

PRESS DEADLINES

Lucy Pollack serves as the publicist for the entire season and for each individual show. Lucy is responsible for working with each partner to create a press release, outreach to all media, coordination and prep for critics to attend individual performances, prep of all press kits, coordination with box office for critics to attend, follow-up with press to obtain clips and clip report & summary for each show. Below is a PR specific timeline and deadlines to track while working with Lucy.

If you have any PR related questions, please contact Lucy at lucy@lucypr.com or call (818) 887-1499.

TIMELINE

3-6 months prior to opening:

- Listing info (with photos if available) goes out for Long Lead Listings and Pitches:
 - American Theatre
 - Los Angeles Magazine
 - Stage Directions
 - Westways
 - Angleno
 - Travel Magazines
 - Sunset Magazine
 - Airline Magazines
 - etc.

7-8 weeks prior to opening:

- Write long press release with details
- Continue sending long-lead listings and photos:
 - Where / Performances
 - Life After 50
 - Family Magazines (if applicable)
 - Bi-weekly publications with long leads (Frontiers etc.)
 - etc.

5-6 weeks prior to opening:

- Final deadline for Graphic Image
- Distribute long press release & features story/interview pitches
- Listings go out to weeklies/dailies/internet sites/blogs
- Post to websites

3-4 weeks prior to opening:

- Follow up: features story/interview pitches

3 weeks prior to opening:

- Final deadline for early photos to distribute for possible advance placement (including info for captions: names of actors (L to R) and name of photographer)

2-3 weeks prior to opening:

- Continue follow up
- Distribute photos to weeklies and dailies for possible advance placement
- Press invitations go out
- Assemble press kits

1 week prior to opening:

- Follow up with review assignment editors & freelance reviewers
- Final deadline for any materials you would like me to include in the press kits - e.g. a writer's or director's note

2 days prior to opening:

- Final deadline for press photos to run with reviews (including info for captions: names of actors (L to R) and name of photographer)

Opening Day:

- Final press reservation list to box office
- Assign seats for reviewers
- Send out final photos to run with reviews

WHAT I NEED

What:

- Blurb
- Graphic image
- Photos
 - 300 dpi, 6" long on the longest side
 - horizontal & vertical choices
 - color only - no B&W photos
- Any relevant background materials (remember to share anything relevant you might be sharing with the director and/or cast that will help me put the play in a larger context - including historical documents, interviews, etc)

When:

- Rehearsal Schedule
- Preview dates
- Opening and closing dates
- Performance schedule

Who:

- Playwright / Director/Producer
- Cast
- Designers
- Contact sheet with phone numbers & e-mail addresses (please remember to include my info on the contact sheet - the actors should feel free to contact me with ideas or media contacts they may have)
- Bios
- Alumni info - any info about local colleges or universities attended including community colleges
- Addresses/neighborhoods - it helps me to know where members of the team live so that I can pitch local, community papers

Where:

- Venue address including zip code
- Cross Streets

How:

- Phone number and website for tickets

Ticket prices:

- Previews
- Opening Night
- Performances
- Pay-what-you-can performances

Other things that I need:

- **Rehearsal schedule and locations**
- **Advance notice whenever an understudy will be going on** (so that I do not schedule press at those performances)
- **Immediate notification when a performance is sold out**
- In general, please add my e-mail address to your address book and **cc me on any emails that go out to the team** so that I am in the loop - it is easy to forget me and important information that I need will fall between the cracks. I would rather get too much info that does not apply to me - that is what my delete button is for - than miss something crucial because I am not on your radar.