

Capitol Civic Centre Media Relations Protocol

Effective 1/1/2014

All requests for information, media interviews, filming, and photography should be directed to the Marketing Director at the Capitol Civic Centre.

Contact Information

Contact Lori Kirby, Marketing Director, 920-686-6424 or email lorik@cccshows.org for **all** media relations items. This is the primary contact method for filming/photography inquiries and interview requests. All inquiries will be handled in a timely and proactive manner, with response via phone or email. The Capitol Civic Centre will make every effort to work within media requests and deadlines.

News Releases

News releases are issued by the Marketing Director to announce and describe Capitol Civic Centre performances, operations, and special events.

Please advise Marketing Director if you would like additional members of your staff to be placed on the contact list, or if your contact information changes.

Interviews

The official spokesperson for the Capitol Civic Centre is Executive Director, Matthew Schliesman. Interviews with Mr. Schliesman **must** be arranged in advance through the Marketing Director (utilize phone number and email provided above). Mr. Schliesman and the Marketing Director are the only Capitol staff authorized to provide quotes to media.

When covering events at the Capitol Civic Centre, questions should be directed to the Marketing Director. In the event that the Marketing Director is unavailable at the time of the event, the Marketing Director will appoint a Capitol representative and inform media of this appointment.

The Marketing Director will coordinate interview/press coverage time and location and provide this information to media.

Media Access

News media is granted access to the Capitol Civic Centre as pre-arranged and determined by the Marketing Director. Areas of the Capitol Civic Centre that are **off-access** include: *all* dressing rooms and dressing areas, Technical Director's office, technical operations booth, and orchestra pit. Backstage access and photography *may* be granted, on an event basis. Requests for such access must be made in advance and should not be assumed due to safety issues, legalities, and proprietary information related to the performance.

Capitol Arts Partners, presenters, and renters must communicate their media permissions, in advance, to the Capitol Marketing Director. Capitol Staff on Duty will be informed of this information and will serve as the liaison to media, as necessary. Event staff will also be informed of media's presence.

Filming/Photography/Interviews

While filming, photographing, and conducting interviews at the Capitol Civic Centre, all media representatives are required to display media identification or news credentials.

When staging such activity, crews may not impede the performance, block patron views, or disrupt the production in any way. Media may be provided a seat for the performance, however, while seated media must not interfere with the performance nor hamper the sightlines of any patrons.

The Marketing Director may provide permission and access, in advance, for media to be transient during the performance, permitting filming/photography from several areas in the theatre which may include backstage perspective.

Media will, at all times, be respectful to Capitol Civic Centre performers, patrons, representatives, and staff. Even with prior permission, media will cease filming/photography/interviewing **immediately** upon request of a performer, patron, representative, or Capitol staff member. In this event, media will defer to the Marketing Director or official performance appointee (communicated in advance by the Marketing Director) to discuss options.

Summary

- Before covering any events at the Capitol Civic Centre, contact the Marketing Director. To make requests, call: 920-686-6424 or email lorik@cccshows.org.
- Interview requests must be made in advance through the Marketing Director. To make requests, call: 920-686-6424 or email lorik@cccshows.org.
- With advance requests, media may be granted access to the Capitol Civic Centre pre-, during, or post-performance. To make requests, call: 920-686-6424 or email lorik@cccshows.org.
- Media must be aware- and respectful -of *all* patrons, performers, representatives, and staff at all times.