

The Press Kit:

Your press kit can be as simple as a one-page press release (see pointers & sample below) and a good photo (labeled on the back, or on a CD, or website address where photos can be downloaded.) You can also include company bios, reviews of your work, and even additional story ideas (“hooks”) about your show or company that a reporter might be interested in covering (ie. this is your 20th fringe tour, or small children designed your costumes, or people have been protesting about your show across the country). If you are a web-savvy person, you can make an “electronic press kit” - a website where you have posted all of your press kit ingredients - and then you can send your web link to the media inviting them to have a look.

If you’re doing a press kit the old-fashioned way, put your press kit in a plain old 9”x11” envelope with a piece of cardboard in it so the photo/CD doesn’t get bent. You don’t need to spend lots of money on fancy presentation folders, and PLEEEZE don’t lovingly handcraft your press kit out of unusual found materials, food, or other humorous gimmicky “gifts,” like amusing varieties of candy: it will not sway the media to come and see your show, (although they will probably eat the candy.) Keep it simple and your press kit will look more professional.

Press Release Pointers : How to write an exciting and original press release:

USE A HOOK to catch the media’s attention. What makes your show special or different from the others? Consider what makes it unique .

YOUR FIRST PARAGRAPH should include the ‘must know’ points - a vibrant and exciting ‘hook’ and an overview of the **who, what, when, where and why** of your show.

KEEP IT SHORT - a press release needs to be clear and to the point (like a news article). Use short sentences and short paragraphs. Make it no more than one 8 1/2x11 page. Include in the body of the release a one-paragraph synopsis of the plot of your show or what it is about, and a short paragraph with biographical information on the key performers or team members. Mention high-profile events or productions they have done in the past, any awards won etc.

BE SELECTIVE - only include pertinent, attention-grabbing detail. Remember journalists read countless press releases every day and won’t necessarily have time to read every single word, so are likely to scan it for something that jumps out.

BE NEWSWORTHY - think about newsworthy links to current affairs/events for your production. Does your show include an actor who was in a TV show, film or high profile theatre production? Is the director an asylum seeker from Sudan, an artic explorer or an ex-con? Did the script-writer win any awards?

REVIEWS - if you’ve been touring and have rave reviews, you can send copies or “excerpt” the best lines (crediting the source) on a single separate page - or include one or two of the best lines in the body of your press release.

PROOF your press release for spelling and grammatical errors, then get someone

else to check it too, just to be sure! Mistakes on a release will make you look unprofessional.

VITAL STATS - include the name of your show, company, where you are from, the media contact person for your show and their phone number/email and where to get tickets.

SAMPLE PRESS RELEASE

Press Release - August 1, 2009
Victoria Fringe Theatre Festival 2009
& Diaspora Theatre Company
PRESENT:

Jamal Rahman's *Chai Wallah*

August 28 - Sept 4 @ Metro Studio (1411 Quadra at Johnson)

"Jamal Rahman's Chai Wallah is untouchable in its mastery." The Globe and Mail
Jamal Rahman was born in Calcutta, India and immigrated to Canada at age 16 without a penny to his name. ***Chai Wallah*** is his Siminovitch prize-winning show that highlights the struggles of India's Untouchable class. The opening night performance of this one-man show will coincide with International Human Rights Day on August 28.

Chai Wallah is the touching story of an eleven-year-old boy who is born into India's Untouchable class. When his mother begs a woman from a higher caste to give him a job with a tea seller on Calcutta's trains, the young boy begins his journey to adulthood.

The show's writer/performer, **Jamal Rahman**, 24, is a critically acclaimed new solo talent based in Ottawa, who has already been awarded the Pulitzer Prize and performed the show to sell-out crowds at the prestigious Festival Fest this year. In ***Chai Wallah*** his warmth and humour turn a heart-wrenching situation into a deeply affecting story of survival.

Andrew Camus is an Ottawa-based director and actor who has produced numerous Fringe-hit shows (*Rebirth, And Another Thing...*). He is also known for his appearances in Canadian TV series *Train 48*.

Chai Wallah is written/performed by Jamal Rahman, directed by Andrew Camus and is a Diaspora Theatre Company production.

"Rahman is superb in Chai Wallah...his script is direct and passionate, and his performance is spine-tinglingly alive and confident." Vancouver Sun
For media queries and to arrange previews or interviews, please contact Jamal Rahman (diasporatheatre2@gmail.com / 250 333-3333).

For high-res images, go <http://www.intrepidtheatre.com/fringe09gallery/index.htm>

Chai Wallah is part of the 23rd annual Victoria Fringe Theatre Festival
28 Aug 8pm, 30 Aug 7.30pm, 1 Sept 8.45pm, 2 Sept 8.45pm, 4 Sept 8pm
Metro Studio (1411 Quadra at Johnson)
Tickets \$9: (250)383-2663 www.intrepidtheatre.com

Postering

Victoria is notorious for being bylaw-happy. A strictly enforced set of bylaws was actually created BECAUSE of Intrepid Theatre's Fringe Festival. These are real laws, and if you break them, you will be fined.

1. No postering on phone or hydro poles or lamp-posts. (fine: \$100 per infraction)
2. No chalk or taped posters on the side walks. (fine: \$200 per infraction)
3. No posters on the outside of buildings (empty windows, construction hoardings, etc.) or any private property. (You guessed it - fines)
4. No adhesive posters or stickers, anywhere.

Contacting the Media

Contact, but don't pester, these media-types before your show, by sending them your press kit. There are notes about how they prefer to be contacted and what is interesting to them. If we haven't provided their phone #, it's because **they don't want you to call** (same with email) - our small number of arts reporters just get overwhelmed with the volume of shows. A good time to approach most of them with your press kit is around a month before your show. Earlier and your stuff will be buried under a pile, later and you'll miss out on possible opportunities.

Victoria is not a very big city, but we get great coverage and support from the small number of print and broadcast media outlets there are here.

Media Contacts

[MONDAY MAGAZINE](http://mondaymag.com) (mondaymag.com)
818 Broughton Street, Victoria, BC V8W 1E4
Editorial submissions: editorial@mondaymag.com,
Listings: calender@mondaymag.com
Phone: 250 382 6188

The Times Colonist (www.timescolonist.com)
2621 Douglas Street, Victoria, BC V8W 2N4
Event listings: listings@tc.canwest.com
News/story idea submissions: localnews@tc.canwest.com
Phone: 250-380-5211

VICTORIA NEWS (www.bclocalnews.com/vancouver_island.../victorianews)
818 Broughton, Victoria, BC V8W 1E4
Phone: 250-381-3484

A-CHANNEL (www.atv.ca/victoria/)
1420 Broad Street, Victoria BC V8W 2B1
Submissions: islandcontactus@atv.ca
Phone: 250 381-2484

CFAX RADIO (www.cfax1070.com)
1420 Broad St, Victoria BC V8W 2B1

Submissions: cfax@cfax1070.com
Phone: 250-386-1070

CBC Radio One (www.cbc.ca/ontheland/)
1025 Pandora, Victoria, BC V8V 3P6
Submissions: victoria@cbc.ca
Phone: (250) 360-2227

THE MARTLET, University of Victoria (www.martlet.ca)
Box 3035 SUB, Victoria BC V8W 3P3
Submissions: edit@martlet.ca
Phone: (250) 721-8361

CFUV 102 FM , Student Union Building, University of Victoria (cfuv.uvic.ca)
Victoria, BC V8W 3P3
Submissions: cfuvman@uvic.ca

Village 900 Radio, Camosun College (www.village900.ca)
3100 Foul Bay Road, Victoria, BC V8P 5J2
Phone: 250 370-3658

The Zone 91.3 (www.thezone.fm)
Top Floor, 2750 Quadra, Victoria
Event listings: zoneranger@TheZone.fm

Quick Links for Promoting Your Event

Free online events listings in and around Victoria

- ❖ [Harbour Living](http://harbourliving.ca) (harbourliving.ca)
- ❖ Monday Mag [online events](#):
http://mondaymag.com/calendar?cal_path=/events/add
- ❖ Live Victoria: <http://livevictoria.com/>
- ❖ SwankyAnts Free Event Listings:
http://www.swankyants.com/index.php?option=com_posting&task=add_posting&Itemid=7
- ❖ Left Coast Weekly - <http://www.leftcoastevents.org/#1>
- ❖ Downtown Business Association Website: www.downtownvictoria.ca
- ❖ Greatervictoria.com
- ❖ Hellobc.com
- ❖ www.gobc.ca

- ❖ Tourism Victoria - <http://www.tourismvictoria.com/Eventcalendar.aspx>
- ❖ Eventsbc.com
- ❖ Vancouverisland.com
- ❖ Metro Studio website listings (For Metro Events only)
www.metrostudiotheatre.com
- ❖ Dance Current - www.destinationdancedanse.ca (online submission, contact is Kate, listings editor - dc.listingseditor@gmail.com)
- ❖ www.seniors101.ca - seniors101@shaw.ca

Other online promotion

Facebook Events: don't know how to make one? Read this great tutorial:
<http://mashable.com/2009/10/14/facebook-events-guide/>

Posting/Printing

Metropol (www.imetropol.com)
(250) 384-POLE, INFO@IMETROPOL.COM