

KARIN McKIE

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Voted Today's Chicago Woman "100 Women Making a Difference"

EXPERIENCE

PUBLICIST, MARKETING, WRITER, EDITOR, PRODUCER, EDUCATOR, Tree Falls Productions, Chicago, IL (8/93-present)

Provides comprehensive and innovative public relations, marketing, educational initiatives and special events management - as well as writing and editing, group sales and other tasks - primarily for Chicago-based theaters and arts organizations. Creates and executes project-specific campaigns, specializing in community linkages and outreach.

Clients 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, Collaboraction, ComedySportz, Dave & Co., Drinking & Writing, Eclipse, Ennis Players, Famous Door, 58 Group, 500 Clown, Footsteps, Carol Fox & Assoc., Greasy Joan & Co., HotHouse, 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, Edna Welthorpe and WNEP.

- Create, supervise, budget, execute, follow-up and post-mortem publicity, promotion and marketing, from conception to completion:
 - Marketing plans and publicity timelines
 - Primary media contact pitching and garnering print and electronic previews, features, and reviews
 - Opening night (and run) press supervision; talk-back coordination
 - Writing and/or editing all printed materials including releases, fact sheets, PSA's, features and other items for distribution (including production information, season releases, personnel announcements, etc.)
 - Oversight of other material generation and distribution, including photos, videos, audio CD's, graphic design (advertising, postcards, posters, flyers)
 - Community, educational and institutional partnership development and cross-pollination outreach activities
 - Special events creation, management and execution
 - Special interest database research, creation, maintenance and management
 - Group sales and tour booking
 - Grant writing
 - Liaison with adjunct arts groups, such as the Jefferson Committee, League of Chicago Theatres
 - Archivist for clippings and other project follow-up
 - Strategic planning (long- and short-term) and mission development
- Author, guest lecturer, speaker (complete details at end):
 - The Book, Chicagoplays, Today's Chicago Woman, Perspective, Moulinet
 - Arts marketing lecturer and panelist
 - Radio commentator
 - Spokesperson and voice-over artist
- 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." Chicagoplays editor Myrna Petlicki (myrna@chicagoplays.com) added, "You efficiently serve your clients and you help me do my job by always being on top of things." Barrel of Monkeys' ticket sales increased 68% after working with Tree Falls (hkays@barrelofmonkeys.org).

IMPLEMENTATION SPECIALIST, *Kraft Great Kids Program of "Reading in Motion" at the Chicago Park District, Chicago, IL (2/07-5/07)* – taught theatre games, led reading exercises and created plays with kindergarten through fifth grade children.

MARKETING AND PUBLIC RELATIONS, *The Theatre School at DePaul University, Chicago, IL (11/02-9/06 – Interim Director 6-9/06)*

Marketing and public relations activities as outlined in Tree Falls description above for what The New York Times Education Life section listed as one of the top nine schools most often mentioned by casting directors and theatrical agents for the quality of their master's program in acting (January 2003). Also named national top school in creative arts by Creative Colleges - <http://theatreschool.depaul.edu> In addition:

- Talent "wrangling," from travel to media junkets, including Joan Allen, Brian Dennehy, Victor Garber, Phylicia Rashad, John C. Reilly, Molly Shannon, Emma Thompson, Vince Vaughn, Zoë Wanamaker
- Initiated and maintain community relationships with Chicago Children's Museum, Chicago Public Library, Notebaert Nature Museum, related book publishers, etc.
- Orchestrated many special events, including fundraising opening of new Drury Lane Water Tower Place
- Interface with local, regional, national and international arts communities and media on special projects such as Wigs and Hair Chicago
- Co-created city-wide Family Theater Network
- Co-hosted city-wide Cultural Network event
- Graduate showcase contact for national casting directors and talent agents
- Web site development tasks
- Ticket sales and media coverage increases during my tenure
- Certificate of Recognition, June 2004

EVENTS COORDINATOR, *Teknion, LLC, Chicago, IL (11/00-10/01)*

- Developed, articulated and implemented tactical project plans for Architecture & Design team's programs, seminars, events, meetings and trade shows
- Conceptualized and executed team management and educational training
- Managed communication amongst internal and external clients
- Determined and managed budgets
- Negotiated contracts with talent and vendors
- Selected, prepared and managed event sites and personnel
- Administrated team's visual presentation projects
- Created and maintained community outreach linkages

COMMUNICATIONS DIRECTOR, MANAGING EDITOR, BOARD LIAISON & EDUCATION MANAGER, *International Interior Design Association, Chicago, IL (2/97-11/00)*

- Created, executed and supervised communications, marketing and advertising
- Wrote, researched and edited all Association publications and deliverables
- Executive Editor and contributing writer for Perspective Magazine
- Supervised short- and long-term strategic planning and mission achievement
- Initiated and coordinated special events, meetings and awards competitions
- Represented Association and membership at international market events
- Administered educational activities for 10,000 international members

MARKETING DIRECTOR, *HealthWorks Theatre, Chicago, IL (8/93-3/95)*

- Developed and implemented strategic marketing plans
- Initiated and coordinated media, school and public relations
- Developed and enhanced theatrical education programs
- Administered international intern program and taught leadership training
- Planned and executed fundraising events

HOST AND PRODUCER, *"Four You," Time Warner, Chicago, IL (1/94-8/94)*

- Hosted, scripted, researched and produced weekly, live, hour-long educational community affairs television talk show, serving over 800,000 households (sample shows available on tape on request)

PUBLICIST, *WETA TV26 (Public Broadcasting System) & FM91 (National Public Radio), Washington, DC (9/88-5/93)*

- 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"), tasks including writing, distribution, and pitching
- Special events creation and coordination including programs at the White House and National Press Club
- Initiated and administered successful intern program
- Organized and maintained award-winning recycling program
- On-air talent for membership drives
- Talent/VIP coordination including President Bill and Hillary Clinton, President George H.W. and Barbara Bush, contralto Marian Anderson, Dr. Maya Angelou, Barry Bostwick ("Rocky Horror Picture Show"), Jonathan Crombie ("Anne of Green Gables"), Adrian Cronauer ("Good Morning Vietnam"), Jeremy Brett ("Sherlock Holmes"), motivational speaker Les Brown, acclaimed documentarian Ken Burns, singer John Denver, David Gilmour (Pink Floyd), actress Helen Hayes, Chrissy Hynde (the Pretenders), John Inman ("Are You Being Served?"), Shari Lewis and Lambchop, David Newell (Mr. Rogers' Neighborhood's Mr. McFeeley), actor Tony Randall, Senator Jay and Sharon Percy Rockefeller, lyric soprano Teresa Stratas, David Suchet ("Poirot"), Pete Townshend (The Who), playwright Wendy Wasserstein.

EDUCATION

B.S., Communication Arts/Theater, James Madison University, Harrisonburg, VA, and London, England (graduated 1986)
The Second City Training Center, Chicago, IL (graduated 1995)
ACSM Personal Training, DePaul University, Chicago, IL (fall 2006)
Advanced Creative Non-Fiction, Northwestern University, Evanston, IL (spring 2007)

PROFESSIONAL MEMBERSHIPS

American Federation of Television and Radio Artists (AFTRA)
Equity Membership Candidate
Screen Actors Guild (SAG)

LECTURES/PANELS

DePaul University, *"Careers in Public Relations & Advertising"* panelist
DePaul University, performing arts management class panelist
Roosevelt University, annual fall *"Theatre PR"* lecture
North Park University, Media Writing lectures
Arts Management Project at the Athenaeum, *"Critics Choice: Developing Media Relationships That Get You Covered"* panelist and *"Marketing Tips You Can Use"* lecturer/teacher
Fernwork Arts Incubator, Oak Park, *"PR for the Arts,"* two-part class, and *"How to Talk About Your Work"*
Chicago Public Radio, *"Theatre Public Relations and Marketing"* panelist (CD available)
Community Media Workshop, *"Arts Promotion Toolkit"* and *"Making Media Connections"*
James Madison University, *"Theatre and Public Relations"*

PUBLISHED ARTICLES

Today's Chicago Woman, *"Turning Punch Lines into Profit,"* 1994
Perspective, *"Strange Bedfellows: Interior Design and Theater,"* 2000
Interiors and Sources, ghost writer for variety of articles under CEO Cheryl Durst
The Book: An Actor's Guide to Chicago, *"Developing a Pitch,"* 2001
Chicagoplays, *"Picture This: The Poster's the Thing,"* 2002
Moulinet: An Action Quarterly, *"Dances with Deafies,"* *"Sister Sledgehammer"*
AMPlify (Arts Management Project), *"Marketing: Mind for Minutiae,"* 2006
Chicago Artists Resource, *"Parsimonious and Prudent Public Relations,"* 2006

**RADIO
PIECES** WBEZ's Stories on Stage, "*Prodigy on Ice*"
Chicago Public Radio's "848" interstitial pieces (written and performed by McKie):
"*Sleep*," "*Sister Sledgehammer*" and "*Rufus Thomas*" (audio CD's of pieces available)

AWARDS Washington, DC, Council of Governments Recycling Award, 1990
PBS Advertising and Promotion Award, "*Nine Months*," 1991
Capital Region Emmy Award, "*Part of Me: A World of Difference*," 1992
Today's Chicago Woman magazine's "100 Women Making a Difference," for HIV/AIDS
education promotional work, 1995
Rufus Thomas "Funky Chicken" EU Champion, 1996
Newcity's Best Original Musical Production Directing Recognition, 1997, "*The Wicked and
the Sexed*"
Time Magazine "Person of the Year" 2006

**TRAINING/
CERTIFICATION** FCC Broadcasting License
"*Sesame Street*" Pre-school Education Project for at-risk families
PBS "*Signaling Value*" Workshop
Eberhardt Media Training
Steven Covey Leadership Training
American Red Cross HIV/AIDS Facilitation Training
American Red Cross CPR Training
Doblin Group Branding Workshop
Community Media Workshop Chicago
Donor's Forum Grantwriting Workshop

AFFILIATIONS American Theater Company "Relatives" Member
Joseph Jefferson Committee Arts/Technical Judge
Schadenfreude Theater Company, past board member
HotHouse, CIPEX, past board member
International Interior Design Association, past board liaison
Past ensemble member Babes with Blades, Boom Chicago, ComedySportz (DC and
Chicago), Impulse Theatre, Stage Left Theatre, Wavelength, WNEP
Mentor, Steppenwolf Theatre and Albany Park Theatre Project

SKILLS Actress (separate performance resume available upon request); voice-over artist (demo at
treefalls.com); director; writer/adaptor; stage fight choreographer and combatant/stunts
(swords, fisticuffs, quarterstaff); martial arts - open hand/weapons (sai, bo, nunchaku); radio
and television host; event moderator; songwriting; biking; tennis; yoga; photography; scuba
(PADI); horseback riding (English forward and hunt seat, jumping, school figures); trapeze;
kayaking; basic language skills in Dutch, French, Spanish and ASL.

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