

CAROLE APPLEBY

Vancouver, BC

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citizenship: Canada and Australia

Sr. Unit Publicist and EPK Field Producer

With more than 20 years of on-set experience in unit publicity, agency PR, and content creation, I bring a unique and thorough cross-section of skills to networks, studios and productions. I identify and help tell the behind-the-scenes stories from set that add depth and insight to series and films – all while maintaining the delicate balance of production, studio, talent, and media needs.

By showcasing the people and process of your production across traditional and digital media platforms, we can creatively reach audiences where they are already interacting, with the content they crave.

education + memberships + awards

- Emmy and Producers Guild Award-winning team for “The Making of Shōgun” 2024
- ICG 669 – Sr. Unit Publicist
- Women in Film and Television Vancouver - Member

Awards + Memberships

As VP Client Strategy – Edelman PR Agency 2007 – 2019

- CPRS ACE Award – Best Use of Media Relations, The Real Housewives of Vancouver
- IABC Gold Quill Award – Communications – Social Media Program, PortTV
- Hero Award, National Nomination, Edelman – Marketing Communications

- Simon Fraser University: Applied Sciences – Communications Major, B.A.
- University of Western Australia: Arts - French Major, B.A.
- ActSafe – Motion Picture Safety Awareness Certificate

Education**unit publicity + field producer****2005 - present****Scripted**

<i>Firebug – working title</i>	Season 1	Apple TV+	Unit Publicist
<i>Shōgun</i>	Season 1	FX/Hulu/Disney+	Unit Publicist, BTS Field Producer
<i>Wild Cards</i>	Seasons 1 - 2	The CW/CBC	Unit Publicist, EPK/Field Producer
<i>One Mile / One More Mile</i>	Feature Films	Kapital Ent/Paramount	Unit Publicist
<i>Schmigadoon!</i>	Seasons 1 - 2	Apple TV+	Unit Publicist
<i>Surface</i>	Season 1	Apple TV+	Unit Publicist
<i>Fresh</i>	Feature Film	Legendary/Disney+	Unit Publicist, EPK/Field Producer
<i>Hallmark Channel Movies</i>	TV Movies - various	Hallmark Channel	EPK/Field Producer
<i>Great American Family Movies</i>	TV Movies - various	Great American Family	EPK/Field Producer
<i>The New Wave of Standup</i>	TV Special	CBC/CBC Gem	Unit Publicist
<i>Get Shorty</i>	Season 2	EPIX	Unit Publicist
<i>Debris</i>	Pilot	NBC Universal	EPK/Field Producer
<i>A Series of Unfortunate Events</i>	Seasons 2 - 3	Netflix	Unit Publicist
<i>Lost in Space</i>	Season 1	Netflix	Unit Publicist
<i>The Magicians</i>	Seasons 1 - 2	Syfy/Showcase	Unit Publicist
<i>Aftermath</i>	Season 1	Syfy/Space	Unit Publicist, EPK/Field Producer
<i>Motive</i>	Seasons 2 - 3	ABC/CTV	Unit Publicist
<i>Sanctuary</i>	Seasons 1 - 5	Syfy/Space	Unit Publicist, DVD Special Features Producer
<i>Stargate SG-1</i>	Seasons 9 - 10	Syfy/Space	Promotions + Consumer Products Coordinator
<i>Stargate Atlantis</i>	Seasons 2 - 4	Syfy/Space	Promotions + Consumer Products Coordinator
<i>Stargate: Continuum and Arc of Truth</i>	Direct to Video	MGM	Unit Publicist
<i>Tin Man</i>	Mini-series	Syfy	Unit Publicist

Unscripted

<i>Real Housewives of Vancouver</i>	Seasons 1 - 2	Slice	Unit and Launch Publicist
<i>First Dates Canada</i>	Season 1	Slice	Unit Publicist
<i>Timber Kings</i>	Seasons 1 - 5	HGTV Canada	Unit and Launch Publicist
<i>Yukon Gold</i>	Seasons 2 - 4	History	Unit and Launch Publicist
<i>Cold Water Cowboys</i>	Seasons 1 - 2	Discovery	Unit and Launch Publicist
<i>Gastown Gamble</i>	Season 1	OWN Canada	Unit and Launch Publicist
<i>Mom's a Medium</i>	Season 1	CMT	Unit and Launch Publicist
<i>ER: Life + Death at VGH</i>	Seasons 1 - 2	Knowledge Network	Unit and Launch Publicist
<i>Anna & Kristina's Grocery Bag</i>	Season 1	W Network	Unit and Launch Publicist

Various / Behind-the-Scenes

<i>Wild Robot</i>	Interview EPK – Pedro Pascale	Dreamworks (<i>via MobScene</i>)	Field Producer - Interview
<i>Animal Control</i>	Season 2 Promotions EPK	FOX (<i>via IKA Collective</i>)	Field Producer
<i>Alert: Missing Persons Unit</i>	Season 2 Promotions EPK	FOX (<i>via IKA Collective</i>)	Field Producer
<i>The Irrational</i>	Season 2 Promotions EPK	NBC (<i>via IKA Collective</i>)	Field Producer
<i>Ruby Gillman Teenage Kraken</i>	Interview EPK – Lana Condor	Dreamworks (<i>via MobScene</i>)	Field Producer - Interviews
<i>The Spiderwick Chronicles</i>	Interview EPK – Christian Slater	Disney+ (<i>via In the City Ent</i>)	Field Producer - Interviews
<i>The Mysterious Benedict Society</i>	Interview EPK – Main Cast	Disney+ (<i>via In the City Ent</i>)	Field Producer - Interviews
<i>Pachinko</i>	Gallery – Cast Motion Capture	Apple TV+ (<i>via MobScene</i>)	Field Producer - Motion Cap
<i>WipeOut!</i>	Host Content – John Cena	TBS (<i>via Inspired Image</i>)	Floor Director (Vancouver)
<i>Zoey's Extraordinary Playlist</i>	Award Season Cast Roundtable	NBC	Field Producer - Interviews
<i>Luke Perry Biopic</i>	Interviews EPK	ITV & Atlantic Television	Field Producer - Interviews
<i>Johnny Cash Biopic</i>	Interviews EPK	ITV & Atlantic Television	Field Producer - Interviews
<i>BH90210</i>	Interviews - Cast EPK	Fox (<i>via IKA Collective</i>)	Field Producer - Interviews
<i>When You Finish Saving the World</i>	On site field producing	Audible	Field Producer - Interviews

Press Tours

<i>The Chilling Adventures of Sabrina</i>	Netflix
<i>The Haunting of Bly Manor</i>	Netflix
<i>Away</i>	Netflix
<i>Lost in Space</i>	Netflix
<i>The Good Doctor</i>	ABC/CTV
<i>Altered Carbon</i>	Netflix

communications / live event management / publicity

*Denotes agency (Edelman) client

Foundations for Social Change – The New Leaf Project (2020)

- Senior Communications Consultant – international launch of groundbreaking study on homelessness

Carol Burnett Tour / Northwest Comedy (2019)

- Publicist – Carol Burnett's four-city Canadian tour and two-city US tour

Celebrity Fashion Show / Heart and Stroke Foundation of Canada (2008 – 2013)*

- Event Manager/Communications – Fashion show during Toronto's Fashion Week featuring top Canadian celebrities and designers with a live audience of over 700 each year; national media relations campaign

Live@YVR – Vancouver International Airport (2011)*

- Communications – led award-winning innovative social media, media relations, and video PR campaign resulting in over 115 million media impressions

LiveCity Vancouver – 2010 Olympic and Paralympic Games (2010)*

- Communications – led PR campaign for the City of Vancouver's two live outdoor 2010 Games' entertainment venues. The integrated PR and media relations campaign included on-site international media management, paid advertising, contesting, social media management, website coordination, and crisis communications

producer

*Denotes agency (Edelman) client

BC College of Family Physicians / Section 2 Media (2019)

- Associate Producer, Client Lead – *My Family Doctor Cares*, :30 TV PSA campaign

LNG Canada / PSM Ventures (2019 – 2020)

- Associate Producer, Interviewer - *Your Place* campaign, social media videos and TV commercial

Port of Vancouver (2014 – 2017)*

- Agency Producer – 25 episodes of PortTV, a YouTube series for the Port of Vancouver. The branded entertainment content included a roving game-show style series and a community interview program that entertained and educated viewers about Canada's largest port.
- Co-Writer, Co-Producer – 30-sec television spots

Pre-2009

- Producer: *A World of Smiles Multicultural Telethon* for BC's Children's Hospital
- Producer: *Global Investor* (daily interview/talk series)
- Staff Producer: *Variety Club Show of Hearts Telethon*, *The Jim Byrnes Show*, *Sara's Story* (documentary)

professional skills

Publicity Writing:

- media guide/press kit content, media releases, bios, production notes, web content, backgrounders, company profiles, loglines, series and episodic synopses

Additional Communications + Promotions:

- production logistics and on set trouble-shooting
- production of behind-the-scenes bonus features and EPKs
- press tours, event planning, media conferences, launch parties, actor/producer/studio liaising
- attendance and coordination at major television conferences (TCAs, Comic Con)
- cast media training / social media support
- marketing gallery coordination
- oversight of on-set photographers and behind-the-scenes crews
- issues management
- field producing corporate videos and TV spots