

IATSE LOCAL 667

UNIT PUBLICISTS

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 and influencer opportunities to establish the production's publicity strategy.
- Schedule, coordinate and oversee all still photography, video and online shoots including on-set interviews for EPK/BTS materials used in social media content and Making Of featurettes.
- 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.
- Organize, supervise, and execute all media activities during production including media outreach and junkets.
- 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 titles*:

American Gods	Queer As Folk
Anne with an E	Reacher
Baroness Von Sketch Show	Resident Evil: Retribution
Brother	Room
Cardinal	Schitt's Creek
Children Ruin Everything	See
Code 8	Seven Veils
Coroner	Shazam!
Cult of Chucky	Shelved
Departure	Sort Of
Diggstown	Station Eleven
Downsizing	Stockholm
Guillermo Del Toro's Cabinet of Curiosities	Stillwater
Hudson & Rex	Suicide Squad
Humane	SurrealEstate
It / It Chapter Two	Spotlight
Kim's Convenience	The Boys
October Faction	The Expanse
Orphan Black	The Handmaid's Tale
Mayor of Kingstown	The Hardy Boys
Mean Girls	The Incredible Hulk
Moonshine	The Kids in the Hall
Murdoch Mysteries	The Man from Toronto
Nightmare Alley	The Shape of Water
Killjoys	Washington Black
Pachinko	Women Talking
Polar	Workin' Moms
Possessor	X-Men: Apocalypse
Pretty Hard Cases	xXx: Return of Xander Cage

**Among many others*

Please email camera@iatse667.com
For a complete list of Local 667 Unit Publicists



IATSE LOCAL 667
416-368-0072 / www.iatse667.com