

Appendix B: Content Suggestions and Guidelines for Clients

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

This is not your typical marketing campaign. Forget the typical play description and press release—we want content that keeps these words in mind: **surprising, unknown, quirky, captivating, and unusual.**

But don't worry—you already have most of the content on hand! With a little creative thinking, your marketing materials will be ready to go in no time. To help you, we have created a "menu" of ideas. Feel free to choose those that you like and invent others.

Please select a minimum of two newsletter features and two social media items to highlight. Send us the raw information. We will prepare your materials, so don't worry about formatting and fine-tuning. Remember, the more information you give, the more we can communicate to the public.

We will send you personalized deadlines for newsletter content based on your show schedule, but please start preparing information 6 to 8 weeks in advance of your opening night, and continue to send materials leading up to and throughout your performances.

Thanks! We look 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/Actor/Playwright (particularly if this is a new work) Q&A:

RAES GALVERT: PLAYING AN AUTHENTIC CHARACTER

By admin | March 23, 2017

Sometimes actors choose a script out of love, sometimes out of necessity, and sometimes they write a script that is deeply personal.

REDPATCH is a stunning new play that makes its Canadian premiere on the anniversary of Vimy Ridge and features the work of Raes Galvert, a local actor, producer, and writer. **REDPATCH** tells the story of a Métis soldier who fought for Canada in the First World War. This is a personal story and role for Raes, whose grandfather fought in WWII and in part inspired the work, as well as Raes' portrayal of the lead character.

In this Q&A, Raes gives insight into his process and the unique challenges of taking on the role, as well as Raes' portrayal of the lead character.



Click to see co-writers Raes Galvert and Sean Henon. Oliver talk about the evolution of REDPATCH.

VULNERABILITY AND THE GLASS EYE

By admin | April 4, 2018

You may recognize **Stephanie Adams-Robert** as one-half of 2017 **Prizze** hit, **Shovel and Pick**, or as one-half of **The Jodie Cantor**, but Stephanie isn't just one-half. Her solo show **Blindside** has toured Fringes across Canada and the USA, winning the awards for Most Outstanding Productions at the **London Fringe** and Outstanding Original Work at the **Ontario Fringe**. **Blindside** will be on Vancouver April 28 to 30 before heading to another summer tour. We asked Stephanie to tell us a little more about what to expect from **Blindside**.

Theatre Wire: Describe your show in five words.
Stephanie Adams-Robert: Personal, intimate, charming, hilarious and just a little spine.

Okay now that we're intrigued... what's the longer description?
We all have a little kid inside of us that just wants to be held, but we often create a wall to protect ourselves from being vulnerable and have ourselves to deal with it as a completely different way. **Blindside** starts off with my 7-year-old self having to change schools in the middle of the third grade, one of my most frightening experiences ever. I didn't tell anyone that I had a glass eye because I was ashamed and insecure. Insecure about something that seemed impossible to change. Until my glass eye started to have a mind of its own by often falling out during the most susceptible and embarrassing moments. Until I discovered that having a glass eye was more like having an unattractive super power against all bullies and child-hating teachers. Until I started digging and digging deeper into my childhood memories and put together this show. Until now.



"I discovered that having a glass eye was more like having an unattractive super power against all bullies and child-hating teachers."

- Other examples: [Complex Women](#), [Razor: Validating the Grittiness](#), [After 10 Years, We're Still Left Asking Why](#), [A New Spotlight on the Sylvia Hotel](#)

- Using your phone, film a **2-5 minute video** that's fun and entertaining 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.

GRIEVING RITES AND THINGS

By admin | April 3, 2019

Dead People's Things opens on April 17 at **Studio 16** and runs through May 5. **Zee Zee Theatre's** team are currently in rehearsal for the play that **Dave Deveau** has been working on for seven years. Inspired by his Aunt and the house he's currently living in, the show is immensely personal.

In this short video, Dave takes us into the rehearsal room and shares a unique aspect of the process. He told us:



SOUL SAMURAI IS KILL BILL MEETS THE VAMPIRE APOCALYPSE

Director / Producer / Movement and Fight Choreographer / Actor **Nathania Bernabe** backs that up, saying,

Team work makes the dream work. This show has many moving parts apart from the movement and stage combat. We have **Black Dufolemmytha** doing the film production and direction. **Chad Cuthbertson** is animating a seven minute scene from the play. On top of creating all the fight choreography with my fight partner and producer, Jackie, I am directing the overall piece, where the film segments and animation fit, and how the movement weaves within the story. But being a main character in the show, we needed an overall outside eye while doing scene work, we are very lucky to have **Mayumi Yoshida** on board as a co-director with her main focus being the acting direction.



- Other examples: [Visiting Sophie-Carmen Eckhardt-Gramatté's Grave](#). Other 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, outtakes.

- 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).

A THEATRE BABY AND AN ACTUAL BABY FOR ZEE ZEE

By admin | January 30, 2018

This Vancouver's season, *Zee Zee Theatre* (aka Carmen Mackenzie and Dave Dornick), are bringing their critically acclaimed show, *My Funny Valentine*, back to Vancouver, February 7 through 18. But before they do, the show is on in Toronto (it opens tonight) with *Buddies in Bad Times Theatre*. Check out these photos from their rehearsal process as well as the creative team leaving Vancouver.



Actor Connor Wolfe performs multiple characters in *My Funny Valentine*.

THE MR. BURNS LOBBY PROJECT

By admin | April 4, 2018

When you walk into Festival House, home of *Studio 1108*, during the run of *Mr. Burns: A Post-Electric Play* (on now through April 23), you'll notice that this isn't the usual way the theatre is decorated.

The Mr. Burns Lobby Project is an installation facilitated by local artists *Shelly Clarke* and *Sara Taylor*, as well as *Mr. Burns* director *Shelley Robinson*. The lobby project is an extension of the post-electric world of *Mr. Burns*, and is designed by youth artists *Trouny Davies* and *Alexandra Hughes*.

The project was made possible by the donation of space from the *Actis (Utsalco Visual Arts Department)* and funding from the *BC Arts Council*. Take a look at a few of the installations here.



- Other examples: [Photos From Frankenstein, 1945](#), [Masks Made for Falling Awake](#), [A Swiss Army Knife of Different Skillsets](#), [Falling Awake Opens Next Week and We're Thankful!](#)

- Listicles** related to your show:

REASONS TO SEE OR NOT SEE BUTT KAPINSKI

By admin | October 20, 2016



Butt may look mysterious, but Butt's expecting you to be part of the next film noir mystery. Photo by Michaela Bodovic.

Butt Kapinski is coming back to Vancouver with *Butt Kapinski: Dick on The Loose* November 3-5. Maybe you've seen Butt before, and maybe you haven't, either way, Butt wants to see you.

(as written by *Deanna Flyeaker*, Butt's alter ego)

2 reasons to see Butt Kapinski: Dick On The Loose if you have already seen Butt Kapinski.

- 1) IT'S A NEW MYSTERY! You've seen Butt crack some pretty tough cases, but this journey into the dark heart of Vancouver's satanic subculture will leave you higher than goofballs or boogie-woogie.
- 2) Butt's sophomore attempt at crafting a film noir is even more problematic than the first. Expect the kind of is-it-a-comedy-or-is-it-a-sociology-experiment awkwardness you only feel at a Butt show!

2 reasons to see Butt Kapinski: Dick On The Loose if you have never seen Butt Kapinski.

- 1) It's the right time of year: to challenge your notions of how you define

6 TIPS FOR MAKING A PLAY IN 48 HOURS

By admin | February 6, 2010

By Ryan Gladstone

On February 6, a theatrical event is taking place. 48 hours beforehand, *seven theatre companies* will be given an inspiration package. You are invited to bear witness to the limits of creativity, to the power of human ingenuity—and come see what they come up with at *Theatre Under the Gun (TUG)*.

I've been involved in *Theatre Under the Gun* and similar events as an artist, performer, writer, producer, and host, and I promise the experience is always unique, always entertaining, and always surprising. Part of the joy is learning the process the groups go through to give birth to these pieces.

But before you see the show, put yourself inside the mind of one of these brave artists. They are consulting to create a piece of art, without knowing anything about it, the tools they'll work with, and sometimes without even knowing the artists they'll be creating with. To give you insight into what obstacles they face, I wrote these six tips for making a play in 48 hours.



Theatre Under the Gun hosts Ryan (left) and Jon Gladstone participating during a quiet moment of Theatre Under the Gun.

- Other examples: [10 Things You Need to Know About Zee Zee Theatre and Ruby Slippers Theatre](#), [21 Discoveries About Being a Woman in Mid-Life](#), [5 Things You Might Not Know About Alley Theatre](#)

- Show trailer:**

EXTREME CANADIANA!

By admin | May 18, 2017

The Canada Show opens in just over a week! Do you have your tickets yet?

The show's been around since 2001 when *Monster Theatre* first premiered it at Shakespeare in the Park in Calgary, followed by a multi-Fringe Festival tour. Since then, *The Canada Show* has grown and changed, but at its heart, it's still a hilarious take on our country's history.



The Canada Show is about three singing historians who each are fighting to tell their own version of Canada's history. Carly Pokoradi is the francophone character, always focusing on the ways in which French Canadians have been mistreated, Alex Gullason is fighting for representation of women throughout our past, and Frankie Cottrell is the Aboriginal representative struggling to get the story of Canada's First People told as well as trying to keep the whole show together.

VIEW THE TRAILER FOR ITSAZOO'S WET

By admin | April 18, 2018

Written by *David James Brock* and presented in ITSAZOO's trademark immersive style, *Wet* is a provocative examination of poverty, mental illness, and the military industrial complex.

Check out the *chilling trailer*, shot, edited, and co-directed by *Peter Carlone* and ITSAZOO's Co-Artistic Producer, *Sebastian Archibald*.

Wet is on May 8-27 at the *Russian Hall*, located at 600 Campbell Avenue. *Buy tickets now*, or purchase tickets to this show and two more and your tickets are automatically discounted to *Subscription rates!* Check out all the shows that are *part of the Subscription here*.



- Other examples: [Butt Kapinski On Now!](#), [Soul Samurai is Kill Bill Meets the Apocalypse](#)

- **Producer/Director/Cast notes**

WOMEN'S TRUE TALES ADD AUTHENTIC TEXTURE TO NEW SYLVIA HOTEL MUSICAL

By admin | November 2, 2017

by Joyce Gordon and Adam Abrams

Two *Wives* from the *Sylvia* has been a big hit at our box office, with its opening night performance selling out within a matter of days. The musical story about the Goldenstein family, who built Vancouver's iconic *Sylvia Hotel*, is opening next week. And so we have the stories of two women to share—one whose great aunt was “the” Sylvia herself, and the other who spent 35 years working with Sylvia’s family.



Marsha Abrams shows Adrah Soudack, who portrays Adrah in the play, her collection of family photos. Photo by Adam Abrams

A chance conversation with Sylvia’s great niece, Marsha Abowitz, was the spark that birthed the musical about Sylvia and the hotel. She’s shared her family’s story about the hotel’s 1912 origins and about Sylvia herself. For example, Marsha shared the story of how the young Sylvia learned to swim from Joe Frieser, Vancouver’s first official Stepanit. Marsha has remained involved with the production. The actors portraying Sylvia and Abraham, Adrah Soudack and Adam Abrams, visited her at her home where she presented them with her collection of family photos and artifacts. One item from her collection—a monogrammed, silver hairbrush owned by Sylvia will be used in the show!

EXCITEMENT FOR FRANKENSTEIN, 1945

By admin | October 20, 2016

Frankenstein, 1945 a dark tale featuring classic and historical monsters, opens on October 24 and the actors and artists involved are getting excited. Here’s what they’re looking forward to.

“Historical loathsome! And retelling historical narratives in ways that pass the *Bechdel* test and include female characters with agency” — *Anais West (Professor Mathilde Malik)*

“World War II is a fascinating and mysterious point in history to study, and mixing that with the story of *Frankenstein* makes it that much better!” — *Ryan Scramstad (Officer Mueller)*

“I’ve never done a show with monsters in it!” — *Munish Sharma (Detective Walton)*

“This show excites me because as an artist I get to not only explore a true classic, but I get to play an empowered, badass woman set in a time period that many women were being oppressed. We often only really hear one side of Germany in the 1940s and having the opportunity to explore further what it was like for German citizens during and after the war feels like a real gift!” — *Madeilyn Osborne (Elizabeth)*

“I’m thrilled to be playing a strong female character as we go back



Part of the film noir style, and a part of *Frankenstein, 1945* is voice-over narration. Recently the artists behind the show hit the studio with sound designers C.J. McCallum to record actors Munish Sharma, Madeilyn Osborne, and Greg Parkinson for the production with director Moby Mumbert.

- Other examples: [Why Wet?](#), [The History of a History Show](#)

- **Any media reviews/previews that are particularly good:**

THE HOW AND THE WHY: REVIEWS AND PREVIEWS

By admin | November 15, 2018

Aenigma Theatre's The How and the Why is on now through November 17 and the media coverage is rolling in. Read the previews and reviews of the show, and don't forget to buy your tickets now. There are only four performances left, and you don't want to miss this thought-provoking play about science, family, and the difficult choices that women face.

Previews:

“According to director Tanya Mathivanan though, it is much more than a simple intellectual debate about menstruation. It’s about what it’s like to be a woman, a working woman in a male dominated field such as science,” she says. — *Vancouver Presents*



Brownies Smith plays Evolutionary Biologist Zaida Kahn in *Aenigma Theatre's The How and the Why*. Photo by Javier Sotres.

PREVIEWS AND REVIEWS OF HIR

By admin | November 28, 2018

Have you seen *Hir* Theatre’s production of *Hir by Tziporah Marj* yet? No? This drama about a dysfunctional family is running until December 8 and the media coverage is pouring in. Have a look at *Hir*’s previews and reviews and find out why this play is not one to miss. Don’t forget to get your tickets and watch what the critics are raving about.

Previews:

“Richard Wolfe said that finding the right actors to perform in *Hir* took a national audition process to get right. These were submissions from across the country, but [director] Fowle just “had something” that the director felt was right for the role.” — *Vancouver Sun*

“There is an lecture on gender identity. Instead, as characters express the messy and complicated parts of themselves, the audience bears witness to the many ways gender can be expressed and experienced.” — *GO! Mag*

Reviews:



Critics are raving about *Hir*, William Shakespeare in *Hir* Theatre’s production of *Hir*.

- Other examples: [Now Open: Three Stories Up](#), [Buzzing Around Green Lake](#), [Previews of The City and The City](#), [Chills and All](#), [Previews and Reviews of Hir](#)

Potential Social Media Content:

Please send us 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
- Fun facts about your company/show
- 5-10 pre-written tweets about your show

For sample interview questions and other ideas for social media content, please contact Angie Descalzi at angie@vancouverfringe.com.