



Karin McKie d.b.a. Tree Falls Productions Curriculum Vitae

Resume: Karin McKie has been working in public relations and marketing since 1987, after receiving a BS in Communications from James Madison University (Harrisonburg, VA, and London, England). Since 1993, she has run her own firm, **Tree Falls Productions**, which provides comprehensive and innovative public relations, marketing and special events, as well as writing and editing, group sales and other tasks, primarily for Chicago-based theaters and arts organizations. She creates project-specific campaigns, following them through from conception to completion, specializing in community linkages and outreach. Ms. McKie also supervises short- and long-term strategic planning and mission achievement. She is an author (*The Book, Perspective, Interiors and Sources, Moulinet*), speaker (WBEZ, WTTW, MCA), and university lecturer (list below). She is a Joseph Jefferson A/T Judge, an American Theatre Company 'Relatives' Member; as well as an actor (SAG, AFTRA, EMC), director, writer, adapter, fight choreographer, and stage combatant.

While Marketing Director for HealthWorks Theatre in Chicago, she was honored as one of Today's Chicago Woman magazine's "100 Women Making a Difference" for her HIV/AIDS education promotional work. Also in Chicago, she hosted and promoted a weekly, educational community affairs talk show for Time Warner, reaching almost a million households. Public Relations training in Chicago includes the Arts and Business Council Marketing Workshop, Donor's Forum Workshop, the Chicago Community Media Workshop, and the Branding workshop from The Doblin Group.

Ms. McKie was Publicist for WETA TV26 and FM91 in Washington, DC, from 1988 through 1993, where she created and implemented innovative, meaningful and award-winning promotion, outreach and marketing plans for the third largest PBS producing station (programs included "The Civil War" and "In Performance at the White House"). During this time, she also received leadership training from numerous sources, including Steven Covey. She was the recipient of a PBS Advertising and Promotion Award (1991 – "Nine Months"), and a Capital Region Emmy Award (1991 – "Part of Me"). **Tree Falls Productions** clients (locally, regionally, nationally and internationally) have included:

Albany Park, American Theater Company, Appetite, Babes With Blades, Barrel of Monkeys, Bailiwick, Boom Chicago, Broutil & Frothingham, cabaret singers, Canamac Productions, Chicago Chamber Choir, Chicago Dramatists, Chicago Kids Company, Collaboration, ComedySportz, Dave & Co., DePaul University, Drinking & Writing, Eclipse, Ennis Players, Famous Door, 58 Group, 500 Clown, Footsteps, Carol Fox & Assoc., Greasy Joan & Co., HotHouse, International Interior Design Association, Jefferson Citations, Kidworks, Lifeline, Links Hall, National Photo Service, New World Repertory, Open Eye, Organic, Plasticene, Playing French, Provision, R&D Choreography, Rasaka, Reverie, Running with Scissors, Rogue, Schadenfreude, Shakespeare's Motley Crew, Shattered Globe, Speaking Ring, Stage Left, Still Point, Stockyards, Teatro Bastardo, Terrapin, Theatre Building Chicago, TimeLine, Uma, Viaduct, Walkabout, Wavelength and WNEP.

Individual clients have been served with resume updates, mailings, and job searches for both professional and performance positions. The media representation for these arts organization includes, although not limited to, tasks such as generating written materials; editing existing materials; primary media contact; advertising, graphic, video and photo supervision; opening night and special event coordination; awards submissions; and archivist for clippings.

References: Metromix editor Julia Borcherts (julia1658@yahoo.com) said, "We hold you in high regard at the Chicago Tribune ... I was trained using your press releases as models ... my job would be much easier if you were to represent everyone." Chicago Magazine's Gale Kappe said, "you have been an amazingly patient and resourceful publicist." Radio producer Jenny Lawton (WBEZ "848," WNYC "Studio 360," jennylawton0220@yahoo.com) said "I feel so lucky to have had the chance to work with you - thank you for being endlessly accommodating and patient - for always finding me the resources (and minutia) I begged for - you are an amazing resource . . . thank you for making my job easy - and fun. You're a tremendous asset to the organizations you assist." Footlights writer Myrna Petlicki (myrna_petlicki@sbcglobal.net) added, "You efficiently serve your clients and you help me do my job by always being on top of things." Barrel of Monkeys' (hkays@barrelofmonkeys.org) ticket sales increased 68% after working with Tree Falls. About Tree Falls' media releases, ReelChicago.com said, "You do such a good job. So thorough, so easy to get through." Other references also available.

Lectures/panels: Media Writing at North Park University; Theatre PR at Roosevelt University; Oak Park's Fernwork Arts Incubator program panel and class; DePaul University's "**Careers in Public Relations & Advertising**;" the Performing Arts Management class at The Theatre School, DePaul University; a WBEZ on-air panel on "**Theatre Public Relations and Marketing**;" "**Critics Choice: Developing Media Relationships That Get You Covered**" and "**Marketing Tips You Can Use**" with the Arts Management Project at the Athenaeum; Community Media Workshop's "**Arts Promotion Toolkit**" and "**Making Media Connections**;" and Theatre and Public Relations at James Madison University.

Mission: **Tree Falls Productions** public relations signals your value, and expresses your excellence and uniqueness. Comprehensive and innovative public and media relations allows your organization to touch target constituencies in a deliberate and sustained effort to create awareness, generate interest, enhance perceptions of trust, as well as establish and maintain understanding.

Motto: No se vende lo que no se enseña (you can't sell what you don't show). *If a tree falls . . .*

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