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OVERVIEW PLANNING A MARKETING CAMPAIGN FOR...
Your Fabulous Event

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ONE Communications Person. Responsible to: Assemble/create/distribute press materials. Creates pitches for media, coordinates publicity photos (people, props & costumes) & interviews. Follows up with media & books for opening night comps. Coordinates social media. 100% responsible – even if they delegate all tasks.

Set Goals: Write a list of the coverage you want, be specific. Cover of the Straight/Courier. Preview & Review in Globe and Mail, Sun, Province, Straight, Blogs, Webzines. Previews. **Know what you want, study theatre writers, print & digital.** Which sections of the paper can you get a preview in? Who are web writers & print writers for that section you will pitch? They pitch their ideas to the editor. Who's the editor? You can pitch to them too. Which theatre listings use photos? List people you want to attend ie. Reviewers, Artistic Directors, social media influencers, agents. Target those media & influential theatre-goers via personal invite with comps, strike rapport on social media. Number one is to decide what "success" looks like to you.

Tools – Weapons of Mass Promotion. 1. Eye Candy/The Photo: Professional photos are a greater asset than any other materials you can create. Captures spirit of show – not necessarily a scene in it. Get photo ideas from magazines, art. Have up to six images in mind & make rough sketches to communicate them to actors/photographer. Gather props/costumes. **2. Press Release: A 1 page statement of value.** Intriguing, informative, arresting, fun to read. Not too much information to slog through. Entertain, enlighten, engage, excite! **3. Graphic Design: Great design sells shows or use a photo on poster.** **4. Social Media:** Be "Social" IRL on the Fringe site. Establish Face Book Event, Twitter & Instagram which are all anchored on a website or blog. **5. Press Kit Contents: A journalist can write several exciting stories from your contents:** 1) Biography: Company & team 2) Poster, Mini Post Card, Flyer 3) Fun one pager with factoids and/or background information/research on your topic/themes. 4) One pager of pitches for coverage – these paragraphs are story ideas. Color photos 2-4 Horiz & Vert (240-300dpi and 6" wide – horiz, or 72 DPI, and 20" wide) Name file and provide doc with photo credit & actor names. **Throw it all on a thumb drive to send to most important media, add something to the key ring function** 5) Gift: Something they put on the desk & will remind them of you (promo gift, the quirker the better, just for top media). Start with word docs and then stitch kit together as a PDF with photos for press kit to send digitally. To email compress the PDF with <http://compress.smallpdf.com>, compress photos. **Have materials thoroughly proofed (typos make writers discount you) – get your kit, on PDF or Flash Drive. MUST have a "WOW!" factor.**

SCHEDULE FOR MEDIA CAMPAIGN:

- **Send a Press Release & PDF press kit in an appropriate timing, pasted in the body of an email (not attachment) with personal note at the top containing pitch.** Vancouver Sun/Province/Globe & Mail: 3-4 Wks, Georgia Straight: 11 wks cover/4-6 preview, Radio: 2-3 wks, TV: 3-4 Wks, Magazine Listings: 2-3 Months (more for magazine editorial pitch), Metro/24 Hrs: 3 Wks
- **Follow up with a polite phone call.** Leave 1 message & keep calling until you reach them. Send brief email if you think of an exciting new pitch i.e. developed while speaking to another reporter. Do NOT pitch on social media or face book messaging. Strike up a playful conversation with them on social media.
- **Photo files emailed are small – get approval for large.** Large can be in in Flash Drive
- **In follow up:** After talking about your pitch, ask for feedback on your materials. Keep a log of your conversations with media & have it in front of you when you call them – or they call you.
- **Opening Comps:** Phone call follow up. Get them to say "yes" or "no" to reviewing (thank them for considering you). Make sure they get in by you reserving comps. **Place writer's names on good seats before show.**

Emails and Phone Calls: Know the journalist's work, comment on an article they wrote. Have your PR, pitches, and interesting points about your topic in front of you i.e. your Press Kit. **Know what it is you want them to do with the information and request that first:** Please consider us for your "E-List" "Straight Choices" "Fringe preview" "a Review" "your calendar" "Top Ten" "photo in listings" etc & then say why, what's in it for their readers. Don't plug their email with photos, send low res first & say you have high res available. When photos requested, by email put info in the body of email: actors in photo, photographer credit. Name of show, running dates + URL for info, your phone.

PREPARING A PRESS KIT & TOOLS:

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PRESS KIT: SUGGESTED CONTENT CHECKLIST:

- Press Release (see sample template)
- Show description or synopsis/cast bios/company bio/reviews or quotes of companies' previous shows.
- Min 2, up to 6 show photos, both **vertical & horizontal**.
- Hot Sheet of pitches: short paragraphs with story ideas for articles about your team/project
- A poster, flyer & digital version of any other printed material
- Factoids about topic/theme
- Video link, Social Media Links
- Small gift (option for top 5 media) goes with theme of show.

WEBSITE or FB PAGE: Hyperlinked in your email signature. Online info. up-to-date & attractive. Has buttons for social media. A journalist could get everything to tell your story without picking up the phone, by reading your website or page - because it includes all that's in the press kit. Who, What, When, Where, Why, & How to buy tickets.

PRESS RELEASES: Size: One 8.5"x11" doc. Be creative (see template for suggested info. and format). Do journalists' work for them. Be confident, direct and informative. Be your best self, informative & distinct. **Be a story.**

PRESS PHOTOS: Someone sees this photo + they HAVE to see your show. Up to 3 different digital images in high-resolution (300dpi) No headshots. Name the jpeg with show title "Dissolve_shamelesshussy.jpeg", & in the body of email – or in word doc on flash drive – note the photo details: show title, author, director company, names of all in the photo, name of the photographer / Vancouver International Fringe Festival 2018, show dates, your website URL, Media contact with email & phone #. Media complain that this is a headache to keep chasing after these things.

POSTER: How many? 100 to 200 works – 400 tops. Know someone who would let you use their color copier? Supply glossy paper & print yourself. Visually arresting & feature show title prominently – **stops people in their tracks**. Your venue, dates & times, Fringe logo, box office url, your own & festival url belong on there. **Where:** Ask cafés, bars, stores, community centers & venues big and small throughout the city if you can put up posters indoors - they'll last longer. Vancouver Main Library takes 21 posters, must be submitted at least 2 week in advance & up to 1 month. They send to all branches. Think micro & macro – poster friend's parties, always have handbills. **When:** One month before Fringe: Libraries, three weeks before: all else ***Warning:** Fine\$! Get poster restrictions from Fringe Office.

FLYERING: Post card or business card, print both sides. Front has poster stuff simplified, back abbreviate Press Release info. On a tight budget, 400 might be a good start, but an aggressive 'flyerer' could burn through 400 flyers in a day or two. Include basics: Strong visual + title + schedule + venue + Fringe logo, website & box office hotline. Prepare a handful of 5-second pitches. Exude charm & confidence, walk away leaving them wanting more. Check the program for popular or similar shows, and flyer as the audience is leaving – or ask company if you can place on seats beforehand. Flyer line-up at Box Office. Flyer bar before your show. Re-do flyers week 2, add your rave review, tweets.

PITCHES: Target pitches. Arts journalists care about your art & other hooks are important. Mine the subject matter of your play & yourself. Your sexuality, nationality, language, age, school, neighborhood. Anything intriguing could get you into a important blog, paper or make a story. For example, 4-months as a couple in a tour van might make the Lifestyles section. Your encounter with an anti-flyering cop might nudge its way into the News section. You live in North Van – you could be front page in North Shore News. **WORD OF MOUTH: Volunteers drive word of mouth – if volunteers like you, good chances your houses will be strong.** Give them your press release/kit for reference. **WHAT ELSE?** Flash Mobs on Granville Isle/Skytrain (call to alert media), chalk on sidewalk, flyer in costume/in character, your company wears T-shirts with poster, flyer fringe club right before each curtain. Misc. printed giveaways with show title (i.e. mini buttons, temporary tattoos, condoms, hand stamps). **Company members create "signature" for all their emails that include your show name, dates, ticket info. and url.**

ACTIVATE YOUR EVENT ON THE INTERWEBS AND SOCIAL MEDIA ~ TRANSMEDIA

1. Website or FB Page: This is the place you draw people towards with all almost all your social media posts, except posts linking to previews and reviews. Home page has social media buttons to connect – and ones with which people can share your web pages on their own social media sites. The website or FB Page is your press kit on the Internet. It has all ticketing and venue information as well as contact information for your media person.

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2. Face Book Page & Event: Post daily from rehearsal & other material related to your show. Create album for show in rehearsal, pre-production stills from the show, production. Most important Opening Night album. Mix in designer sketches. Fill in "About" section fully with media contact person & email, company mailing address & phone, website & social media links. Register unique name to replace the numerical sequence in FB url and make it easy to share your address. Use your personal FB - share from your Page. Use FB "Call to Action" label "tickets" or "watch video" & provide ticket link there. Use tab that reveals Instagram. Boost posts & pay attention to the demographic target.

3. Twitter: Post comments and photos of things that make people feel like they are getting an inside look at your company & creative process. Interaction more casual than Face Book. Use "add to list" function for the types of people you are following "Vancouver Theatre Companies", "Fringe Festival", "Journalists". Look for others who have lists of media or theatre folk to follow. Who you're following is as important as what you say here. Be a fun person and chat – no robots. Don't auto post from Face Book. An Instagram repost here & there ok.

4. Boomerang/My Day/Stories: Short punchy videos to promote your event. Mini interviews filmed with each of your actors, your director & your creative team. Vine is the easiest. YouTube is a more formal place to interact with followers, have show dates & link to website/tickets in "about" on every post. Use My Day/Stories in Facebook & Instagram.

5. Instagram: Similar to Twitter, but it's focus is photos first, comments second. You're able to choose with each photo if you'd like to share to Face Book and/or Twitter. Get some cool content posted – even if only from other users - before following others so they will want to follow you.

6. Tumblr: If you already have a local following on Tumblr it could be a useful way to get the word out. It has way more connectivity than a traditional wordpress style blog because of the way the dashboard operates. If you're interested in connecting to other artists for inspiration Tumblr is a great tool.

8. MailChimp: A great looking free invitation with a photo or graphic and multiple databases for your invite lists (Media, Artistic Directors, Agents). Lets you to collect RSVP's and data on "opens" etc. www.mailchimp.com

Misc: Follow people with great social channels to learn. Bitly <https://bitly.com> shortens long url. Remember to have your smart phone set to alert you when you get replies to your tweets so you can respond. Your show program invites people to post mini review on their social media streams and "@ " you or #hashtag.

How to stay on top of it all? Hire a publicist – if you're small they should be one of the company. Want to do it yourself? Make sure one person from company is responsible. The company uses phones to capture things to share as you go about your rehearsals & preparations. Have fun letting your audiences see behind the scenes.

Hootsuite.com and several other services will allow you to patrol & program your feeds on several social media accounts and plan posts. They stream simultaneously on one interface. If that seems too robotic schedule posts in your daytimer. A daytimer set up as a to-do list is my favorite tool. Use any tools that suit your style – I also depend on a visual display in my work area and plenty of Post-its.

SUGGESTED PR TEMPLATE: Substitute your details

For Immediate Release Month/Day/Year End M/D/Y (your first and last show dates) Entertainment/Theatre (add section of media it should be reported/listed in i.e. Music, Dance): Your company announces: **Fabulous Event Name** | Run: Sept XX-XX, 2006 as part of the **Vancouver International Fringe Festival** | Tickets: Full\$/Seniors\$/Students\$ | Boxoffice: xxx.xxx.xxxx Full Details & Show Times at your website.com & festival website.com | Media Contact: Person that's responsible for the media coverage 24/7 with phone number and email

Your Fantastic Company Logo, Graphic Design, Banner Photo or Other Eye Candy

Your group presents ...

Fabulous Event

The Hook Paragraph or Teaser: It's fun and/or arresting. Provides proof that my topic or event is what dreams are made out of. Compels the reader to decide to attend or that it will be a "must" to write about. Makes them want to read the rest of the press release to find out more. Write about your production assuming it will have achieved your highest goals. *"Your life will be better because you've attended my event or written about my subject. How much better? Read on..."*

"This is an inspirational quote or comment about my topic/play" - **From A Trusted, Respected and/or Provocative Source**

The Meat of PR sandwich: A very short paragraph like the one above choose what is your most compelling information about your project, ideally something that media will get excited to write a story around: give a synopsis, insert compelling factoids as bullet points about topic or play – info. News about playwright, director, designers, the theatre company and awards won - background of play, historical time frame.

"Another fabulous quote here – might be shocking information - can come from many sources. Could be a quote praising the play/script/playwright on Broadway or elsewhere"

- Said By An Interesting Person

Your Pedigree: Tell them how wonderful the actors & creative team are in your event or story idea. List any awards they have won, theatre schools attended, past Fringe hits or last theatre production they appeared in. If totally unknown & not experienced just list the names alphabetically, save space for the things above.

Venue and if it's a great venue use larger font | Address & URL for Google Map | Beginning and End Dates, 2006 | Special Advance i.e. Preview: Date, Opening: Date | Run: Tue-Sun at 8pm (indicates dark days) | Matinees at 4pm Jan 28 & 29 | Other Special Perf.: Free Beer Night, Dress Like A Nun Night | Tickets: Full\$/Seniors\$/Students\$ | **Note:** anything else people need to know i.e. surtitles in English, sign language for hearing impaired | Book: **Festival Box Office: 604.257.0366 www.buyticketsonline.com More info at www.yourwebsite.com**

Media Contact: Person that's responsible for the media coverage 24/7 with cell phone number & email

WARNING: MAY CONTAIN NUTS

Logos For People That Gave You Grant Money For This Or Other Affiliations That Demand You Recognize Them Go Here - Including Festival

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Premiering January 2006 as a Satellite show in
the PuSh International Performance Festival ...



The Perfectionist



A Boca del Lupo original creation

Ever wish you could be Martha-perfect? Sharpen your pencils and take note: **The Perfectionist** is a hilarious and heartbreaking celebration of the Bonzai trimming, fault-finding, lint picking, neat-freak in all of us. Delivered in Boca del Lupo's trademark high-flying style, this intensely physical and visually rich production presents a touchingly personal exploration of perfectionism with its deeply tragic implications and hysterically comic possibilities.

"Boca del Lupo is one of the most important creative forces in this city" **The Georgia Straight**

Inspired by the work of UBC's Dr. Paul Hewitt and his "Perfectionist Lab," **The Perfectionist** follows the deceptively simple lives of a man and woman in their attempts to hurdle their own impossibly high standards. In this collaboration, mediums collide as the quirky imagery of Yukon animation artist Jay White, the evocative lighting of John Webber, the haunting compositions of Joelysa Pankanea and the engaging performances of Sherry J. Yoon, Jay Dodge with musician Steve Charles come together under the inventive direction of New York's Jill A Samuels. **The Perfectionist** premieres for Vancouver audiences as part of See Seven's full season of plays in January of 2006 (as a Satellite show in PuSh) and tours to the University of Alberta and The Free Fall Festival in Toronto.

"Anticipation can be a sweet treat. Boca del Lupo is so consistently innovative that its members must sweat bullets trying to top themselves ... its efforts are our reward." **The Vancouver Sun**

Since 1997, Boca del Lupo has created 11 original productions, earned numerous Jessie Richardson nods as well as the Jessie for Outstanding Design, the Critics Choice Award and the prestigious 2004 Alcan Arts award. This past summer over 5,000 people thrilled to Boca del Lupo's all ages roving show in Stanley Park **Vasily The Luckless** - which was recently named as "one of the top ten shows of 2005" by both The Vancouver Sun and The Province newspapers. Boca del Lupo's international collaboration, **The Suicide** recently toured and premiered at two of the continent's most prominent international arts festivals: the Cervantino Festival in Mexico and One Yellow Rabbit's High Performance Rodeo in Calgary. More at www.bocadellupo.bc.ca

The Waterfront Theatre | 1412 Cartwright Street, Granville Island | Jan 19-29, 2006 | Opening Night Sat Jan 21 | Tue-Sun at 8pm | Matinees at 4pm Jan 28 & 29 | Tickets \$15-\$20 | **Note:** Jan 29 matinee performance only | **Festival Box Office: 604.257.0366** | **WARNING: PERFECTIONISM CAN KILL YOU**

Media Contact: Deb Pickman, 604.319.7656 or deb@shamelesshussy.com



Canada Council
for the Arts

Conseil des Arts
du Canada



CITY OF VANCOUVER

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