

IATSE LOCAL 667

# UNIT PUBLICISTS

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SKILLED MEDIA  
RELATIONS &  
COMMUNICATIONS  
SPECIALISTS  
CREATING YOUR  
PUBLICITY &  
MARKETING  
DELIVERABLES TO  
ENSURE YOUR  
PROJECT IS SEEN

# UNIT PUBLICISTS

**Are the on-site media spokespersons and publicity-marketing liaisons** for feature film and television projects in production.

They are content creators who, beginning in prep, develop, produce and execute publicity activities, providing early branding and recognition for a project.

**Their job is to generate valuable media and marketing assets** during principal photography. Efforts by Local 667 Unit Publicists raise the marketing profiles of the projects they work on. Unit publicists are the eyes and ears on set working closely with studios, networks, distributors, streaming services, filmmakers and cast, to create the materials required to promote their feature film and television productions.

**Devoted to securing your publicity and marketing deliverables,** unit publicists interact with a wide range of individuals on and off set during the course of production with a big picture view of the project and of stakeholder needs. Thanks to the relationships they are able to foster, the images, information and materials they create and assemble, cannot be re-created once production wraps. At the hub of the PR wheel, the unit publicist's activities lay the crucial groundwork of a successful publicity and marketing launch campaign.

**THE GOALS,  
DUTIES AND  
PRIORITIES OF  
UNIT PUBLICISTS'  
JOBS  
WILL VARY WITH  
EACH PROJECT,  
BUT THE  
ESSENTIALS  
ARE....**

- Write all press releases and press kit materials, Q&As, talking points and other promotional materials as required.
- Identify and develop story angles and unique media opportunities in order to establish the production's publicity strategy.
- Organize, supervise and execute all press activities during production including media outreach, junkets, media tours, press conferences.
- Schedule, coordinate and oversee all still photography, video and online shoots including on-set interviews for EPK/BTS materials used in Making Of features and social media content.
- With the producer/studio/broadcaster/distributor, schedule, coordinate or produce the Gallery shoot to capture images later used in the film or television project's key art.
- Obtain approvals from talent where required. Review, select and ID thousands of images per project.

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**UNIT**

**PUBLICISTS are:**

**STRATEGISTS**

**STORYTELLERS**

**CONTENT CREATORS**

**COLLECTORS**

**COLLABORATORS**

**JUGGLERS**

**WRANGLERS**

**NAVIGATORS**

**GOODWILL AMBASSADORS**

**EVENT PLANNERS**

**ALLIES**

**INVALUABLE**

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# UNIT PUBLICISTS

**Are proud to have worked on the following recent titles:**

American Gods  
Anne with an E  
Bad Blood  
Cardinal  
Code 8  
Downsizing  
It / It Chapter Two  
Kim's Convenience  
Orphan Black  
Molly's Game  
Murdoch Mysteries  
Room  
Schitt's Creek  
Shazam!  
Suicide Squad  
The Boys  
The Expanse  
The Handmaid's Tale  
The Shape of Water  
Utopia Falls  
Workin' Moms  
X-Men: Apocalypse  
xXx: Return of Xander Cage

Please email [camera@iatse667.com](mailto:camera@iatse667.com)  
For a complete list of Local 667 Unit Publicists



IATSE LOCAL 667  
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