



## Film Cincinnati Media Report

“Film Cincinnati Heading to Cannes Film Festival”

May 30, 2017





## Overview

Representatives of Film Cincinnati, including Kristen Schlotman, executive director, attended the 2017 Cannes Film Festival in support of Cincinnati-made movies, including *The Killing of a Sacred Deer*, shot in the Cincinnati area last year. *The Killing of a Sacred Deer* was screened on Monday, May 22 at the Festival. The film, starring Nicole Kidman and Colin Farrell, was in competition for the Palme d'Or (Golden Palm), the highest award at Cannes, and was critically received.

## Media Outreach Activity

Led by Game Day Communications, the media outreach activity to promote the Film Cincinnati trip to the Cannes Film Festival included releases and video b-roll/interviews provided to Cincinnati media:

- “Film Cincinnati Heading to Cannes Film Festival,” May 15 release
- “Film Cincinnati’s Kristen Schlotman was among the Red Carpet celebrities invited today to the first screening at the Cannes Film Festival of Todd Haynes’ *Wonderstruck*,” May 18 release and b-roll/interview
- Film Cincinnati executive director Kristen Schlotman was at Monday night’s Cannes Film Festival premiere of the Cincinnati-made film, “*The Killing of a Sacred Deer*,” May 22 release and b-roll/interview

*“For the second time in three years, a Cincinnati-made film is making its debut at the prestigious Cannes Film Festival. Like Carol two years ago, The Killing of a Sacred Deer shows that Greater Cincinnati is the home to world-class cinema. We’re going to Cannes to bring in even more top producers to the area.”*

-Kristen Schlotman, Executive Director, Film Cincinnati



## Media Summary

The media outreach efforts for “Film Cincinnati Heading to Cannes Film Festival” yielded the following results:

- Earned media value: \$749,395
- Total media impressions: 10,726,820

## Highlights of Media Coverage

There were 76 stories about Film Cincinnati as related to the Cannes Film Festival over the two-week period with TV time resulting in 47 minutes and 50 seconds.

## TV Coverage

All four TV stations covered the Film Cincinnati to Cannes Film Festival extensively with the following number of stories airing:

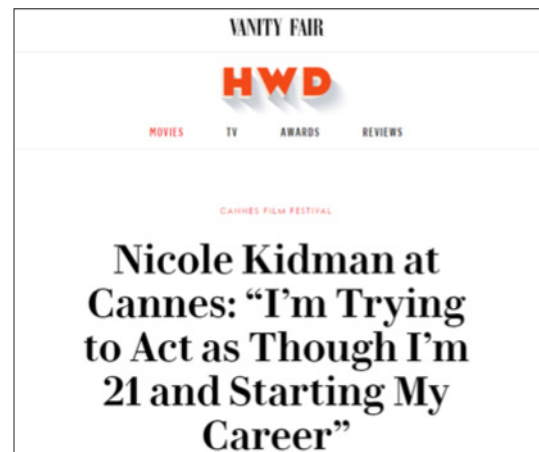
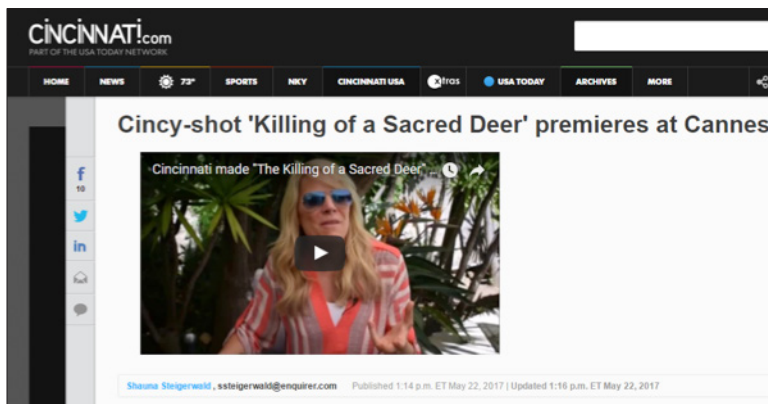
- WLWT (NBC): 17
- WCPO (ABC): 20
- Local 12 (CBS): 18
- FOX 19: 15

## Print Coverage

Print coverage was highlighted by a feature interview with Nicole Kidman along with features in The Cincinnati Enquirer, CityBeat, Business Courier, Soapbox and Cincinnati People.

*“In terms of pushing the boundaries, I want to support people who are trying different things or who have a very, very unique filmmaking style or who are first-time filmmakers who can’t get things made,” Kidman added. “I have worked a lot. I don’t have to work. I work because it is still my passion. It is still the way in which I express myself. To have the opportunity to get to go to Cincinnati, and to work on this—to me, that’s an honor, and I still consider that and stay in that place of being humbled.”*

-Nicole Kidman in Vanity Fair



## Cincinnati People Partnership

In collaboration with Cincinnati People, a weekly digital digest, the Film Cincinnati trip to Cannes Film Festival was covered in the May 24 issue with an email blast sent to 900 local influencers, media and elected officials.

Total reach to Cincinnati influencers: 8,367

Email Open Rate: 32%

Website Visits to Film Cincinnati edition: 3,176

Facebook Reach to Film Cincinnati post: 2,022

Instagram Reach to Film Cincinnati post: 409

Twitter Reach to Film Cincinnati post: 496

LinkedIn Reach to Film Cincinnati post: 2,264



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