



ARTISTS PARTNERSHIP PROGRAM PUBLIC RELATIONS & PRESS COMP POLICY

WHY SHOULD I HIRE A PUBLICIST?

The Ford Theatres strongly recommends that all APP producers hire a publicist. Your publicist is an essential part of your team. Following are a few of the ways a publicist assists your show:

- Finding newsworthy angles and fresh ways to talk about your show
- Writing and sending out a press release in the style and format journalists prefer
- Leveraging existing relationships with local arts and culture journalists and editors to get coverage of your show
- Listing your show on event listing calendars
- Helping you strategize ways to find new audiences beyond your community

FORD PRESS REQUIREMENTS

Regardless of whether or not you hire a publicist, the following requirements must be met:

PRESS RELEASE: Producers must write and send to Ford Theatres' communications staff a press release about their event by the date detailed in the **Deadlines Keyed to Your Event** document found under the Deadlines section of the [Artist Workbook](#). The press release must be approved by Ford staff, must use the [Ford's boilerplate](#), which credits the County of Los Angeles and includes standard Ford ticket and venue information.

PRESS CONTACT: Producers must assign a press contact, either someone on staff or a publicist. **Press contact information must be given to Ford communications staff no later than February 28.** Contact information for the press contact should be listed on the press release.

PRESS INQUIRIES & COMP FORM: Producer's press contact must handle press inquiries. Press Comps will be included on the Comp List and should be submitted at least 48 hours prior to the event. The Comp List can be found in the Box Office section of the [Artist Workbook](#). It is the second tab at the bottom of the [Venue Access & Comp List Template](#).

MEDIA HOLDS: As outlined in your Agreement, the Ford holds 20 seats for each event for use by press. Please see the [Seating Map - County & Media Holds](#) in the Box Office section of the [Artist Workbook](#) for seating details. Press seat locations are set by the Box Office. If you wish to block off particular seats for press, please contact the Box Office in advance, or have your publicist do so. If you have no press attending your event, let the Box Office know to release those seats for sale. The Ford does not use any media holds unless permission is granted from the producer.

PRESS PARKING: All press receive complimentary stacked parking. No more than five parking spaces are reserved for press in the Ford's non-stacked parking area. Non-stacked parking should only be used for VIP press, such a TV crew who are there to shoot the first 20 minutes of the show to air on

that evening's news broadcast or an *LA Times* reviewer. When you fill out the [Comp List](#), indicate those members of the press who should get non-stacked parking in the Notes section.

DAY OF SHOW: Producer's publicist/press contact must be present at the event to greet press in attendance. Your publicist can check in and greet members of the press attending your event by standing near the Box Office. We recommend that your press representative be at the Ford two hours before the start of your show and have press kits and copies of your printed program to hand out to press. Your publicist/press contact must escort photographers and video crews to designated areas within the theatre from where they may shoot and is responsible for making sure they are aware of and follow the Ford's [Photo & Video Policy](#).

OTHER:

- Producers are responsible for sending out their press release to local press outlets. Upon request, the Ford's communications staff can provide press contact lists, broken down by discipline, cultural affiliation or type of media outlet.
- Producers are responsible for calendar event listings of their show, both online and in print media.