

## Show Public Relations

### Reports to: Producer and Vice President, Public Relations

The Public Relations person for each show shall strive to promote professionalism within the Company, and see that all public views of the Company are dignified. Scope: Generate all show-related publicity with the exception of paid ads.

Duties shall include:

1. Review duties and schedules with the Vice-President, Public Relations.
2. If appointed by the VPPR, coordinate the Photo Shoot.
2. Generate press releases, and distribute to the Arts Editors and Arts staff of each newspaper and to the Vice-President, Public Relations.
3. Follow up with a phone call to Arts Editors confirming receipt of information and its usability.
4. Discuss possibility of feature stories for that show with newspaper editor, and report back to the Vice-President, Public Relations.
5. Send publicity photos to newspapers **2-3 weeks** prior to opening.
6. Make pictures available for program and newsletter.
7. Develop opportunities for cast members/production staff to appear on radio and television.
8. Keep all publicity factual, attractive, and within guidelines set by the Vice President, Public Relations.

## NEWSLETTERS

ISSUE #1 - Article Deadline: July 16th, 2009 (Approximate Mailing Date: July 31, 2009)  
THE PAJAMA GAME Cast/Crew Announcement Article;  
JOSEPH Audition Article;  
President's notes.

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ISSUE #2 - Article Deadline: August 22nd, 2009 (Approximate Mailing Date: Sept. 2nd, 2009)  
PAJAMA GAME Opening Night Article;  
JOSEPH Audition Article (repeated);  
President's notes.

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ISSUE #3 - Article Deadline: October 5th, 2009 (Approximate Mailing Date: October 21st, 2009)  
JOSEPH Opening Night & Cast/Crew Announcement Article;  
SIDE BY SIDE Audition Article;  
President's NOTES

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ISSUE #4 - Article Deadline: December 2nd, 2009 (Approximate Mailing Date: December 18th, 2009)  
KISS ME KATE Audition Article;  
Membership Renewal Form inserted;  
President's notes

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ISSUE #5 - Article Deadline: January 7, 2010 (Approximate Mailing Date: January 21st, 2010)  
SIDE BY SIDE Opening Night & Cast/Crew Announcement Articles;  
President's notes

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ISSUE #6 - Article Deadline: February 26, 2010 (Approximate Mailing Date: March 14th, 2010)  
KISS ME KATE Opening Night & Cast/Crew  
Announcement Articles;  
President's notes

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ISSUE #7 - Article Deadline: April 29th, 2010 (Approximate Mailing Date: May 13th, 2010)  
President's notes

## PHOTO SHOOT

1. THE VPPR OR PHOTO SHOOT COORDINATOR IS IN CHARGE OF THE PHOTO SHOOT and/or WILL MAKE THE PHOTO SELECTIONS.
2. Photo shoot must be no less than 5 weeks before first show date.
3. No other photos may be taken when the photographer is there.
4. No person should stand behind the photographer during the shoot without permission.
5. Anyone not present will need the approval of VPPR to have a photo taken at another time.
6. PRIOR to the photo shoot:
  - a. Producer has to notify VPPR, in writing
    - i. who will have headshots or groups shots
    - ii. what order (in case someone needs to leave early)  
(VPPR has the photo book – no headshot will be taken less than 5 years.)
    - iii. The PR shots to be taken.
  - b. The VPPR or Photo Shoot Coordinator is responsible for sending out an email to the cast and crew for the guidelines.
7. No person will be in more than one photo that will be placed on the same board (may have one on production and one on cast).
8. Six to eight PR photos may be taken – only six (6) will be selected by VPPR.
9. No more than six (6) persons in a PR shot.
10. No more than 10 TOTAL photos on the cast board.
11. No others photos may be used on the photo boards without permission from the VPPR – the VPPR has the right to remove any photos not approved.
12. Any other photos not pre-approved by the VPPR must be paid by the show and will not come from the VPPR Budget.
13. The VPPR will send out the following information to the cast and crew prior to the photo shoot (please do not send out duplicate information):
  - a. No headshots will be done in theater make-up or costume (please do not overdo make-up).
  - b. These photos are in black and white - please wear generic clothing and jewelry – no logos or low cut tops as these photos are kept on file for five years.
  - c. Bring face powder - this in case the camera picks up shiny faces.
  - d. Notify the VPPR and the Producer if you are not able to make the photo shoot.
  - e. The VPPR will be making the photos selections, so do not email your choice. You will be given the link and password to order your own.
  - f. Be on time.

## PLAYBILL

The Playbill Editor is responsible for the approval of all information for the Playbill.

The Playbill Editor will email the bio sheets, with word limit, to the Producer before the first read through. The Producer will email the bio sheets to the cast and crew with a deadline date. Bios will appear in the Playbill by Cast and Crew names, combined alphabetically.

Six weeks prior to the show, the Playbill information will be provided by:

### 14. PRODUCER

- a. Cast List – this must be in a specific order, such as order of appearance or order of character importance, etc.
- b. Production List with Assisted by – this must be in the order approved by the VPPR
- c. Song Lists and/or Scenes
- d. Edited bios – with names EXACTLY as they appear in print  
NOTE: Any missing bio will not be added after the first printing unless they are a new person after the deadline.
- e. Special Thank You
- f. Names to be placed under Cast and Crew photo
- g. Musicians names
- h. Factoids (may be assigned to show PR)

### 15. DIRECTOR

- a. Director notes (optional) must be sent prior to printing (will not be added in proofing)

### 16. BUSINESS MANAGER

- a. Show titles, logos, any special contract information

### 17. VP AUDIENCE SERVICES

- a. Benefactors names and years

### 18. PRESIDENT

- a. President Notes

### 19. COMPANY SECRETARY

- a. Company Operations

## PROOFING

The proofing will be done by three (3) persons; the Playbill Editor, Producer and another VPPR designated person. The final proof notes must be approved by the Playbill Editor no less than two Mondays before final print.