PR Suggestions

Please use Acadia Cinema's Al Whittle Theatre or Acadia Cinema's Studio-Z in your publicity. These are the official names of our venues. Logos are also available on our venue web sites. Thank you.

We provide:

- web site posting on our venue calendars (if renter gets it posted on Valley Events-see below)
- on-site poster location (coffee house bulletin board) Send two copies of your poster to manager
- Main Street window (with event calendar) and on the theatre doors in the lobby area
- a place to put postcards, bookmarks and handbills (coffee house tables, some in the theatre lobby)
- event calendar phone message
- Main Street marquee reader-board promo (limited to 32 characters/spaces) posted as space becomes available

The following list should cover the basic requisites of your event (other than facility technical requirements):

Ticket sales

Box office: The theatre does not operate a Box office. Online ticket sales can be arranged through sites such as Eventbrite.ca or TicketPro.com

Cochrane's Pharmasave in Wolfville is also a Ticketpro location

- Several stores and cafes in town have been willing to sell tickets for local events, but these arrangements are made on an individual basis between the presenter and the retailers. Stores that have been willing to sell tickets in person:
- The Naked Crepe
- The Rolled Oat
- Just Us Café
- Charts Café
- Tan Coffee
- The Odd Book
- The Market Groove Merchant

The renter is responsible for all front of house duties for the event. If you need help (to sell/take tickets), we may be able to find a volunteer who will work in exchange for a ticket to your event.

Contact manager@alwhittlehteatre.ca to arrange help. Renter must provide tickets, cashbox and a float.

Publicity

• Internet: Annapolis Valley Events: https://valleyevents.ca/ --this is a free listing site for events in the Annapolis Valley. If the renter posts the event on Valley Events, then it will automatically show up on the Al Whittle Theatre website and Facebook pages, since our sites are fed through the Valley Events calendar. The Valley Events calendar also feeds free listings that appear on The Grapevine site and the Town of Wolfville site.

• Print:

1. The Grapevine - grapevine East Kings County biweekly https://grapevinepublishing.ca/rates Free listings, press release with photo opportunity and paid ads. Publishes every other week. Timing is critical

2. Newspapers - https://mediakit.saltwire.com/ -

3. The Coast - https://www.thecoast.ca/halifax/AdvertisingInformation/Page- rarely covers beyond Metro Halifax but an on-line version often does

Radio & TV:

1. CBC Radio - mainstreet@halifax.cbc.ca and connections@halifax.cbc.ca
2. Magic 94.9 (AVR) - magic949@magic949.ca
3. K-Rock 89.3 - events@k-rock893.com
4. Press releases: The same as for PSAs (above) with these exceptions:

   Posters and handouts

Postering aid - contact manager who may be able to arrange a helper (in exchange for a ticket to your event).

If you need help with distribution, after you make arrangements with the manager send your material to:

Al Whittle Theatre, 450 Main Street, Wolfville, NS B4P 1E2

Poster size suggestions - 8.5x11 is the best size for general posting, e.g. the Town of Wolfville has four info kiosks and they only accept 8.5x11.

A larger poster format (11x17) is appropriate for the ACC's Main Street window, on the theatre doors in the lobby area, & few other locations (so maybe 5 total).

• Poster locations – If you arrange your own postering, here is a list of suggested locations:

- **Wolfville**
    - Acadia Cinema's Al Whittle Theatre or Studio-Z (2)
    - The Rolled Oat
    - Post Office
    - The Independent
    - TAN Coffee
    - EOS
    - Muddy's Convenience
    - Wolfville Library
    - Wolfville Farmer's Market
    - Town Kiosks - drop at Wolfville Town Hall Mon. or Tues. two weeks before your gig (4 for Kiosks, 2 for Bureau =6)
    - Acadia University's BAC arts pole (outside the Art Gallery), and the upper lobby (3)
    - Acadia Students' Union Building (the SUB) – deliver 2-3 to the Postal Desk for stamping and posting
- **Surrounding areas**
- Canning (5)
- Grand Pré (2)
- Kentville (2)
- Port Williams (2)