose not to write stories about SHATTERING. The Vancouver run faced some stiff competition for media attention by opening right at the tail end of the Fringe theatre festival and running concurrently with the Vancouver International Film Festival. Being a remount many major publications had already previewed and/or reviewed the production and chose not to revisit the story. Reviewer Kathleen Oliver from the Georgia Straight was sympathetic toward this dilemma, but still felt that her hands were tied regarding writing a second review. Despite many publications choosing not to write about the production they still included it in their events listings.

News stories at that time were also concentrated on both the Canadian federal election and the American democratic candidacy, which completely saturated the majority of mainstream media coverage. Many reporters, such as Jackie Wong at the Westender, expressed their frustration with being unable to do a segment for SHATTERING as she was highly supportive of the work.

My conclusion is that it isn't simply any one thing that brings people out to a show. A combination of methods is required to constitute a successful campaign. Despite the limited ink during the local run reservations continued to be high following the initial weekend. This further reinforces the idea that while all aspects of the media campaign were essential to reinforcing awareness of the project and providing visibility, the primary means of generating attendance figures for Headlines Theatre productions remains word of mouth publicity. The most powerful publicity tool that Headlines has is its ability to inspire grassroots publicity through its community outreach.

TOUR SUPPORT

Inspiring real grassroots publicity requires genuine person-to-person connections to occur. Working from that philosophy my coworker Dafne Blanco and I encouraged each and every community sponsor to develop a committee that shares the responsibility of "spreading the word" surrounding the project throughout their community. Because addiction knows no age, race, colour or creed that committee was also encouraged to be as diverse as possible and to reach out to as diverse an audience as possible so that as many aspects of the community could be present in the room during the performance ensuring a variety of perspectives and depth of dialogue.

We began by conducting conference calls with each community sponsor to ensure that the sponsor understood the project as fully as possible in order to be able to transfer that knowledge within to the community and throughout the media and

grassroots publicity campaigns. Throughout the conversations we made recommendations for achieving the goal of a successful performance while encouraging them to think creatively to discover approaches unique to their community.

Local organizers were tasked with providing media and grassroots campaigns within their respective communities with the full time support of Dafne Blanco and myself. To assist with this Headlines provided a previously developed “8 Week to Public Performance” document based on successful experiences with previous tours. The document provided a suggested guideline for which sponsors could model their campaign using the customized tools provided and revise in order to meet their individual needs. Again, the message of creating a dialogue about the issue of addictions before, during and after the performance through consistent efforts and as the ideal means of maximizing the value of the performance was communicated.

With the exception of very few communities, most experienced success in conducting their publicity campaigns and I was able to provide additional support by contacting local and provincial media in each of the 31 communities. Excluding PSA's, web and advertising, sponsors reported forty-seven documented media hits. Of that thirty were preview articles, eight were reviews, four were radio interviews and three were television segments.

One major challenge that needs to be noted is that despite a surplus of printed support materials that surpassed that of previous productions, feedback from the touring company regarding the street campaigns commented on the lack of visibility of the posters within the communities. While receiving feedback from sponsors for the tour they repeatedly commented about the size of the posters being an issue with their postering campaigns. The posters were printed in landscape format and measured 23” wide by 15.5” high. The difficulty faced by the sponsors was that many of the facilities that offered space for postering didn't allow for anything larger than tabloid format (11” by 17”) and preferably in portraiture format. This is very important to be considered for future campaigns as a lot of materials could simply not be used.

Overall the turnout for the majority of the communities was decent relative to each community. Community and sponsor feedback following the success of the tour was extremely positive expressing their gratitude to Headlines Theatre for touring the project and appreciation for the support services offered to facilitate the performance.

Tour support sponsor feedback:

"The publicity guidance you provided was excellent and was followed to some degree. I thought your electronic documents were great and I forwarded them to our Northerner (local paper) for their use... We also had MBC Radio provide information in Cree via a verbal interview process with one of my staff. Posters were put out in all the schools, stores, office buildings, hospitals, clinics, band offices, etc. Flyers were put in all the mailboxes in the towns of La Ronge and Air Ronge as well as distributed to homes on the reserve and at schools. Announcements were made to the older ages in the schools as well. Faxes and emails were sent out numerous times to locals and outlying communities. A presentation was made to Chief and Council. I think we did everything except hire a plane to "fly a banner", but unfortunately BINGO always takes precedent... Thank you for your help and thanks to the entire staff (who I did mention in my public thank you) at Headlines Theatre. It helped to break the silence on addictions in our communities and gave many people food for thought."

Lyla Wood, La Ronge SK

LOCAL MEDIA LOG

Print

Sep	Columbia Journal
Sep 11	Westender, <i>Steven Schelling's Hot Tickets</i>
Sep 15	Carnegie Newsletter
Sep 25	Westender, <i>Events Listing</i> Georgia Straight, <i>Events Listing</i>
Sep 26	24/7, <i>Graeme McRanor preview article</i>
Oct	Redwire Magazine, <i>Kim Harvey feature article, interview with Kayla Cardinal and Herb Varley</i>
Oct 1	The Vancouver Courier, <i>Jo Ledingham review</i>
Oct 2	The Province, <i>Jerry Wasserman's plays to catch</i>
Oct 2	Westender, <i>Jean Nicolai review</i>

Radio

- Sep 23 *CBC BC Almanac, Mark Forsythe interview with David Diamond and Kayla Cardinal*
- Sep 24 *CKNW The Bill Good Show, Bill Good interview with David Diamond and Jordan Fields*

Television

- Sep *Shaw Television "Fearless TV", repeat airings of 3 minute trailer*
- Sep 26 *Shaw Television "The Express", interview with David Diamond, Jordan Fields and Betsy Ludwig (repeated for a week beginning Sep 26)*

Web

Theatre UBC
Rabble.ca (link to online trailer on main page)
youtube.com (online trailer)
Facebook group & event (links to online trailer)
Vancouver Association for Restorative Justice
Craigslist
Theatre BC
The Wilderness Committee
Wiserearth.org
CrystalMethBC.ca
Market Wire (The Canadian Press newswire)
Stuff2Do Vancouver
Various listservs and blogs

Advertising

The Vancouver Courier
The Georgia Straight
Westender

Sponsorship

Westender, *40% discount on advertising, free double ad space, free full colour*
Co-op Radio 102.7, *30 second promotional spot ran 60 times (\$2,525 Value)*
Genesis Communications Inc., *Camera equipment for filming of archival DVD*

Miscellaneous

GVPTA Theatre Guide

TOUR MEDIA LOG

Langley

Langley Advance - *Heather Colpitts preview*

Keremeos

The Review - *Dave Kursons review*

The Review - *Manfred Bauer preview article*

Prince George

Prince George Citizen - *Frank Peebles preview article*

Prince George Citizen - *David Diamond letter to the editor*

Prince George Free Press - *Teresa Mallam preview, interview with C. Bromley*

CBC Radio One, Daybreak

The Wolf 97FM

94X FM

JRFM

Chetwynd

Chetwynd Echo - *Maggie Gilbert-Behn preview article,
interview with Chris Wetmore (community sponsor)*

Chetwynd Echo - *Max Fawcett preview article,
interview with Chris Wetmore (community sponsor)*

CHET FM

Fort St. John

North East News - *Melanie Robinson review, interview with David Diamond*

Alaska Highway News - *Tessa Holloway preview article*

Northern Groove - *Russel Eggleston preview*

CKNL The Bear 101.5

CKFU 100.1

www.energeticcity.ca

www.fsjnow.ca

Edmonton

Edmonton Sun - events listing
Edmonton Examiner - events listing
University of Alberta Newsletter - Geoff McMaster preview article, interview with
Diane Conrad (community sponsor)
Our Voice Street News
Boyle-McCauley News
Facebook event listing, link to web trailer
Listservs: Edmonton Small Press Association, Redmonton, Alberta Environment
network, Oxfam, Canadian

Lac La Biche

Lac La Biche Post - Tobias Romaniuk review
Big Dog 103.5

Bonnyville

Cold Lake Sun - Tracy Dermott preview article

Meadow Lake

Northern Pride
Meadow Lake Progress - Jennifer Blake preview article, interview with David
Diamond and Sophie Merasty

La Ronge

La Ronge Northerner - Valerie G. Barnes-Connell preview article,
review & opinion article, interview with David Diamond and Sophie Merasty

Duck Lake

Saskatchewan Valley News - Rod Andrews preview article,
interview with Christopher Bromley

Humboldt

The Humboldt Journal - Jacquie Bergerman preview article,
interview with David Diamond and Kayla Cardinal
The Regional Trader - Jacquie Bergerman preview article,
interview with David Diamond and Christopher Bromley
CJVR/CK 750

Regina

Regina Leader-Post - Ashley Martin feature story preview article,
interview with David Diamond and Kayla Cardinal

Prairie Dog - events listing

CTV Regina "News" - Creeson Agecutay,
interview with David Diamond and cast

CTV Regina "Indigenous Circle" - Creeson Agecutay,
interview with David Diamond and cast

Big Dog 92.7

980 CJME

91.3 CJTR-FM

Fort Qu'Appelle

Fort Qu'Appelle Times - Linda Astinall preview article

Radville

Radville Deep South Star - Kristin Catherwood preview article and review

Estevan

Estevan Mercury - Norm Park review

Lifestyles - David Willberg preview article

The Estevan News

CHSN-FM 102.3

CJSL-AM 1280

SUN 102.1

Empower Estevan website – web trailer

Weyburn

Weyburn Review - Jason Antonio preview article,
interview with Tania Grams (community sponsor)

Weyburn This Week

AM 1190, interview with Tania Grams (community sponsor)

Magic 103.5, interview with Tania Grams (community sponsor)

Weyburn High School newsletter

City of Weyburn website, link to web trailer

Facebook event page, link to web trailer

weyburn.net, link to web trailer

Medicine Hat

Medicine Hat News - Zoe Szuch preview article,
interview with David Diamond and Kayla Cardinal
Medicine Hat News - Lee Anne Tripp preview article,
interview with Christopher Bromley and Diane Purdy (community sponsor)
CJCY 96.1 - interview with David Diamond
CHAT TV - Scott Cunningham interview with David Diamond and Sophie Merasty
The Lounge Radio
City of Medicine Hat Newsletter
School District #76 Newsletter

Cardston

Lethbridge Herald - Pamela Roth preview article, interview with David Diamond
Temple City Star
Westwind Weekly
Macleod Gazette
Channel 32

Calgary

Calgary Sun - Louis B. Hobson preview article,
interview with David Diamond and Kayla Cardinal
Calgary Herald - Bob Clark calendar pick
FFWD - event listing
AM 770 CHQR - Andy Gregory interview with David Diamond

Canmore

Canmore Leader - Hamish MacLean preview article, interview with David Diamond
Rocky Mountain Outlook - Dave Whitfield preview article,
interview with Heather Dougan (community sponsor)

Golden

Golden Star - Carrie White preview article,
interview with David Diamond and Justin Telfer (community sponsor)

100 Mile House

100 Mile Free Press - Carole Rooney preview article
The Cariboo Advisor
CKBX
CFFM

Lillooet

The St'át'imc Runner - Kerry Coast review

Whistler

Whistler Question - Jennifer Miller preview article, interview with David Diamond
Pique Newsmagazine
Mountain FM

Sechelt

Coast Reporter - Ian Jacques preview article
CKAY FM 91.7 - John Waterman, interview with David Diamond

British Columbia

BC Windspeaker - Chereise Morris feature article,
interview with David Diamond and Sophie Merasty
CBC Radio One, Daybreak North - Karen Wilson interview with David Diamond

Saskatchewan

Saskatchewan Sage - Chereise Morris feature article,
interview with David Diamond and Sophie Merasty
CBC Radio One, Blue Sky - Jennifer Gibson host,
interview with David Diamond and Kayla Cardinal
MBC Radio, Justin Galloway host,
interview with Doreen Probert (community sponsor representative)
in the Cree language

Alberta

Alberta Sweetgrass - Chereise Morris feature article,
interview with David Diamond and Sophie Merasty

SHATTERING THE DVD

It was generally agreed upon that filming a performance of SHATTERING and producing it on DVD for archival and educational purposes would be beneficial. Budget constraints were a big consideration and needed to be factored in as the DVD would only serve its function if it could be developed with a high production value.

To accomplish this I was able to secure all of the necessary camera gear from Matrix Professional Video Systems, a camera rental and video pro shop in Vancouver who generously agreed to provide the gear free of charge to Headlines Theatre. A professional camera crew was also enlisted at a discounted price, which finally made the project feasible.

The shoot was scheduled for the October 3rd performance of the Vancouver run for SHATTERING. With the assistance of Rich McSweeney who was also one of the camera crew, I was able to edit together the final video and produce it at professional quality.