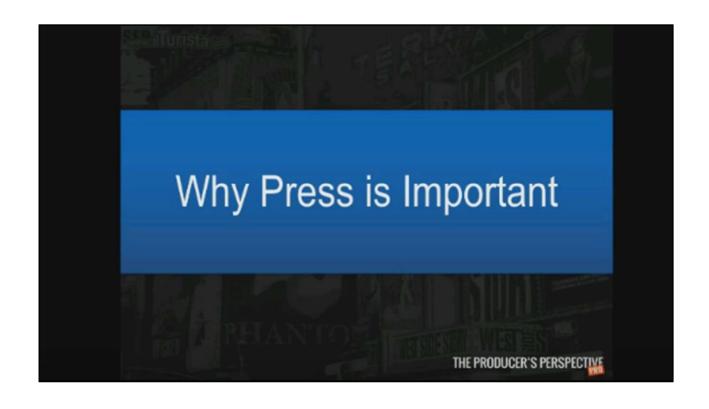




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#### Agenda Why Press is Important Your #1 Goal When Getting Press for Your Project Is All Press Good Press? What a Press Agent Does, and What They Do NOT Do. How I Come Up With Front Page Press Stories: CASE STUDIES THE PRODUCER'S PERSPECTIVE

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### Three Reasons Why Press is Better Than Advertising 1. Press is more in depth. 2. Press has more qualified buyers. 3. Press is social proof.

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# Your goal should be to get a story about your show in anything other than the theater section.

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# My Press Question: What story would interest my friends from high school who live in Oklahoma and don't even like the theater?

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### The Job of a Press Agent 1. Develop communication strategy 2. Pitch stories 3. Invite reviewers

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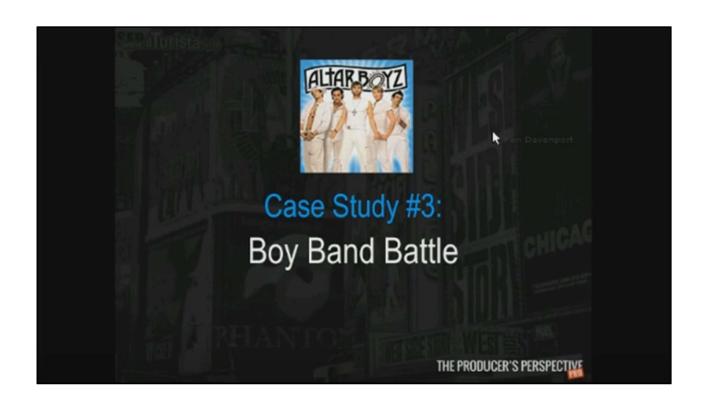
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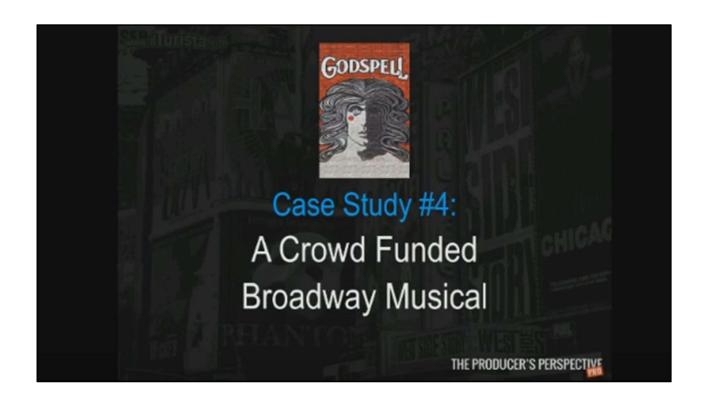
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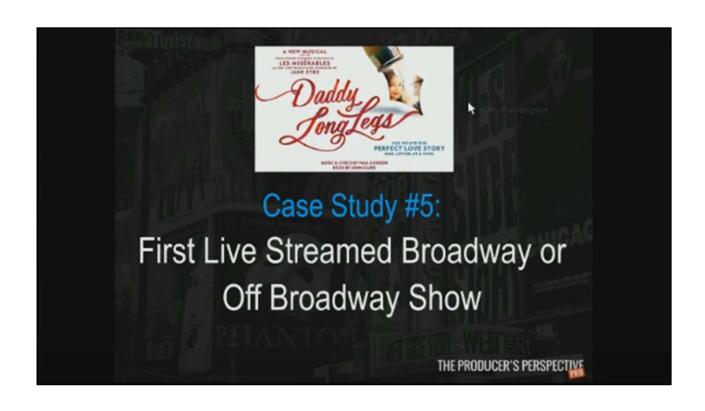
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To get press,	
be the first to do something.	
THE PRODUCER'S PERSPECTIVE	

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