



Department of Theatre
MICHIGAN STATE UNIVERSITY

Othello

By: William Shakespeare

Media Report

By: Lauren Wadie



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Executive Summary

1 The MSU Department of Theatre nearly hit attendance goals with production of *Othello*.

2 “Talk Back” where cast members talk about the production creation after the performance was successful.

3 Othello student tickets were more successful.

4 Secured positive local media coverage.

5 Recommended to show more behind-the-scenes moments with cast and production team.



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EVENT OVERVIEW

Othello

by William Shakespeare

Location: **Pasant Theatre**; Wharton Center for Performing Arts

Performance Dates and Times (Nov 7-16)

Friday, Nov. 7, 2025, at 7:30 p.m.

Saturday, Nov. 8, 2025, at 7:30 p.m.

Sunday, Nov. 9, 2025, at 2:00 p.m.

Wednesday, Nov. 12, 2025, at 7:30 p.m.

Thursday, Nov. 13, 2025, at 7:30 p.m.

Friday, Nov. 14, 2025, at 7:30 p.m.

Sunday, Nov. 16, 2025, at 2:00 p.m.

Pricing:

General Admission: \$32.50

Seniors and Faculty: \$27.50

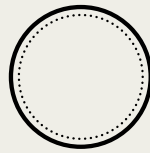
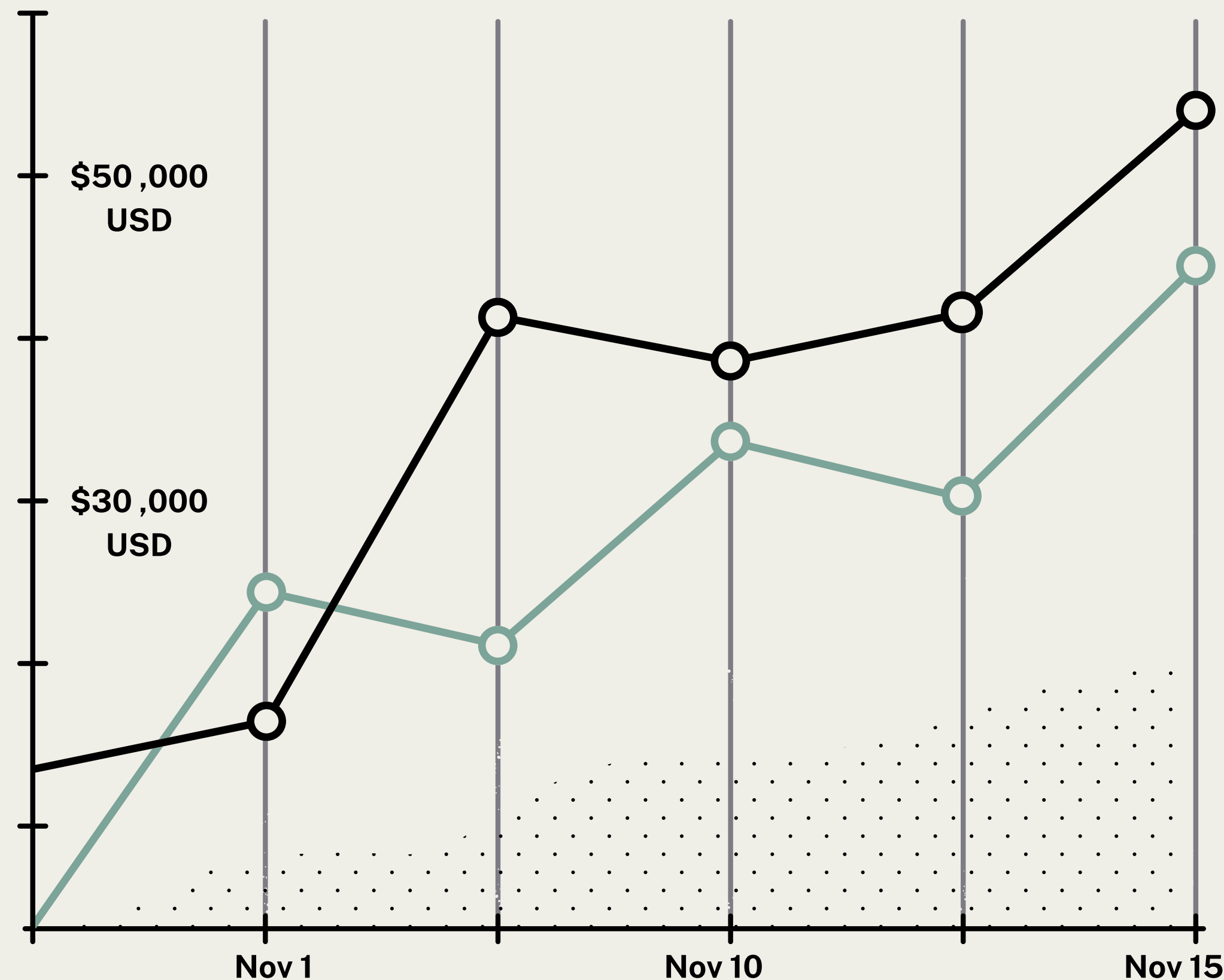
Youths and General Student: \$17.50

MSU Students: FREE with MSU Student ID



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OBJECTIVES & KPIS



Goal Performance



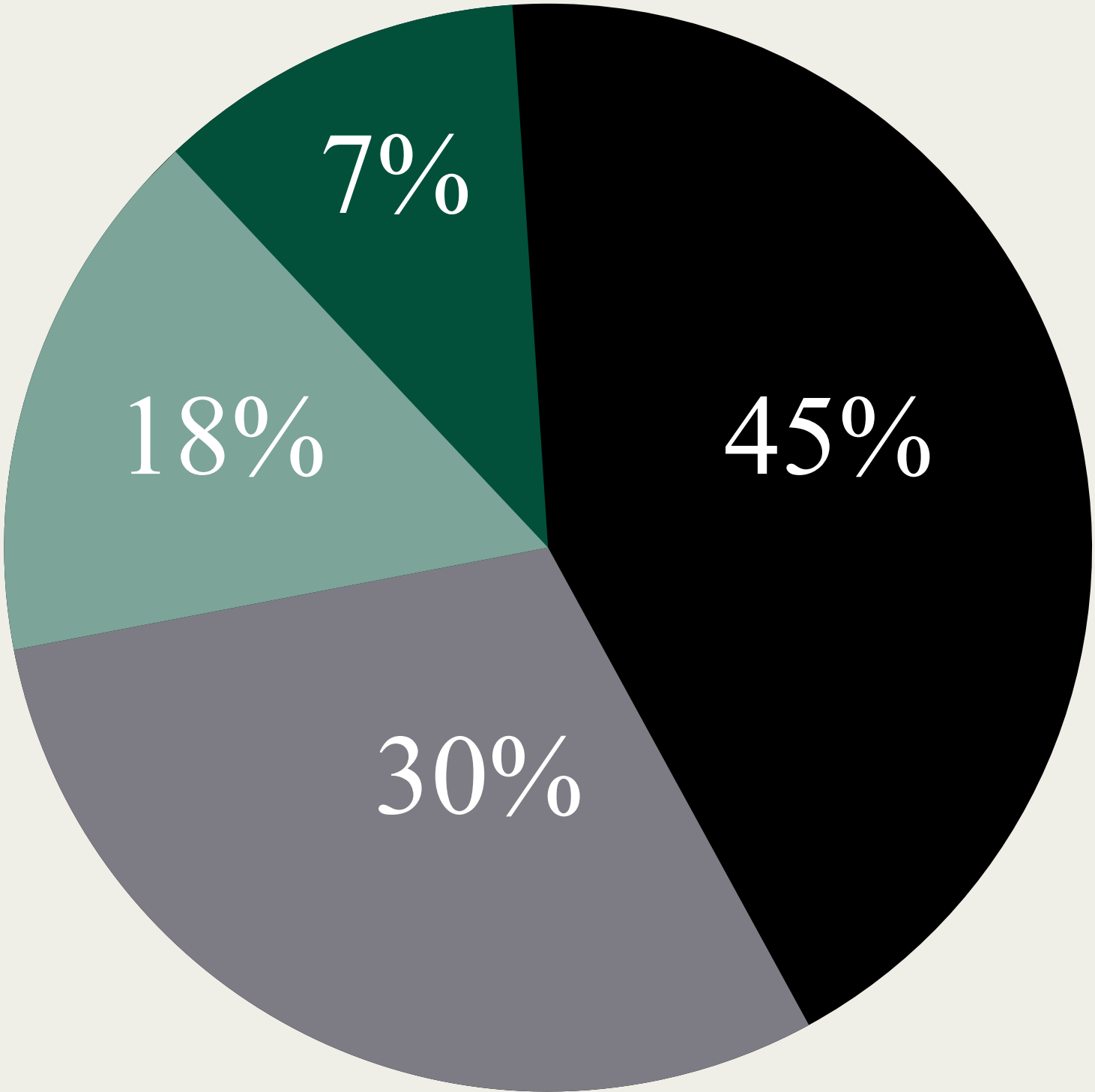
Actual Performance

Sales started above predicated goal. There is a steady increase of sales closer to the performance date, but lower than expected.



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AUDIENCE AND ATTENDANCE



- **General Admission**
- **MSU Students**
- **Seniors/ Faculty**
- **Youth**

SOCIAL MEDIA PERFORMANCE



**Peak Media Engagement:
263 Likes on Instagram**

- **“Rehearsals for Othello have begun.”**

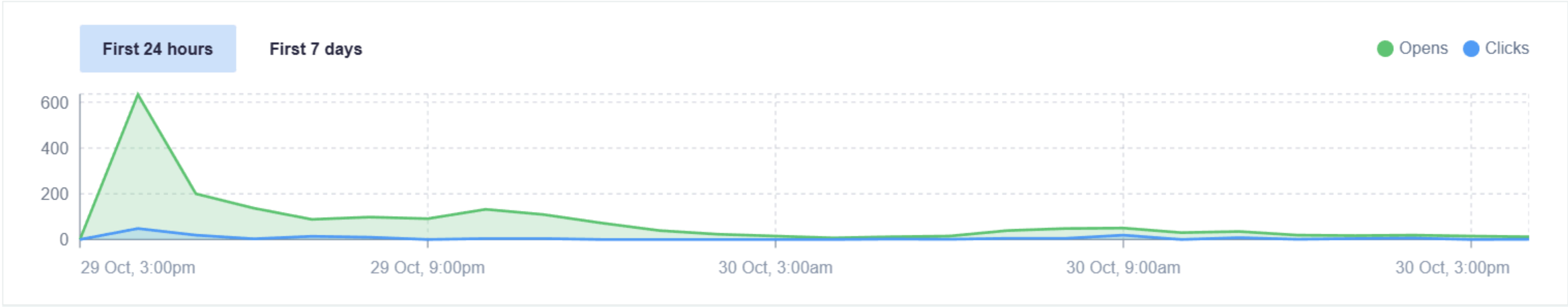
Oct. 1, 2025

**Most Engaged Platform:
Instagram**



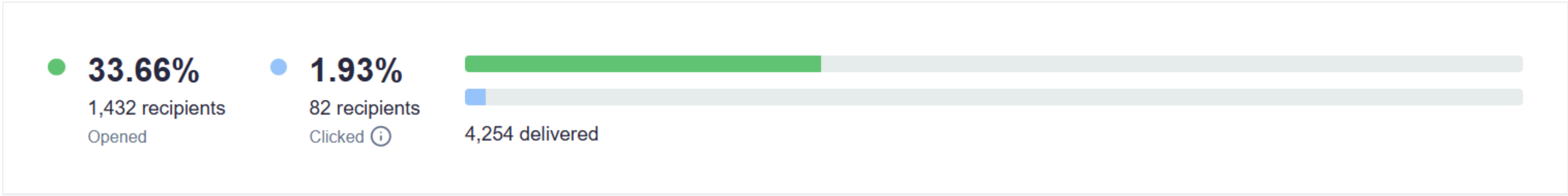
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WEB & EMAIL PERFORMANCE



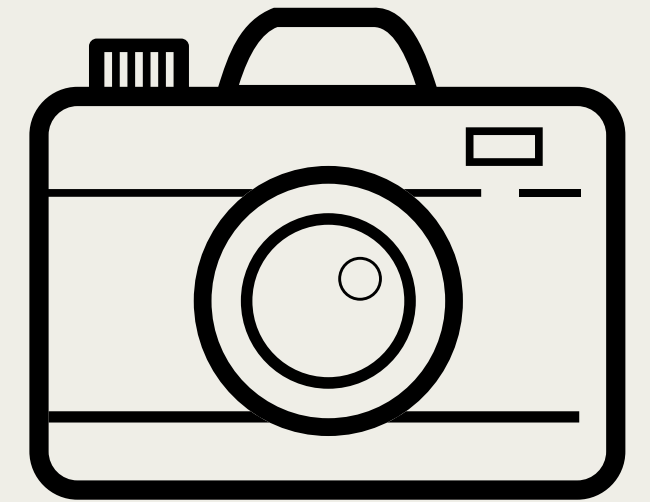
Engagement

Open rates are only estimates. [Learn more](#) about email engagement.

[Full report](#)

● Down 8.5% of Recipient Opens

● Down 2.3% of Recipient Clicks



Othello cast and creative team (left to right) Lexa Busch (Emilia), Rileigh Belle Wine (Desdemona), Brandon McDuff (Sound Designer and Assistant Director), and Michael Singler (*Othello* Understudy)
(Photo by Sara Sodke)

Visual Content



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The stage management team is working on the floor plans for the *Othello* set. Eleanor Rossini (left), Katelyn Kraemer (middle), and Jackson Cosmé-Brooks (right). (Photo by Tina Newhauser)

Andrew Keller (left), MFA Candidate Acting, plays Iago in the MSU production of *Othello* with Ji Won Jeon (right), *Othello* Director and MSU Department of Theatre Assistant Professor, during a rehearsal. (Photo by Jonah Strayer)

WHAT WORKED

“Talkback” After Show

A talkback is when the cast, and production team talk about their experience on the creation process and answer questions from the public.

Over **75%** of the audience stayed for the talkback directly after opening night on Friday, Nov. 7.

Record Breaking MSU Student Attendance

With the announcement of free tickets for MSU students for the 2025-2026 season, students took advantage of this offer.



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RECOMMENDATIONS FOR IMPROVEMENT

Headline Section in Newsletter

To increase newsletter and email traffic, create a headline section to the newsletters. Viewers can see the topics without scrolling far.

Behind-the-Scenes Content for Social Media

Most viewed posts on social media were behind-the-scenes content with cast and crew.



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TIMELINE MOVING FORWARD — CHEMICAL IMBALANCE: A JEKYLL AND HYDE PLAY

Nov 3 ●	Nov 5 ●	Nov 7 ●	Nov 10 ●	Nov 12 ●
Stage Management Team Interview	Trends with the Cast	Newsletter and include Headlines	Press Release and Send Out	Edit and send out newsletter
Nov 14 ●	Nov 17 ●	Nov 19 ●	Nov 20 ●	Nov 21 ●
Day in the Life with Crew or Production Team	Interview with Brad Willcuts (Director)	Tour of the stage and set with cast	Trends with the Cast	OPENING NIGHT — Instagram Takeover with cast member

Thank you!

OTHELLO MEDIA REPORT

