

Created by Rochelle Fabb of Loud Mouth Productions  
Adapted by Linda Chiavaroli of L.A. County Arts Commission/Ford Theatres for Ford Winter  
Partnership Participants

**CREATIVE BRIEF:**

NAME OF THEATRE COMPANY and ARTISTIC DIRECTOR:

TITLE OF SHOW and NAME OF PLAYWRIGHT/COMPOSER/LYRICIST:

DIRECTOR OF SHOW and RELATIONSHIP TO THEATRE COMPANY

DISCIPLINE(S): Theater – any others?

CONCEPT OF SHOW (state in 25 words or less):

IMPORTANT POINTS ABOUT CREATIVE BACKGROUNDS OF ENSEMBLE,  
PLAYWRIGHT, DIRECTOR, DESIGNERS, CAST MEMBERS:

AWARDS, HONORS, DISTINCTIONS OF ABOVE:

What is the proposition to the press about your show? What are you trying to achieve  
creatively with the work? What is new and exciting about the project?

Why is it true? Back it up with objective sources – media coverage, grant awards,  
prizes, opinions of collaborators and presenters, etc.

What is the tone of work and does it match the look and feel of the promotional campaign?

What sets you apart from the other events going on around town at the same time or how are you similar? Know your competition. Identify related events for possible cross promotion.

Who is your target audience? Is there more than one for your event?  
(Examine each aspect of your production to determine this – content of play, background of playwright, director, cast, etc.)

What will the audience see? Hear? Experience? BE DESCRIPTIVE. Use resonant language that triggers images, emotions in the potential ticket buyer. Avoid overused words such as “unique” and “exciting.”

Position your work within your discipline historically. What artists or movements have influenced the work of the ensemble, the work of the playwright?

National angle (U.S. premiere? collaborators from other cities working on production, etc.):

Local angle (West Coast or L.A. premiere? L.A. an inspiration for the work?)

Cultural angle (is there a specific cultural tradition or traditions related to the play?):

Novelty angle:

Is the work topical? Any connections to current/world events?