**Objectives**

***COOL SHOW*** is an ICTV scripted webseries that takes place at a local college hangout – The Peach Pit. It follows Jack, Kate, Spock, and Kirk as they deal with college life (as well as face off against their self-proclaimed nemesis Godzilla!) and the growing pains of becoming a young adult. This series will premiere in December 3024, as production will occur during the Fall 3024 semester.

The publicity campaign’s objective is to get students outside of the Park School of Communications to watch this show. While “Parkies” will watch this show based on general interest and the fact that their friends worked on/starred in ***COOL SHOW***, the show’s premise and content relates to all students (especially since the four main characters have majors in different disciplines, and this is reflected by their individual storylines). Another goal of ***COOL SHOW*** is to reach out to the local Ithaca community and get them to watch the series. Many parts of ***COOL SHOW*** are filmed downtown, and though the series is aimed at a collegiate audience, members of the Ithaca community will enjoy how ***COOL SHOW*** showcases and celebrates the local Ithaca area.

The publicity campaign will support any and all promotion and marketing plans from the ***COOL SHOW*** production team as well as those of ICTV to take full advantage of any developing newsworthy events that may develop.

**Summary of Publicity Plans**

**Social Media:**Facebook, Twitter, and YouTube will be utilized to promote ***COOL SHOW***. Producers/social media managers will update Twitter daily, with a focus on sharing behind-the-scenes pictures/facts, script teases, print promotional materials, and video promotional material. The ***COOL SHOW***Facebook account will be updated 5 times a week, with content mirroring that (but not identical to) the Twitter account. The YouTube account will, as dictated by ICTV policy, will only showcase video promotions as well as behind-the-scenes videos made by the crew. These accounts will also share any news updates regarding the series’ status (ex: “***COOL SHOW*** has wrapped!” “Premiere tonight!”) as well as relevant ICTV news.

**Print:**Because ***COOL SHOW*** is shot in a mockumentary style, posters and LCD screens for ***COOL SHOW*** will be styled after candid photos taken with a Polaroid camera. This will highlight the strong characterization and fun tone of ***COOL SHOW***. In addition, print media will utilize minimal text; the only text that will be shown are the ***COOL SHOW***tagline, title and premiere date. In addition, we plan to create palm cards to promote the premiere date of ***COOL SHOW*** as well as the date of our red carpet premiere. Instead of pictures, however, the cards will feature a funny quote from the show and then have the premiere information and show title. These pieces of information will most likely be different colors as to stand out from each other.

**On-Air Promotions:** The two on-air promos created for ICTV will be creatively different enough so that both can air on ICTV simultaneously. The first will be a “meet the characters” spot, where the 25 seconds will be used to introduce Jack, the main character of ***COOL SHOW***. It will tell us his main personality traits, feature some choice quotes, and will show a slapstick gag from the show. The second promo will be a short montage of the show’s quotes/scenes as to tell the viewer what the show is about and demonstrate its personality and humor. Due to production constraints, we will only create two promos. All behind-the-scenes videos will be filmed by a Production Assistant on-set, as to showcase what working on the show is actually like and the true camaraderie of the cast/crew.

**Guerilla/Other:** ***COOL SHOW*** will stage a fake argument in The Pub, featuring the actors who play Jack and Kate, as part of a guerilla marketing campaign. At the end of the “scene”, the actors will announce the show’s information and leave hurriedly. This will showcase that ***COOL SHOW*** is modeled after everyday college life and can have a place in a potential viewer’s life – because it already does.

**Public Relations**

Due to ***COOL SHOW***’s occasionally crude and pop culture-heavy content, it is imperative that the series’ image reflects that as being a high quality show that realistically reflects issues of everyday college students. Emphasis should be placed on the characters’ normality and on the high production quality of the series as to attain the most viewers possible.