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# Social Media Promotion and Arts Marketing: Sideways Stories from Wayside School, Chicago Street Theatre

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**Social Media Promotion and Arts Marketing: *Sideways Stories from  
Wayside School, Chicago Street Theatre***

**Abstract**

In the AE-615 Marketing, Planning, and Promotion class, I made a promotion video for a show called *Sideways Stories from Wayside School*. The purpose of the video is to attract people's attention, especially people who live in Valpo or other nearby cities. Research for this project included Joanne Bernstein's text *Arts Marketing Insights*, Thomas A. Kelly's *Backstage Guide to Stage Management*, and Bobby Owsinki's online course "Social Media Promotion for Musicians, Artists, and Engineers." Using information from these sources, I wrote a marketing plan for Chicago Street Theatre's production of *Sideways Stories from Wayside School* and implemented the video component of social media marketing. My poster presentation will include highlights from my marketing plan and a showing of the promotional video.

In implementing my research, I decided to use several types of equipment to shoot interview and rehearsal footage. I set up a camera in front of the stage and then I also used GoPro or iPhone to shoot the footage of what I thought would be useful for this video. Although GoPro and iPhones have less quality image than the camera, I still used them to capture the moment. Because when you shoot a documentary type video like this, you always don't have enough time to set up the camera. You would

miss a lot due to that. Often when you start to think something is interesting, then you miss it.

I shot almost every process of the play's production, including how the staff and cast set up the build and decoration, and how they rehearsed. After filming, I watched many videos of the same type to find ways to edit. I focused on elements of production that are not often shown to the audience, that is, how the actors and crew make their own props and the endless production meetings.

In addition, I contacted and interviewed the director, the set designer and the actress who played the heroine. After adding the interview part to my video, it looks more interesting and attractive to draw people's eyes, which is what this video is supposed to do.

I finished this video before opening night as well as posted this video on the Facebook group. I also shared the link to the director, Dr. Innes, who shared the video with more people interested in the show. By now, there are 135 people who watched the video, 13 likes, and 6 people who shared this video.

I learned a lot from this research and crafting process, and would welcome the opportunity to share my findings about social media promotion and arts marketing with the university audience.