

Your Logo At The Top (if you don't have a logo your company name)

What it is: **PRESS RELEASE**

FOR IMMEDIATE RELEASE (or state a date – EMBARGOED UNTIL...)

Headline – Something catchy and short that draws the reader in. Not just “My company puts on this show at that theatre” – make it interesting.

Opening paragraph - almost a repeat of your headline. Get straight in there and say what it's all about.

Remember the basics. **Who, What, When, Where, Why**

WHO: The company, **WHAT:** What the production is, **WHEN:** Dates, **WHERE:** Venue

WHY: This is where you can give more info about the show. Try and find an interesting angle to come from for example – this actor who has just been offered a place at drama school or in celebration of our 500th performance. Anything that will give you an extra angle of interest and moves it from being a listings release to a press release.

Include a minimum of one quote. Probably from your director. Something about the vision for the production, why you were inspired to stage it, a bit about your process, the work that's gone into it etc. Anything that makes it more interesting to read and will make people want to come and see it.

Human interest stories are always good, especially about amateur productions where people may know each other.

It's also absolutely fine to use quotes from past reviews as long as you credit which publication it came from.

If your company has won any relevant awards then also include this.

End the release with the basic listing info: **Show Title, Venue, Dates, Ticket purchasing info** and any web links you have.

At the end of the press release type **ENDS** so that the people reading it know it has finished.

Make sure you check spelling carefully – particularly names of people.

NOTES TO EDITORS:

Use this section for additional information you want to pass on such as contact details etc – for example:

For further information or interviews please contact:

Your Name:

Telephone Number:

Email address:

You can include links to websites and social media here as well.

Listings Information:

It's not uncommon to add another listings section as well so it's easy to extract

YOUR COMPANY present

SHOW NAME

Dates:

Times:

Age guidance: (if any)

Venue: FULL VENUE ADDRESS & POSTCODE

Tickets: ALL TICKET PRICES (Full and Concs)

Box Office: PHONE NO & WEB ADDRESS

Additional Company or Show Info:

Here you can include more details about the history of the company, how many members, how many previous productions, awards, etc. It can be useful for editors to fill in any gaps or pad out more detail.

(DATE: Month/Year)

Save it as a word doc which says what it actually is. For example: **Press Release – Show Title.doc**. DON'T send it as a PDF as it makes extracting the info much harder.

You can embed a basic image here (with a note saying a higher quality one is available). A lot of editors want to see the image immediately.

Images should be interesting to look at, show something about the show. Images with interesting lighting, set or props are brilliant. Should always include people. Posters won't get printed so don't include the poster image.

Images should be a minimum of 300pixels in quality and in JPEG format & labelled with exactly what they are. In the cover email you send include the description of the images. Who is in it, what characters they play, the production name and the name of the photographer.