



## Appendix B Content Suggestions and Guidelines for Clients

An important feature of Theatre Wire is to communicate with people through an informative, entertaining newsletter and social media. This will create a greater presence and awareness for your production and company, as well as for Vancouver's independent theatre scene.

This kind of campaign requires more content than a typical marketing campaign. But fear not, you are in possession of most of the content already or it is close at hand. The rest just takes some creative thinking and a little time.

To help you, we have created a "menu" of ideas. Not every idea will work for you, so choose those that you like and feel free to invent others. **Please select a minimum of two newsletter features and two social media items to highlight.**

When collecting information, keep these words in mind: **interesting, unexpected, surprising, unknown, new, quirky, different, original, captivating, and unusual.** In other words, we are not looking for the typical play description and press release.

Please send us the raw information. Do not spend time formatting and fine-tuning. We will prepare your materials.

Remember, the more information you provide, the more we can communicate to the public.

**Please start sending information 6 to 8 weeks in advance of your opening night,** and continue to send information leading up to and throughout your performances.

Thanks for your support! We are looking forward to working with you.

### **Potential Newsletter Content:**

**Please send us a minimum of two of the following pieces for inclusion in a Theatre Wire newsletter. Additional material will be shared on social media to help promote your show.**

- Producer/Director Q&A (see **Addendum A**)
- Actor Q&A (see **Addendum B**)
- Produce short, fun, entertaining video (using your phone) (aim for 2-5 minutes in length) to show the audience glimpses of your work. Full production and editing are not necessary. Simply introduce yourself, your show, and say what the viewer will see. If you are filming people, make sure they speak to the camera. Ask them questions. Here are some suggestions on what to shoot:
  - First day of rehearsal
  - Arriving at the theatre
  - Costume fittings / shopping for costumes
  - Actors on break
  - Set building



- Rehearsals
  - Applying make-up
  - Load-in and set-up; crew at work
  - Dressing rooms
  - Preparing set pieces
  - Spiking the deck
  - Your own ideas!
- Photo essay: submit a series of photos documenting the creation of your show. Include photos from auditions, rehearsals, prop and set design, costume design, group photos etc. Make sure to include a caption explaining each photo and tell us the name of the photographer(s).
  - If costumes/lighting/props/choreography etc are particularly important to your show, interview the designer showing and explaining the choices they made and why (aim for 2-5 minutes in length for a video, or include photos if the interview is written out). Suggested questions:
    - Introduce yourself and tell us about your experience in your field.
    - Tell us about the design choices you made and why you made them.
    - How do your design elements add to the story?
    - Would this show work if they were done on a bare stage without any of your design elements? Would it be dramatically different?
    - What was the biggest challenge of putting your design together?
    - How much time were you able to spend with the script and/or director before starting to design? How much input did they have?
  - Interview with the playwright (particularly if this is a new work). See **Addendum C** for questions.
  - Outtakes: either as a video, series of photos, or an anecdote.
  - Submit any media reviews/previews that are particularly good.
  - 5 Reasons Why You Need to See this Play.
  - 10 Things You Need To Know About [Our Theatre Company].
  - 3 Reasons Why You Will Regret Missing Our Production.
  - 3 Reasons You Should Buy Tickets Right Now.

**Potential Social Media Content:**

**Please send us a 3-5 of the following pieces for inclusion in Theatre Wire's social media channels to help promote your show.**

- Many of the pieces in the newsletter section above can double as social media content, particularly videos and photo essays
- 30 second videos, create questions that 2 people can "speed ask" each other.
- Fill in the questionnaire (**Addendum D**) for us to share your company/show's facts
- 5-10 pre-written tweets about your show



### **Addendum A: Producer/Director Q&A**

**Please answer as many questions as you can. Theatre Wire staff will edit answers for length and will select the most interesting responses for inclusion in the newsletter.**

What inspired you to do this play?

What can audiences expect from a performance?

What things do you want your performances to prompt people to think about?

What is something that people don't know about your show that they should?

What are you most looking forward to about the performances?

Did you come to the first rehearsal with a clear idea of what you wanted to see and hear, or has the rehearsal process been one of discovery?

As a director, how involved are you in guiding the interpretation and creation of a character?

Were there any moments in the creation or rehearsal of this piece when you thought you might not make it through?

What has been most challenging as a director/producer?

Does your team have any rehearsal or performance rituals?

Are there any behind-the-scenes stories you can tell us?

Why does Vancouver need this play now?

What's most misunderstood about your role as director/producer?

Why do you make theatre?

Do you have a dream play you want to direct?

What was the last play you saw in Vancouver? What did you like about it?

What does Vancouver's theatre scene need?

What is your next project and why are you excited about it?

Is there anything else you'd like to add about this show or yourself?



### **Addendum B: Actor Q&A**

**Please answer as many questions as you can. Theatre Wire staff will edit answers for length and will select the most interesting responses for inclusion in the newsletter.**

Please include a short bio of your career as an actor (like a program guide bio):

What drew you to this play and role?

How did you prepare to play your character?

What has been challenging about learning this role?

Did you come to the first rehearsal with your character fully developed, or is character development part of the rehearsal process?

How has the rehearsal process influenced your original conception of your character?

Does your acting and character change when you first move into the performance space?

How do the other actors and their characters influence your work?

How much does the director influence your work and interpretation?

Are there any behind-the-scenes stories you can share with us?

Can you give us a sneak peak of what audiences will expect?

What are some of your most memorable past roles and productions? (Why?)

Do you have a dream role you want to act in?

What's the most misunderstood aspect of an actor's job, in your opinion?

Is there anything else you'd like to add about this show or yourself?



### **Addendum C: Playwright Q&A**

**Please answer as many questions as you can. Theatre Wire staff will edit answers for length and will select the most interesting responses for inclusion in the newsletter.**

Please include a short bio of your career as a playwright (like a program guide bio):

Tell us about your script. What's the gist of the story?

What inspired you to write this show?

Is the story based in a true event? If so, what did you need to do to reshape the story into the guise of a play?

Did you conduct any research in order to write this play? Tell us about what you researched and how (newspaper articles, interviews, watching documentaries?).

Do you read your script aloud while editing to ensure that it sounds like people actually speaking?

How difficult is it to hand over your script to directors and actors? Have you ever been shocked or surprised by someone's interpretation?

What's the best thing about being a playwright? What's the worst?

Which other playwrights or writers inspire you?

Is there anything else you'd like to add about this show or yourself?



### **Addendum D: Fun and Interesting Facts**

**(About your company, director, and actors)**

**Please answer as many questions as you can. Theatre Wire staff will select the most interesting responses for inclusion on social media. Please be brief as these are primarily for Twitter.**

Birth dates:

Awards

Places lived

Favourite movie/TV program

Favourite gadget

Favourite quote

Favourite actor

Worst job ever had

First acting/directing job

Favourite off-time activity

Favourite book/play

Favourite line from your play

Schools and classmates

Personal philosophy

Greatest moment

Something I would rather forget

Can you think of other ideas?