

DAVID ROBERSON

**Unit Publicist/Sr. Publicist/Digital Content Producer/Film Producer
I.A.T.S.E. Local 600 - Publicists of the International Cinematographers Guild
Member since 2003**

Unit Publicist/Senior Publicist with 20 years of experience in all aspects of Entertainment/Film/TV publicity, specializing in Unit Publicity, Film & TV Publicity, and EPK production.

Unit Publicist – As the on-location media spokesperson and publicity-marketing liaison for feature films in production, I generate and execute publicity activities on set, providing early branding and recognition for a project.

My job is to attach valuable and irreproducible media and marketing assets during principal photography. On-set efforts raise the marketing profiles of any project I work on. I work closely with studios, filmmakers, and cast to create secure materials that are required to promote feature films and TV events from inception to release.

As Unit Publicist I work closely with the Producers, Actors, Unit Still Photographer and/or the EPK unit for all activities involving media and public relations, promotion and social media advertising of motion pictures or television movies and series, while the film is in production. I schedule and supervise media interviews and set visits. I also compile and create written materials which can include media mailing lists, press releases, biographies, production notes, feature stories, story synopses and log lines, photo captions and press kits or other material required for promotion of the film. Additionally, I distribute pre-production press releases, major casting press releases, the start of filming press release, and all other appropriate press releases during, and announcing the production of the film. After filming is complete, I prepare the preliminary production notes and obtain photo kills and approvals.

MY SPECIFIC GOALS, DUTIES AND PRIORITIES AS UNIT PUBLICIST VARIES WITH EACH FILM, YET THE ESSENTIALS ARE:

- Organize, supervise and execute press activities on set including junkets, media tours, press conferences, on-set and behind-the-scenes coverage – from local to international media.

- Negotiate, coordinate, secure approvals and execute the on-set public relations and marketing needs for multiple individuals, public relations agencies and/or studio or distribution personnel.
- Handle crisis communications involving high-powered personalities and multi-million-dollar feature film projects during principal photography.
- Schedule, coordinate and oversee all still photography, video and online shoots including on-set interviews for DVD, Making Of features and EPK materials.
- Conduct research and interview filmmakers, cast and others to develop the film's description and messaging and to identify the key media and marketing targets for promotion.
- Research and write all press releases, film production notes (press kit), column items, Q&As, talking points and other needed promotional materials.
- Coordinate logistics and coach presentation skills with those speaking with the media.
- Coordinate on-set still photography work, identify and caption all still photo images and obtain contractual approvals from talent on all images. Review and ID thousands of images per film.

A PRODUCTION'S ONLY DEVOTED MARKETING ADVOCATE

Films compete for attention and funds from development to release. While on set I am generally the only media professional who will ever be completely devoted to a film's media and marketing needs – studios, agencies and distributors have many films to promote and release. The unit publicist during production is the only individual who is thinking about and working on one film – and one film only.

NEEDED IN PRODUCTION TO SECURE MEDIA-MARKETING DELIVERABLES

During the course of a film's production, as Unit Publicist, I work with filmmakers, cast and other talented craftspeople on set as well as many individuals in agencies and corporations outside the production to generate the essential marketing deliverables every film needs. While on set, I watch, listen, research, interview and work with the filmmakers, crew members, cast and others to tell the story of how each film comes together. The images, information and materials they gather, create and organize along with the press attention they generate and the relationships they establish during production cannot be re-created at another time. All of these functions and activities lay the crucial groundwork and provide the essential deliverables which a film requires as it goes to market.

PROFESSIONAL WITH PERSPECTIVE AND INSIGHT INTO MEDIA-MARKETING TARGETS AND STRATEGIES

Constant interaction with the media, studio personnel, publicists and others outside the insular world of a film in production gives me, as Unit Publicist, a unique perspective and a big-picture view of the larger marketplace that helps a production to create and secure the appropriate deliverables to develop a targeted media and promotional strategy.

THE HUB OF ALL BRANDING & MARKETING PR NEEDS

As the Unit Publicist, I am a department of one interacting with a wide range of individuals on and off the set during the course of filming. In addition to working with almost every department on a production, unit publicists have extensive interaction outside a film production with local, national and international media; senior executives, business and government leaders and agencies; major market domestic and international media and marketing/sales teams; licensing and advertising teams; filmmakers, actors, studios, production crews, news crews, photographers, graphic, production, website and other designers; vendors, sponsors and advertising firms; event planners, attorneys, business affairs, managers, agents, public relations firms and personal publicists.

Senior Publicist -- As a Senior Publicist, I am an entertainment publicist with over 20 years of experience in all aspects of publicity, including: Film Festival Publicity, World Premieres, Project-Driven Personal Publicity for Actors, Executives and Filmmakers; Television and Film Unit Publicity; Film Releases; Event Publicity; Television, Theatrical, DVD/VOD, Digital Release Publicity; Corporate Publicity for Video Game Companies, Digital Media Content Producers, Production Companies, Theatrical Distribution, Digital Streaming, and DVD Companies ; Awards Campaigns for studio and independent films; Non-profit Organizations PR, and Book PR.

Filmography: <https://pro-labs.imdb.com/company/co0118962>
David Roberson/Roberson PR

Film Festival Publicist - Select list of Film Festivals and Cons. AFI Fest, Los Angeles Film Festival, Screampfest LA, Dances With Films, SOHO International Film Festival, Santa Barbara International Film Festival, Seattle Film Festival, SXSW, Hamptons Film Festival, Outfest, Heartland Film Festival, Flanders International Film Festival, San Diego Film Festival, WorldFest Houston, Sonoma, Gasparilla, Palm Springs International Film Festival, Toronto Film Festival, if! Istanbul, AFM, Cannes, Comic Con and Fangoria Weekend of Horrors, among others.

Social Media Engagement Manger -Supervise social media engagement team and digital marketing company.

Public Relations - Develop and implement a wide range of communication strategies and key messaging, utilizing traditional public relations methods in addition to digital

media, social media management and tactics to reach audiences wherever they go for information and entertainment, also through crafting press releases and/or media advisories, maintain relationships with journalists, build targeted media lists, create media kits, schedule and run press conferences, panels, trade show and convention appearances and booths, coordinate media stories and interviews, editorial calendar research, awards campaigns, and niche PR.

EPK/DVD Extras/Behind-the-scenes Production- Produce/direct featurettes and EPKs for independent films. Interview the talent on set, during production while working with a cameraman or crew that also shoot b-roll and supervise editing/post-production for delivery.

Event Manager - Premieres screenings, film festivals, photo-shoots, EPK-shoots, red-carpet events, social events, sponsorship development, promotions, non-profit interaction, influencer meetings and partnerships, VIP escort, meet-and-greets, media escort and event photo set-ups.

EXPERIENCE

2004-Present

Roberson Public Relations

Sr. Publicist/ Unit Publicist TV and Film

2003

Chasen & Co.

Sr. Publicist / Awards Consultant

1995-2003

PMK/HBH Public Relations

Sr. Publicist; Unit Publicist-TV; Jr. Publicist; Assistant; Administrative

1994-1995

Paramount Television

"Entertainment Tonight" Assistant Publicist

Billing Manager – TV Media Relations Department

1990-1993

Columbia Pictures/Sony Pictures

Accounts Payable

1989-1990

Pride Cruise Lines (Gulfport, MS)

Revenues Reporting

EDUCATION

1987

BS Radio-Television-Film

University of Southern Mississippi

Minor: Marketing Management

1997-2013 Entertainment & Technology
Santa Monica College
Classes in journalism, new media, computer animation, web-design, film editing, PhotoShop, After Effects, Final Cut Pro

OTHER ENTERTAINMENT INDUSTRY EXPERIENCE

2021 "Evie Rose" Associate Producer

2020 "Reboot Camp" Co-producer, Making-of-Featurette Producer

2019 "The Bellwether" Producer

2019 "Sunny Daze" Ass. Producer, Making-of-Featurette Producer

2019 "The Shasta Triangle" Associate Producer

2019 "Unseen" (short) Associate Producer

2018 "Divos" – EPK Producer

2018 "Crepitus" Associate Producer

2018 "The Killers" (short) Producer

2018 "Reach" Associate Producer/Making-of Featurette Producer

2017 "The Atoning" - Associate Producer

2012 "Touchback" Making-of-Featurette, DVD Extras Producer
(Winner Saturn Award Best DVD/Blu-ray Release)

2011 "Once Fallen" Making-of-Featurette Producer

2010 "The Job"- Making-of-Featurette DVD Extras Producer

2009 "Play Dead"-- EPK

2009 "Cabin Fever 2: Spring Fever" Making-of-Featurette Prod.

2009 "Paint it Forward" - Reality TV Pilot

2007 "Borderand" Making-of-Featurette Producer

2007 "The Neighbor" Co-Producer, Making-of-Featurette Producer

2002 "Cabin Fever" Making-of-Featurette Producer