



PUBLICITY FOR THE 2010 SEASON

Issued at Producer/Director Meeting on 10-03-09

Lucien C. Jervis, Media Director

CONTACT INFORMATION:

If you have questions – here’s how to reach me:

Telephone Numbers:

Work #: 310/954-3014 (w/voicemail)
Work Cell #: 310/909-3745 (w/voicemail)
Home #: 805/498-8808 (w/answering machine.)
Personal Cell #: 805/660-1895 (w/voicemail)

E-Mail Addresses:

Work E-Mail - lucien.jervis@teampcs.com
Home E-mail - gondola9@msn.com

Submission of Information: ♥

It’s preferable that your information
be sent in a MS Word file via e-mail.

Submission of Photo Prints: ♥♥

Please, drop them off at my home.
24 Cindy Avenue
Newbury Park, CA 91320

♥PLEASE, do not go to the trouble of *preparing* special announcements and
making tons of copies.

THAT’S MY JOB!!!!

All I need from you is one clean, legible, copy of the information I’ve asked for.
It would be a tremendous help if the information you prepare could be sent via
e-mail so that I can “cut and paste” it into the special publicity notices I have pre-
prepared for your show without having to “re-type” everything.

Information for AUDITION NOTICES: (FYI – Backstage West charges \$20.00 for every 25 words!)

- Name of the Production
- Produced by Special Arrangement with which Royalty House (or author)
- Character’s Names
 - Gender [male or female]
 - Age Range
 - Personality Characteristics [i.e., lady’s man, aggressive, mousey, femme fatale, etc.]
 - Occupation [i.e., maid, lawyer, congressman, etc.]
 - Special Qualifications [i.e., must sing soprano, must be able to tap dance, etc.]
 - Special Audition Req. [bring sheet music in your key, wear dance attire, bring a prepared monologue, etc.]
- Audition Dates and Times
- Audition Location [if other than at the theatre]
- Rehearsal Schedule
- Performance Schedule [don’t forget matinees]
- Plot Summary AND any other Promotional Information you want to include
- Contact Name AND Telephone Number for auditionees to call if they have questions [usually the Producer].



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Information Needed for PRESS RELEASES and PHOTOS:

- Name of the Production
- Produced by Special Arrangement with which Royalty House (or author)
- Each Cast Member's Name and the Character they portray (please be sure to submit the correct spelling of each name).
- Each Crew Member's Name and their Crew function (please be sure to submit the correct spelling of each name).
- Performance Dates & Times [Don't forget to mention matinees!]
- Plot Summary AND any other Promotional Information you want to include
[Generally what you submit to the HARLEQUIN Newsletter is just fine for me too.]

DIGITAL PHOTOS ARE PREFERABLE - REMEMBER:

Please send your digital photos to me via email (JPEG files ONLY). You must include an explanation of each picture in the email like the example below:

Cinderella Pic # 1 - L-R Tori Glasner (Cinderella, Bennie Glasner (Elroy); Ashley Baker (Ludmilla); Tyler Johnson (Melvin); Riley Olsen (Orvil) and Conner Velarde as Prince Bryan

♥♥ IF YOU WISH TO SUBMIT ACTUAL PRINT PHOTOGRAPHS

(This is always nice too):

PLEASE submit ONLY true "prints" reproduced from photo negatives [3" x 5" color prints are fine].

Photographs need to be labeled with the character's & actor's names. **Please**, do NOT use post-its or Scotch taped paper strips to accomplish this task. Use an actual "label", with typed information, so the media can "read" the names. Other methods tend to result in the information getting separated from the photo, thereby making it useless to the media. Hence, a wasted picture and no photo publicity for your show! Thanks!!!

REGARDLESS OF THE PHOTO FORMAT YOU CHOOSE:

Try to send a VARIETY of pictures. Publications do not like to use the same picture another publication has used. If possible they will publish more than one photo if I send them a variety.

Directors/Producers/Cast & Crew –
May your auditions and productions go fantastically!

Break a leg –
Lucien