

Public Relations Tools

OVERVIEW

PRESS RELEASE & FACT SHEETS

(Email or Snail Mail these out 3 weeks prior to your event)

POSTERS & FLYERS

(Distribute these everywhere you can!)

MEDIA & ADVERTISING

MAILING INFORMATION

(Be organized well in advance of your production.)

TICKET MASTER SHEET

(Fill in the 1st Ticket Text Field with your Dates, Time, Theater Name and Price. Next **Copy and Paste** this info into the other Ticket Text Fields.

Then your ready to Print!)

TICKET CONTROL ENVELOPE COVER

(Keep Track of the house)

PUBLIC RELATIONS TOOLS OVERVIEW

Public events need publicity! Don't spare any effort on public relations, you've worked hard and you want people to share your efforts. These are the tools to get the news to people so you can have a full house (packed theater). There are many ways to mount your campaign. Your approach will depend on how large your house (theater) capacity is and which event or combinations of events you are planning. Send your Press Release to schools, churches and organizations for their bulletins and/or newspapers.

Colorful flyers, banners, sheets and posters can be hung in many places. Hang posters in your neighborhoods and be sure and take them down after the event. Libraries often have kiosks that you may be able to put your posters for publicizing your event. Plan carefully for your exhibit and piggy back with books on and by Lewis Carroll; include tea cookery and hat making books if your including the Mad Tea Party & Hat Contest. You may even want to try and get radio and television coverage. It all depends on your needs, the size of your production and on your community.

When sending out Press Release and Fact Sheets, find out the guidelines of the entity you're sending it to. Make sure that everything is in the hands of the appropriate people at least three weeks before your event. On the day of your event you could have your soldier cards be walking bill boards, help direct the foot traffic and setting the stage for merriment.

PRESS RELEASE & FACT SHEETS

The basic elements of putting together a **press kit** are:

- ◆ Cover letter
- ◆ Press Release
- ◆ Event Fact Sheet
- ◆ Graphics
- ◆ Tickets and Posters

1. **Cover Letter** - Always include a brief cover letter in which you declare the organizations, list any relevant connections, or local organization members, and ask very politely for help in publicizing your event. Offer or enclose **complimentary tickets**. You can use a photocopied form letter, but if you have time, type a name and address on each letter. The cover letter should contain phrases to catch the reader's attention. When writing to the local newspaper you might say many citizens of your town are involved.
2. **Press Release** - Your Press Release should be typed double spaced with the date, time, site and price information underlined. The press release should contain exactly what you would like to see and hear about your event. This should be no more than three paragraphs and should include a phone number and name to call for further information

Press Release:

WHO name of organization, contact name & number. **WHAT** name & type of event.
WHERE name of site, street address. **WHY** benefit, educate, entertain.

3. **Fact Sheet:** Most kits contain an explanation and description of the event known as a fact sheet. A series of "bullet" statements that cover the history of an event, the organization goals, how many people are involved, who is sponsoring your event, contact names and other information. If you have a **brochure** for your organization include it.
4. **Graphics:** Send a clear, good quality black and white slide or print or a good piece of art work to newspaper and television stations. Photos should be action or gimmick shots, no talking heads. Also include a **flyer or poster** for the event with the "please post" on the upper right-hand corner.

COVER LETTER EXAMPLE:

To:
Rebecca Deville, Secretary
River School
2450 Ocean View Drive
Carmel, CA 93923

From:
Mnisha Burns, Publicist
The Our House Neighborhood Theater Group
2479 Hatton Canyon
Carmel, CA 93923

April 1, 2006

Dear Rebecca,

We are pleased to announce the production of **Alice “I Feel So me Now!”** run from April 22 – 23, 2006 at 2479 Hatton Canyon, Carmel, CA at 2:00 pm.. Tickets are \$5.00 for adults, \$3.00 16 year-old & under. We would be very pleased if you could help us in publicizing this event in your school newspaper. This lively production comprises many talented actors, singers and dancers from River School, including our lead, ----name---- who plays Alice with aplomb! Please see the enclosed Press Release & Fact Sheet. We have also enclosed two complimentary tickets.

If you have a Victorian Tea:

Pre-Play Event Special! We also have a pre-event Mad Hatter Tea, a Special Event where we invite the community to compete for the most “Mad Hat”! We will serve a Victorian Tea with Queen Victoria’s favorite tea sandwiches as well as special Alice themed cookies. Prices for the tea and contest are \$6.00. We have wonderful prices donated by members of the community. Contest Rules are on the enclosed fact sheet.

The money raised from this event will enable our next great production. We thank you for your time.

Regards, Mnisha Burns
Publicist for the Our House Neighborhood Theater Group

Contact: *Name*
For more information

805-648-9575

Example Press Release

ALICE “I Feel So Me Now!”

A One-Hour Musical Play.

(Or: A One-Hour Miniature Theater Musical Production, Pre Event

Special Victorian Mad Tea & Mad Hatter’s Contest)

Presented at: Time, Date, Place. Tickets \$....00

This musical is based on Lewis Carroll’s “Alice’s Adventures in Wonderland”. The musical adaptation is by Terri New & Music Producer/Arranger, Bob Esty.

With a fresh “new” look to the story, Terri New uses Carroll’s dazzling array of characters *from -----neighborhood, school, church, org. -----* in this lively musical adaptation.

Alice played by -----***name***----- falls upon a topsy-turvy world at the bottom of a rabbit hole where she encounters fascinating characters. The dapper White Rabbit, -----***name***----- with his desperate concern not to be late (but for what??); the imprudent Mad Hatter, -----***name***-----, the March Hare, -----***name***-----, and their sleepy tea-time companion, the Dormouse, -----***name***-----, and the outrageous Queen of Hearts-----***name***-----, with a retinue of nervous playing cards, -----***names***-----, an obnoxious Duchess, -----***name***-----, and a mournful, but musical

Gryphon, -----*name*-----, all create a most entertaining confusion in their wake.

Alice learns the challenge and the relevance of “talking to” people instead of “at them”. She shows us that even with being in unfamiliar territory, we can handle ourselves reasonably and keep our values intact Alice learns to be comfortable with herself and confident in the strength of “who” she is.

In ALICE “I Feel So Me Now!” the treasure of being “me” is precious indeed! And now so many possibilities to look forward to!

Pre-Event Special Victorian Mad Tea & Mad Hatter’s Contest,
The most Beautiful, the wackiest Mad Hat wins the prices donated by
_____. **A Special Tea Service by the Our House Kids with poetry**
by a Lewis Carroll. Muchness Tea & Punchy Servers! Come for a bit of
madness & join in a bit of gladness!

FACT SHEET

(Example)

Most kits contain an explanation and description of the event known as a fact sheet. A series of “bullet” statements that cover the history of an event, the organization goals, how many people are involved, who is sponsoring your event, contact names and other information. If you have a **brochure** for your organization include it.

Explanation and description of the event.

- ◆ **ALICE “I Feel So Me Now!” A One-Hour Musical Play.**
Or: A One-Hour Miniature Theater Musical Production.
Pre-Event Special Victorian Mad Tea & Mad Hatter’s Contest

Time, Date, Place. Tickets \$0.00

- ◆ **2:00 pm**
- ◆ **April 22 – 23, 2006**
- ◆ **2479 Hatton Canyon, Carmel, CA**
- ◆ **Tickets are \$5.00 for adults, \$3.00 16 year-old & under.**

Background/history of an event.

- ◆ **This musical is based on Lewis Carroll’s “Alice’s Adventures in Wonderland”. The musical adaptation is by Terri New & Music Producer/Arranger, Bob Esty.**
- ◆ **This Miniature Theater Musical Production is by Terri New & Music Producer/Arranger, Bob Esty. The Miniature Theater Design is by artist Arthur Gontier.**

The organization goals.

- ◆ **The first of a series of productions by the Our House Neighborhood Theater group. A portion of the funds will go to _____ Humanitarian Effort.**

How many people are involved.

- ◆ **The Cast and Crew of our production consists of 40 People.**

Who is sponsoring your event.

- ◆ **The Our House Neighborhood Theater Group has the kind sponsorship of Mr & Mrs. _____, Ms. _____, Dr & Mrs. _____, the _____ PTA etc. The following stores donated prizes for the Mad Hatter’s Contest:**

Other information.

- ◆ **The Mad Hatter’s Hat Contest to take place at the Pre-Event Special Victorian Mad Tea. Contest Winners will be in the categories of “Most Beautiful, Most Creative, & the Most Mad Hat. Call for more information and recipes for Paper Mache.**

Contact: *Name*
For more information

805-648-9575 / email: _____

ALICE “I Feel So Me Now!”
MENU FLYERS & POSTERS

PUBLIC RELATIONS is an important aspect to your production, basically this means letting people know what your doing, where your doing it and when your doing it. You want all that work to pay off with a **full house** (a term for the audience section of the theater). To advertise your productions circulate the posters and flyers. Hang them in your neighborhoods, churches libraries and schools.

ALICE “I FEEL SO ME NOW!”

THE MUSICAL PRODUCTION with MAD TEA & MAD HAT CONTEST

THE MINIATURE THEATER PRODUCTION with MAD TEA & MAD HAT CONTEST

MUSICAL PRODUCTION

THE MINIATURE THEATER PRODUCTION

T INSERT 10 POSTERS HERE:
ALICE “I Feel So Me Now!”
Pre-Play Event Special!



Your Invited
to partake of a
Victorian Tea
 at the 
Mad Hatter’s Tea Party
1 hour before Showtime

Tea Time:

Wear a “mad” homemade hat and qualify for our hat contest or wear a hat for the mad fun of it! Win prizes and be part of the muchness....

Call for Contest Details & Rules:

Referral number

Tea & play \$

PLACE / TIME

**Grand Food, Fine Music,
Muchness Tea & Punchy Servers**

Come for a bit of madness & join in a bit of gladness!

ALICE “I Feel So Me Now!”

Showtime: \$

MEDIA & ADVERTISING MAILING LIST

A Media and Advertising mail list is an important tool for getting the word out about your Musical production, and pre-play event. You can call your local chamber of commerce to get a list of media and contacts or you can research contacts through the phone Book

Call and get their guidelines before you send your information. Don't leave out the schools, churches, senior citizen facilities or any other groups that may be supportive to your endeavor.

Use the model that follows for your media list. You can easily cut out the address and tape it as your label when you mail or deliver your media kit & flyers.

MEDIA & ADVERTISING MAILING LIST (EXAMPLE)

<u>Names & Address</u>	<u>Publishes/Deadlines/Format</u>	<u>Names & Address</u>	<u>Publishes/Deadlines/Format</u>
Santa Barbara News-Press Attn: Journalist's Name De la Guerra Plaza Santa Barbara, CA 93101	<i>Daily - 2 weeks ahead</i> <i>Send B & W Photo</i>	KHTY Radio Attn: Program Director 1330 Cacique Street Santa Barbara, CA 93101	30 or 60 seconds ASAP - SCRIPT
Santa Barbara Living Attn: Journalist's Name 1008 State Street Santa Barbara, CA 93101	<i>Monthly - 1 month ahead</i> <i>Send Color Photo</i>	Silicon Beach Attn: Bulletin Board 1078 State Street Santa Barbara, CA 93101	<i>Daily - 2 weeks ahead</i> <i>Send B & W Photo</i>
Around the Town Attn: Journalist's Name 138 West Anapamu Street Santa Barbara, CA 93101	<i>Bimonthly -2 weeks ahead</i> <i>Send B & W Photo</i>	Santa Barbara News & Magazine Attn: Journalist's Name 518 State Street Santa Barbara, CA 93101	<i>Daily - 2 weeks ahead</i> <i>Send Color Photo</i>
Program Director KEYT Channel 3 730 Miramonte Drive Santa Barbara, CA 93101	<i>ASAP - Script</i> <i>60 s video/ Bullet Points</i>	Santa Barbara Chamber of Commerce Attn: Name 1 Santa Barbara Street Santa Barbara, CA 93101	<i>1 month ahead</i> <i>Flyers</i>
Kids' Passport to the Arts Attn: Journalist's Name 206 E. Victoria Street Santa Barbara, CA 93101	<i>Bimonthly -2 weeks ahead</i> <i>Send B & W Photo</i>	Santa Barbara Elementary & High School3 weeks ahead Attn: Name 12358 Veronica Springs Santa Barbara, CA 93105	<i>Flyers</i>
Kids Club - La Patera School Attn: Journalist's Name 555 N. La Patera Lane Goleta, CA 93117	<i>Monthly - 2 months ahead</i> <i>Send B & W Photo</i>	Santa Barbara Independent Attn: Journalist's Name 1221 State Street Santa Barbara, CA 93101	<i>Daily - 2 weeks ahead</i> <i>Send B & W Photo</i>

TICKET MASTER SHEET

Ticket #	<u>ALICE</u> "I Feel So Me Now!" Date Time: SEAT: Place: ADULTS / KIDS suggested donation \$ more or less! TICKET #	Ticket #	<u>ALICE</u> "I Feel So Me Now!" Date Time: SEAT: Place: ADULTS / KIDS suggested donation \$ more or less! TICKET #
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TICKET CONTROL ENVELOPE

Show: _____ **Production Dates:** _____

Ticket Prices: Adult _____ Child _____

TICKET SALES SUMMARY