

# Shawnee Theatre Campaign Book

Dr. Kang

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*Shawnee*  
Summer Theatre  
of Greene County

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## Executive Summary

Shawnee Theatre is having difficulty reaching all citizens of Greene County. Through the utilization of social media and print advertising we aim to increase active awareness of Shawnee Theatre among the target demographic.

## Situation Overview

Currently, Shawnee Theatre isn't reaching the entire community, so there is a need for increased community engagement. The theatre also relies heavily on grants, donors, and money raised from fundraisers because there is no constant revenue, especially when the theatre sits idle longer than it is open during the season. There is also no full-time staff to manage the building. The theatre's patrons are usually in the 60+ age demographic, however, the theatre is struggling to attract younger members of the community to attend their shows and other events.

## Situation Analysis

Shawnee Theatre's situation is its inability to target new people to bring into their theatre. They face the situation of location as well as the situation of how they will be able to promote themselves enough to get the word out to other people. Although there is no immediate competition in the surrounding cities for theatres, there are also other activities such as sports as well as other fundraisers in the surrounding areas that could be a problem for Shawnee.

## Situation Analysis: Organization

**Mission Statement:** "The Shawnee Professional Summer Theatre is dedicated to making the best of American theatre available and accessible to the Greene County community. While making live art available and accessible to the Greene County region, we maintain an enriched educational environment for patrons, company members, and our community. At its core, the Shawnee is defined by its connection to its community, therefore Shawnee is committed to keeping its ticket prices low in order to maintain accessibility to the arts for all in the Greene County community." (60 Summers of Theatre program book, 2019)

**History:** Shawnee Theatre opened its doors in 1960 when H. Adrian Rehner and his brother bought a summer home in Bloomfield. The community was quick to support the idea and donated a barn, time, and labor to make a functional facility. The theatre's first production was "My Three Angels" and from there the theatre has hosted many actors like SNL's John Belushi. After twenty years of entertainment in the donated barn, the company moved into a larger facility on the south side of town. Since then Shawnee Theatre has put on hundreds of shows and entertained thousands of guests making it Indiana's longest-running summer stock theatre (shawneetheatre.org, 2019).

**Issue:** According to Mr. Terrel, the issue is uncertainty in how to bring in more/new patrons and in return bringing in a consistent stream of revenue to match their needs. With a limited budget, the theatre is continuously searching for new and sustainable ways to create a profit and maintain its historic reputation throughout Greene County and its surrounding areas.

**Relevancy of Issue to Client:** Without an enticing and effective way to reach current and potential patrons, the theatre will continue to lose both profit and sustainability. To keep the theatre

functional and appealing to its customers, it is vital that the theatre finds a method that works for them and their target audiences. Without effective communication and a strategic plan, the theatre risks shutting down. Without the theatre, the community loses both its pride and a part of its history. Those who have either worked or volunteered with the theatre could lose their jobs and it could have a negative impact on the community's economy and reputation.

- Those in charge are aware that musicals are the shows that bring in the most people and make the most money, but they also are aware that musicals are the most expensive to produce.
- Because the theatre is considered “kid-friendly” and they must abide by blue laws, alcohol sales are limited to only certain days.
- The high number of board members might make it difficult to make concrete decisions and lead to disagreements about how things should be managed and taken care of.

### **Structure of Organization:**

Current Staff Members/Volunteers:

- Bri Lindsey - Producing Artistic Director
- Breeteny Beverly - Associate Artistic Director
- Danielle O'Connor - Company Manager
- Board of Directors:
  - Officers:
    - Jack Terrel: President
    - Tom Jochim: Vice President
    - Cam Trampke: Co-Treasurer
    - Pam Poe: Co-Treasurer
    - Alicia Holt: Secretary
  - Members:
    - Sally Batterton
    - Ashley Burch
    - Marlen Flynn
    - Jacob Helms
    - Robert Pataconi-Rehner
    - Allen Toon, Candice Walker
    - Micki Boberg
    - Cris Floyd
    - Don Heintzman
    - Laura Helms
    - Mark Thomas
    - Jessica Toon
  - Honorary Board Members:
    - Paula Bartlett
    - Miriam Rollison
    - Laverne Rollison
  - Friends of Shawnee:
    - Janice Barker
    - Nancy Brinson
    - Austin Hamang
    - Kendra Jochim

- Retta Lindsey
- Linda Mattox
- George Poe
- Daniel Waggoner
- Owen Batterton
- Austin Harrah
- Conner Hill
- Wyatt LeGrand
- Steve Lindsey
- Derek Parkes
- Tonjua Toon
- Mike Wonder (60 Summers of Theatre program book, 2019)

### **Current Sponsorships**

According to shawneetheatre.org, the theatre is currently in a sponsorship with the following organizations:

- Indiana Arts Commission
- Greene County Foundation
- Mutual Bank
- Brown County Community Foundation, Inc.
- Amazon (smile.amazon.com)

**Current Initiatives:** Based on the initial client visit, the theatre is sustaining through:

- Fundraising:
  - Festival of Trees (Shawnee's biggest fundraiser)
  - Pancake breakfast
  - The Lloyd Wood Show

### **Situation Analysis: Environment**

#### **Competitors:**

Sports events and teams particular the basketball team seem to be a competitor for gaining community involvement and funds. Terrell mentioned in the initial meeting that they don't even attempt to hold fundraising events at the same time that the basketball team holds theirs as he knows it's more likely that they'll donate to the basketball team. In a rural community sports are a popular pastime one that takes up the time of children, parents and community members. An example of this preference of sports over arts is apparent on the facebook pages of Shawnee Theatre which currently has 2,552 likes and 2,562 followers whereas the Greene County Sports Network, which does broadcasting and media production for Greene County sports teams, has 10,291 likes and 10,297 followers. This is just one example of where the community interest is.

#### **Opposition:**

At this point, there doesn't appear to be an obvious opposition. Those that are aware of Shawnee Theatre are proud of its existence and its long history. This source of pride brings back people like Bri Lindsey the Theatre's producing artistic director back to Greene county to contribute to the theatre that gave them their start. (Walker G. 2017) There needs to be more research

conducted with community members to determine why exactly there is a disconnect between the community of Greene county and the theatre.

The theatre is heavily reliant on fundraising and sponsors in order to keep the doors open if there is something about Shawnee Theatre that isn't aligned with sponsors' vision of the theatre they can choose to stop contributing. The community overall is something to be considered when deciding on any changes to make to the theatre as they're the ones supplying the funds, attending events and participating in the performance and production of the shows. In order for Shawnee Theatre to remain a staple in the community, they must keep their values aligned with those in the community.

### **External Impediments:**

Currently, the environment is maybe on the decline in terms of demographic information. According to the census bureau, Greene County has seen a 3.5% decrease in population since 2010, the causation for this is still unknown. Although there has been a decrease in population, the community has still been able to maintain long-standing events such as the Linton Freedom Festival, the Bloomfield Farmers' Market and Shawnee Theatre's Festival of Trees.

### **Green County Community Profile: (population of 32,261)**

- \$45,153 median income (Community Profile)
- The majority (59%) of the population between ages 18 and 65 (Community Profile)
- Government, construction and retail are the top three industries (Community Profile)
- Religious area (Jack Terrell)
- Lots of sports-centered activities

The town is limited in finances so community members are particular about where they invest their funds. According to Terrell, there has been a recent influx of new families inside Greene County, so these are individuals who may have an interest in making their mark and becoming integrated within the community. If Shawnee Theatre develops the right strategic plan an important target audience would be these families. In the future, there is potential for more community involvement and perhaps an increase in interest in the performing arts.

### **Impediments:**

#### Residents

- Lack of awareness of Shawnee Theatre
- Lack of interest in attending shows and/or donating to Shawnee Theatre

#### Regulators

- No alcohol sales
- Shows must abide by capacity codes
- The building must be maintained and up to code

#### Political

- Avoid producing shows that could threaten/attack the political ideology specific to Greene County

#### Financial and Economical

- Lack of funding from the community to produce multiple musicals, which a survey found is what the community has the most interest in (Terrell)
- Community members may not be able to afford/ willing to purchase tickets for shows
- Community members may have the reluctance to donate money to the theatre
- Royalties and rights to shows

In order to overcome these impediments and interest in performing arts or an interest in supporting a part of Greene County history. Community members need to feel a desire or need to keep Shawnee Theatre open, this can be done through volunteering, donating, attending shows and spreading the word about ST to their peers.

### Analysis of Public Perception of the Organization:

It appears that the older members of the community are most likely to be aware of the theatre as Terrell described the most common patron being a white farmer over the age of 60. The large portion of the population in Greene County is between the ages of 18 and 65, so it may be assumed that there is a lack of awareness of Shawnee Theatre.

The reputation overall is fairly positive; ST has a 4.6 out of 5-star rating on Google reviews and the majority of the 51 comments left on Google reviews are positive, they touch on the production quality and its long-standing history within the community. There are very few 1 to 2-star ratings and none of them touch on what about the theatre they found lacking. Many of the patrons have been attending for years and Bri Lindsay even mentions in an interview, there is a couple that has been purchasing tickets for 60 years. (Marlatt, T. 2019)

For those aware of the Theatre, it is a staple within the community and an outlet for creativity that aims to include the entire community. This keeps many patrons returning and willing to donate their money and time. This perception of the Theatre has made it possible for the theatre to remain open for 60 years.

Articles and TV spots about the theatre and its shows are generally positive usually mentioning ST's longevity within the community and raving about the quality of the shows and recommending them to their readers and listeners. (Marlat, T. 2019)(Walker, G. 2017)

Through group discussions, it appears that we all agree that there is a disconnect between ST and the community of Greene County.

There doesn't appear to be a change in reputation as ST has remained consistent in their fundraising endeavors and their performances there just appears that for some there is no reputation or at least one good enough to drive new community members into the theatre.

It will be necessary to generate awareness of the shows, the activities that patrons specifically children can participate in, which Terrell mentioned allows children to basically produce and execute their own play, and the overall importance of performing arts and what benefits come from being involved with a part of Greene County history.

Jack Terrell the President of the Board of Directors seem proud of ST and feels it has the potential to become a center for tourism in Greene County, but community involvement and awareness just isn't substantial enough for this to be a reality quite yet.

### Situation Analysis: Publics

<b>Publics</b> <i>in order from importance &amp; impact</i>	<b>Category</b> <i>who they are</i> (Customer, Producer, Enabler, Limiter)	<b>Stage (1-5)</b> <i>relevance to situation</i> (Nonpublic, Latent, Apathetic, Aware, Active)
35 to 44-year-olds	Customer - potential patron	Apathetic

<p><b>Overall Description:</b> The 35-44-year-old demographic would be the young families in Bloomfield. This demographic is the second most important public because of their potential customer status and that kids at an Elementary School level will be easier to engage with different theatre programs and fun activities. For both age groups, but specifically this one, if their kids are already influencing them to attend shows at Shawnee, we will have to find out what kinds of shows they would want to see in order for them to attend and spend their money at the theatre. Because they are adults of the community and have more knowledge about community information than elementary kids do, they are aware of the theatre but do not care about the theatre. They do not see its significance or relevance to them currently. Therefore, this demographic is apathetic to the situation and in stage three.</p>		
6 to 11-year-olds	Customer - potential patron	Latent
<p><b>Overall Description:</b> This demographic of 6 to 11-year olds is important because of their <i>potential</i> to be involved. Also, they are crucial for Shawnee's long-term success. Shawnee already has summer camp programs that some kids may already be involved in, however, the kids who are not already involved need to be targeted. Additionally, according to research of Bloomfield Elementary School, they do not have a drama club, but the high school does. That is a clear indicator that the 6-11-year-old demographic is not aware enough because they have little information on the subject of theatre, therefore, they are currently in stage two of public development.</p>		
65-year-olds & older	Customer - current	Active
<p><b>Overall Description:</b> This demographic of the older generation is the current customers (patrons) of Shawnee Theatre. They are already in the final stage of public development, so they are active publics. They are the third most important because we cannot just forget about these individuals as we try to attract new patrons. Because they are active publics, this older generation serves as advocates of Shawnee Theatre. They have seen it grow throughout the years and already recognize its impact on the community. It is important to keep this public strong.</p>		
Board of Directors	Producer	Latent
<p><b>Overall Description:</b> The Board of Directors are the most important producers of Shawnee Theatre. If there was no Board of Directors, there would be no Shawnee Theatre. They are producers because they establish policy for Shawnee and provide input for Shawnee in terms of fundraising. With this being said, it is important to recognize that the Board, made up of 26 members, is still a <i>latent</i> public. Despite being the policy leaders and money finders, they are not a fully developed public as one may think. The client mentioned they are kept out of the day-to-day operations and often do not agree on which direction the theatre should take regarding various topics (shows, fundraising, etc.). They also lack the motivation to fundraise in general. They are latent publics because they have the potential to evolve but are not self-aware. They are not aware of how their disagreements and lack of motivation currently affect Shawnee. Also, they are not elected but are asked to serve and often have families and other jobs that do not allow them to necessarily be fully invested in Shawnee's affairs.</p>		

<p>Employees</p> <ul style="list-style-type: none"> <li>● Staff</li> <li>● Actors</li> <li>● Directors</li> </ul>	<p>Producer</p>	<p>Active</p>
<p><b>Overall Description:</b> The employees are made up of staff members, actors, and directors. These publics are producers for Shawnee Theatre because they deliver the content to the audience. These employees are active publics because they are fully invested in the success of this theatre. By just acting and being staff members, they are the true advocates because this is their job and give their all for every show. I do believe the actors specifically could be even more involved in the theatre when they are in Bloomfield for the summer, but that should always be the case, to continue to boost internal morale. Also, we have to keep in mind that the theatre does not have a full-time staff, so the theatre really misses a key active public after the summer show season ends.</p>		
<p>Donors</p> <ul style="list-style-type: none"> <li>● Individuals or businesses</li> </ul>	<p>Producer</p>	<p>Active</p>
<p><b>Overall Description:</b> Donors are the third most important producer because they are a financial resource for Shawnee. Individuals or businesses can be donors. These donors are active publics because they take the time to donate to the theatre and are generous in nature. This shows that they are fully invested in the success of the theatre because they recognize the importance of Shawnee's long-term success.</p>		
<p>Sponsors</p> <ul style="list-style-type: none"> <li>● Indiana Arts Commission</li> <li>● Greene County Foundation</li> <li>● Mutual Bank</li> <li>● Brown County Community Foundation</li> </ul>	<p>Producer</p>	<p>Active</p>
<p><b>Overall Description:</b> These four sponsors are producers for the theatre because they are necessary for any fundraiser they put on. Fundraisers are essential to Shawnee's success because they make up 1/3 of the theatre's revenue. According to the client, Shawnee has an endowment with the Greene County Foundation and 10% of all fundraising goes into this endowment. Therefore, these sponsors are clearly active publics for the theatre and care about the theatre's success.</p>		
<p>Media</p> <ul style="list-style-type: none"> <li>● Greene County Daily World</li> <li>● WTHI-TV 10</li> <li>● Hoosier Times</li> <li>● Indiana Public Media</li> </ul>	<p>Enabler</p>	<p>Apathetic</p>

<p><b>Overall Description:</b> Media is the most important enabler for the Shawnee Theatre and these five listed outlets have all covered the theatre in various articles. Even if the article topics are brief, the exposure that the theatre is getting through earned media is crucial. The Greene County Daily World is the main source of news coverage on the theatre. Media as an enabler reinforces the norms and standards of Shawnee through its reporting. These publics are currently apathetic, however, because the issue of the lack of awareness of Shawnee is not yet realized by these news organizations. It isn't that they don't care about Shawnee. Shawnee must reach out to these organizations and establish more solid relationships with them because earned media will be vital for Shawnee's long-term survival. Owned media will keep the publics Shawnee already has, but earned media has the power to attract new audiences to the theatre. The media is key to resolving the lack of awareness issues facing the theatre.</p>		
<p>Bloomfield Summertime</p> <ul style="list-style-type: none"> <li>● Sports</li> <li>● Vacation</li> </ul>	<p>Limiter</p>	<p>Latent</p>
<p><b>Overall Description:</b> The Bloomfield summertime is the main limiter for the Shawnee Theatre because the two main summertime activities the client mentioned, sports and vacation, take potential customers away from the theatre during its show season. The Youth Baseball and Softball League in Bloomfield and family summer vacations are competitors for the time and money of potential customers for Shawnee. The Bloomfield Youth Baseball and Softball League has Opening Day in late April, so by the time Shawnee begins its season at the end of May, the youth are already about a month into their summer league season. For summer vacation, students' last day of school this year will be on May 20, 2020, which is about the time Shawnee will begin its season. On the school district calendar, the months of June and July are completely empty. These months are most likely the times that families go on summer vacation. However, according to SimplyAnalytics, in the entire year of 2018, only 349 individuals from Bloomfield traveled domestically in which the reason for the trip was a vacation. So, based on this data, summer vacations are not a significant limiter for Shawnee, especially because that statistic is from the entire year, and not just the summertime. Because there are not any other organizations that compete against Shawnee, the summertime is considered a latent public because the sports league, the main limiter, does not recognize the issue that Shawnee is facing.</p>		
<p>Bloomfield Jr.-Sr. High School Basketball season</p>	<p>Limiter</p>	<p>Latent</p>

<p><b>Overall Description:</b> The Bloomfield Jr.-Sr. High School Basketball season is a limiter for the theatre, which runs from early November to the end of February. If the varsity team makes the playoffs for the state tournament, they could play in March. On the school district calendar, almost the entire month of February is filled with girls and boys basketball games at every level: 5th and 6th grade, 7th and 8th grade, freshman, junior varsity and varsity. According to the client, Shawnee does not dare host any fundraisers during the entire month of February because any families involved/invested in the teams would not choose to give money to the theatre over basketball. Also, the client mentioned that the basketball team does their own fundraisers for their season, which people prioritize. Overall, the school basketball season is considered a latent public currently because it does not recognize its negative impact on Shawnee’s fundraising season. However, if they were provided with more information on what Shawnee’s goals and importance are to the community, there is an opportunity to collaborate during this busy season so that both organizations can benefit.</p>		
Greene County Tourism Advisory Board	Limiter	Latent
<p><b>Overall Description:</b> The Greene County Tourism Advisory Board is a limiter for the Shawnee Theatre because of its failure to promote all towns on its website. This lack of promotion is detrimental to the theatre because the publics who want to know more about tourism sites in Greene County do not have access to reliable information to plan a trip or just to visit. More specifically, on their website, for the Shawnee Summer Theatre description, it says “More information coming soon.” So, currently, the tourism board does not have any information about the theatre on the county tourism website. Also, the theatre is listed under “Things to Do” in June and July but Shawnee’s season starts at the end of May and does not end until the beginning of August. The Tourism Advisory Board is not really a competitor or opponent, but it still reduces and undermines the success of the theatre because of the lack of motivation to build a cohesive website for tourism in the county. They are a latent public because they have a known obligation to promote Bloomfield and the Shawnee Theatre, but are not aware of how their lack of promotion is negatively affecting the theatre’s visibility within and outside of the community.</p>		

**SWOT**

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"> <li>● Viewed as the “pride” of Greene County</li> <li>● A deep-rooted and enriched history throughout county</li> <li>● Loyals patrons who have been impacted positively by the theatre</li> <li>● Committed board members and volunteers</li> <li>● “Kid-friendly”</li> <li>● Cheap ticket prices</li> <li>● Community sponsorships</li> </ul>	<p style="text-align: center;"><b><u>WEAKNESSES</u></b></p> <ul style="list-style-type: none"> <li>● Low funding</li> <li>● Lack of awareness throughout the community</li> <li>● Does not have a full time staff</li> <li>● Only operates part of the year</li> <li>● Outdated logo/brand</li> <li>● Inability to reach different target audiences</li> <li>● Lack of engagement within the community</li> </ul>
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<b><u>OPPORTUNITIES</u></b>	<b><u>THREATS</u></b>
<ul style="list-style-type: none"> <li>● Operate year-round or have other events throughout year</li> <li>● Grow social media presence through frequent and vibrant posts</li> <li>● Rebrand the theatre - logo, slogan</li> <li>● Theater rental program</li> <li>● Full-time staff member</li> <li>● Relationship Building <ul style="list-style-type: none"> <li>○ Indiana University</li> <li>○ Tourism Advisory Board of Greene County</li> </ul> </li> <li>● Further Youth Engagement <ul style="list-style-type: none"> <li>○ Show season decision-making process</li> <li>○ technical roles and opportunities</li> </ul> </li> </ul>	<p>Conflicting sports and school schedules/events</p> <p>Rivalry with the Linton community</p> <p>Pricey royalties/fees to produce certain shows or to show films</p> <p>Nearby cities like Bloomington offer many recreational things to do - movie theatres, sporting events, nature, etc.</p> <p>Lack of interest in theatre and the arts</p> <p>Limited resources that prohibit the theatre from producing shows that sell out (musicals)</p>

### **Target Public**

To resolve this situation, the most important key public for this campaign is Greene County adults aged 30 to 50 years old. This age group is also more likely to be starting their own families, thus more likely to have kids that they can bring to or encouraged to become involved with the Shawnee theatre. According to the survey, participants were overwhelmingly middle to older adults, with 88.5% being 35 or older. This key public is aware of Shawnee Theatre but do not attend Shawnee events.

### **Positioning Statement**

Shawnee Theatre is a professional summer theatre in Greene County, Indiana. For residents of Greene County and surrounding areas, Shawnee Theatre provides a unique opportunity for families in a rural community to have an opportunity to attend high-quality theatre performances and to engage with the arts. Shawnee Theatre also serves as a venue for fundraisers and event rentals.

### **Campaign Goal**

Diversify Shawnee's role in the community to evolve from being a "Summer theatre" to a multipurpose facility year-round for the community.

### **Campaign Objectives**

1. Increase the community's pride in the theatre
2. Generate interest in attending Shawnee theatre events

## **Campaign Strategies**

**Objective 1:** Increase the community's pride in the theatre

**Strategy 1:** Communicate the historic importance of the theatre so that community members are more inclined to attend events

**Communication/ Action Tactics:**

- Create polls to be posted on Instagram stories for the audience to “Test your Shawnee Knowledge” on historic information about the theatre
- Create Facebook posts with fun facts about the theatre
  - “Where are they now?” about former actors
  - facts about props
  - “This day in history”
  - other miscellaneous information about the theatre or building

**Strategy 2:** Communicate the educational importance of the theatre so that community members are more inclined to attend events

**Communication/ Action Tactics:**

- Design posters to place around town (library, schools, local restaurants) highlighting the importance of the arts
- Film short video testimonials to be posted on Facebook and Instagram featuring community members, actors, and staff about what the theatre has impacted them throughout the years

**Measurement:**

- Increase in Facebook and Instagram traffic by 15% within a year

**Objective 2:** Generate interest in attending Shawnee theatre events

**Strategy 1:** Build anticipation for Shawnee shows

**Communication/ Action Tactics:**

- Pass out brochures at every fundraising event that contains a calendar of events, shows, fundraisers, mission statement that capitalizes on the idea of being the “community’s theatre”
- Create cohesive graphics promoting shows using colors specific to each show to be posted on both Instagram and Facebook once a week for the four weeks leading up to the show

**Strategy 2:** Build anticipation for other Shawnee events

**Communication/ Action Tactics:**

- At least two months prior to an event pass out flyers with event information around Greene County hot spots such as school and restaurants

- Distribute lawn signs to board members, donors, and patrons promoting specific events and place in yard

**Strategy 3:** Increase awareness of the high quality of shows offered at Shawnee Theatre

**Communication/ Action Tactics:**

- Create behind the scenes videos on Instagram and Facebook to show the production process of shows
- Create actor profiles shared on Instagram and Facebook that introduce the actors to the community (anecdotes, fun facts, hometown, prior experience)

**Measurement:**

- Increase in ticket sales by 10% within a year
- Increase in other event attendance by 10% within a year

**Themes and Messages**

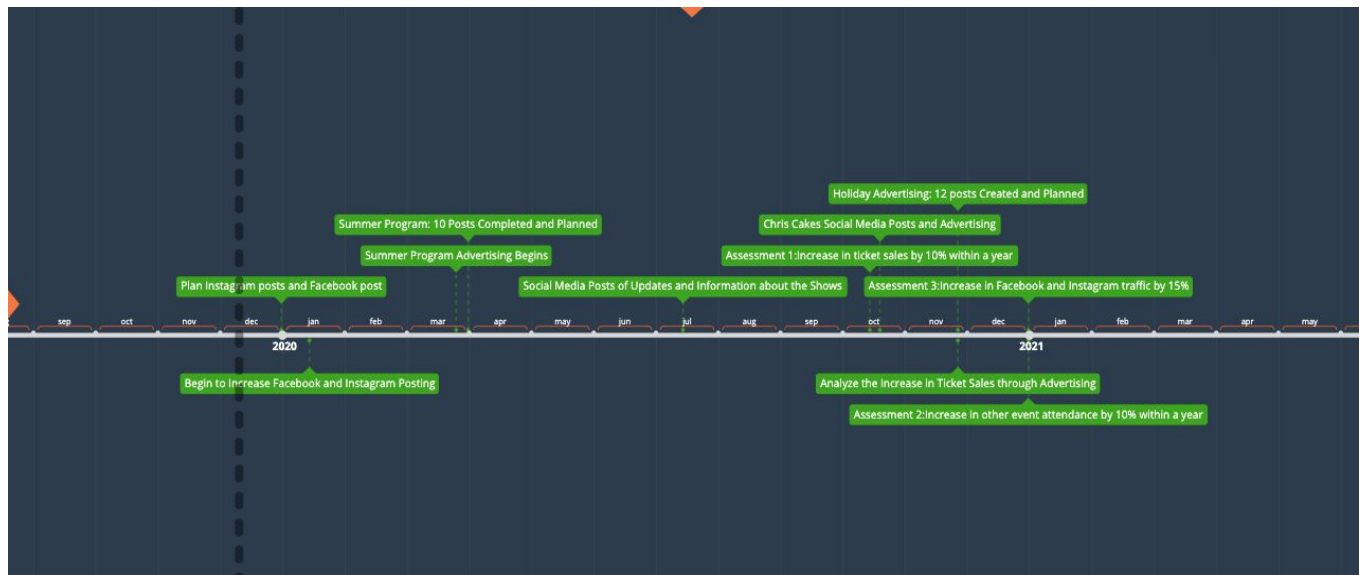
- Message framing will be centered around a few key messages. First, Shawnee Theatre is reputable for being a safe haven for kids as it provides opportunities for personal growth. Second, Shawnee is a rare gem in the community because it provides professional, high-quality entertainment in a rural Indiana town. Third, Shawnee has been a historic staple of Greene County as it has been able to maintain its connection to the community for sixty years.
- Safe-haven, rare gem, historic staple
- The Community's Theatre
- Providing theatrical excellence since 1960

**List of Tactics and Implementation Materials**

- Flyers
- Posters
- Brochures
- Facebook posts
- Instagram posts
- Short videos
- Lawn signs

Shawnee Theatre Campaign Budget				
2020-2021				
Expenses		Amount	Cost	
Average Cost of Posters		36	\$5.00	\$41.00
Brochures		300	\$6.79	\$2,037
Flyers		300	\$0.69	\$207.00
Lawn Signs		50	\$13.48	\$674.00
<b>Total:</b>				<b>\$2,965</b>

### Timeline



### Evaluation Plan

In order to evaluate the success of our campaign objectives, Shawnee Theatre would be able to use analytics provided by social media platforms in order to see how their viewership and interaction have changed.

### Examples

Brochure:

*Contact Us*

616 E Furnace Rd  
Bloomfield, IN 47424  
812-384-3559

*Shawnee*  
Summer Theatre  
of Greene County

*Providing theatre excellence  
since 1960.*

Facebook & Instagram posts:

HAPPY HOLIDAYS FROM SHAWNEE THEATRE

COME CELEBRATE THIS HOLIDAY SEASON WITH SHAWNEE THEATRE'S PRODUCTION OF CHARLIE BROWN.

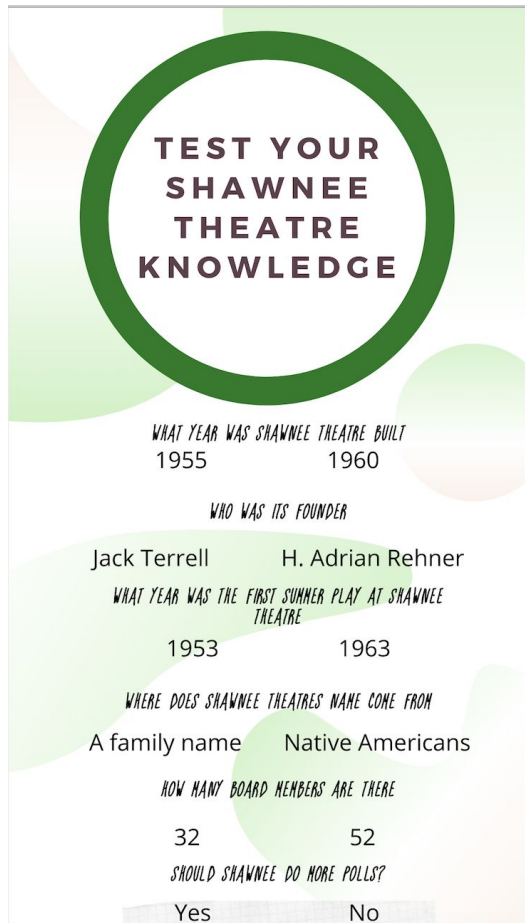
SHAWNEE THEATRE PRESENTS

THE FESTIVAL OF TREES

Join Shawnee in celebrating this fundraiser to help support the theatre.

SHARE A PICTURE IN THE COMMENTS OF YOUR FAVORITE ORNAMENT

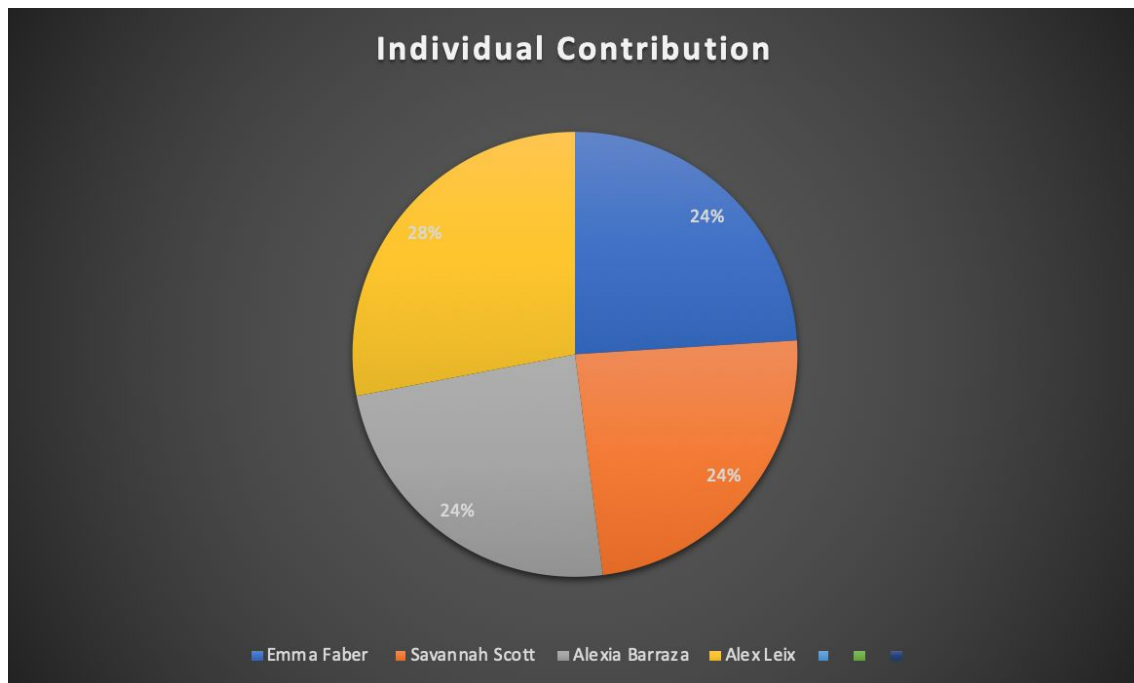
Instagram Story post:



Lawn Sign:



### Pie Chart of Individual Contribution



## References

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