



2011 SCHOOL VISIT PROGRAM PUBLICITY GUIDELINES FOR TEACHERS/ORGANIZERS

Many of you have asked for guidance in publicizing your School Visit Program assemblies and performances. With that in mind, we have compiled some suggestions and materials for you.

- We suggest that you take advantage of your school public address system and make an announcement each morning regarding the upcoming event(s). Make sure this information is announced at any school board and/or PTA meetings prior to the visit.
- Below you will find a sample press release for your use. Just print this information onto your school letterhead and insert the specific days and times of your event(s). **Don't forget to include a contact name and phone number.**
- Your local newspaper may be interested in doing a feature story about the visit. This is a great way to publicize your event(s) ahead of time. Call the managing editor to see whom you should pitch the story to (education, arts or community reporter), then send the press release to him/her **at least two weeks in advance of the visit.** A few days later follow up with a phone call to make sure he/she received the release.
- For publicity after your event(s), invite the paper to attend and print a story afterwards with photos. This will help promote interest in future school visits.
- Send the press release to the assignment editor at your local television stations, once again **at least two weeks in advance.** Make sure to call in advance to get the editor's name and make your follow-up call a few days later. Suggest sending a reporter to interview you and your students for a preview story.
- For publicity the day of and/or after your event(s), invite the reporter to videotape the assembly/performance (see attached rules for filming and videotaping) and run a story that night on the late news.
- We have also enclosed a sample public service announcement for your use. Print it on your letterhead and send to the public service director at your local television and radio stations. They will most likely run several announcements as part of their "community calendar."

(over)

- Don't forget to talk to your school newspaper about running a story about the program.
- If you have booked an evening performance, create a flier to send home with your students to let parents know about the upcoming event.
- Ask school clubs and societies to sell tickets for the evening performance to their families and friends. You can offer a prize to the club that sells the most tickets (i.e. free tickets to the evening performance).

We hope you will find these suggestions helpful. If you have any questions, please feel free to contact Outreach Programs Manager Katherine Gosnell at (541) 482-2111, ext. 244.

Date _____

FOR IMMEDIATE RELEASE

Contact: (Your Name and Phone)

OREGON SHAKESPEARE FESTIVAL ACTORS TO VISIT LOCAL SCHOOLS

(Your school or organization name here): _____

will host a pair of actors from the Oregon Shakespeare Festival on *(our visit date here):* _____

_____. In addition to interactive workshops the actors, _____
_____ and _____, will perform excerpts from Shakespeare and other classical and contemporary literature in an assembly setting.

The School Visit Program is part of the Festival's ongoing commitment to bring live theatre to students. Last year six teams of OSF actors visited 112 schools and organizations, reaching over 55,000 students in four states. For many students, The Oregon Shakespeare Festival's School Visit Program has afforded them their first encounter with live theatre. One student wrote, "I thought the actors did a fabulous job. They made me want to learn more about Shakespeare and his different plays."

The 2011 School Visit Program is funded by generous grants from the Helen Clay Frick Foundation, Steven and Karen Tyler and also the Bowmer Society which is proudly sponsored by Bank of America.

(end)

Date _____

FOR IMMEDIATE RELEASE

Contact: (Your Name and Phone)

OREGON SHAKESPEARE FESTIVAL ACTORS TO PRESENT SPECIAL

EVENING PERFORMANCE

Two actors from the Oregon Shakespeare Festival will present a special evening performance as part of the Festival's annual School Visit Program. The actors, _____ and _____, will be performing excerpts from Shakespeare and other classical and contemporary pieces of literature on _____ at _____.

The School Visit Program is part of the Festival's ongoing commitment to bring theatre to young people. Last year six teams of OSF actors visited 112 schools and organizations, reaching over 55,000 students in four states. For many students, The Oregon Shakespeare Festival's School Visit Program has afforded them their first encounter with live theatre. One student wrote, "I thought the actors did a fabulous job. They made me want to learn more about Shakespeare and his different plays."

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(end)

Date _____

FOR IMMEDIATE RELEASE

Public Service Announcement: 30 seconds.

Contact: (Your Name and Phone)

(Your school or organization name here) _____ WILL

HOST A PAIR OF ACTORS FROM THE OREGON SHAKESPEARE FESTIVAL ON

(Date of our visit here) _____. IN ADDITION TO

INTERACTIVE WORKSHOPS, THE ACTORS WILL PERFORM EXCERPTS FROM SHAKESPEARE AND OTHER CLASSICAL AND CONTEMPORARY LITERATURE.

THE SCHOOL VISIT PROGRAM IS PART OF THE FESTIVAL'S ONGOING

COMMITMENT TO BRING LIVE THEATRE TO STUDENTS. LAST YEAR SIX TEAMS

OF OSF ACTORS VISITED 112 SCHOOLS AND ORGANIZATIONS, REACHING

OVER 55,000 STUDENTS IN FOUR STATES. THE 2011 SCHOOL VISIT PROGRAM

IS FUNDED BY GENEROUS GRANTS FROM THE HELEN CLAY FRICK

FOUNDATION, STEVEN AND KAREN TYLER AND ALSO THE BOWMER SOCIETY

WHICH IS PROUDLY SPONSORED BY BANK OF AMERICA.

(end)



SCHOOL VISIT PROGRAM: FACTS & FIGURES

Now in its 41st year, the OSF School Visit Program is one of the largest theatre outreach programs in the country. In the fall of 2010 and winter of 2011, six teams of actors visited schools throughout the West, teaching the works of Shakespeare and other renowned playwrights to over 55,000 students.

The program's overall goal is to acquaint students with live theatre and, in particular, to demystify Shakespeare by making his works accessible.

In 2010-2011, the School Visit Program played to an audience of 57,233 (student and public performances).

9 actors working in six teams of two actors per team participated in the 2010-2011 tour.

In fall 2010 and winter 2011, the actors visited 112 schools in four states: California, Kansas, Oregon and Washington.

The School Visit teams visit public and private middle, junior high and high schools, as well as colleges, civic clubs and other organizations.

Teams generally visit each school for one day, but schools can request more days if they wish.

The program is available to schools in the fall and winter from October through February.

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2011 SCHOOL VISIT PROGRAM
ACTORS' EQUITY ASSOCIATION RULES
FOR
FILMING, VIDEOTAPING AND PHOTOGRAPHING

- 1) Only members of the news media (including students from school papers and school media programs) may film, videotape or photograph the actors for news programming only.
- 2) The media may film/tape no more than 30 minutes of the actors' program.
- 3) The media may not film/tape any complete scenes or songs.
- 4) The media may broadcast no more than 3 minutes of the actors' program. Such broadcast may not depict an entire scene or musical number.
- 5) Schools may not film or videotape the actors' program for classroom use.
- 6) Please follow the above guidelines when using digital cameras. Posting of the actors images in public domain (i.e. the Internet) is strictly prohibited.
- 7) If schools have invited the news media and/or school publications, they must give the Festival Education Office **at least 24 hours notice** by calling the number below prior to any filming, taping or photographing, so we may notify the actors.
- 8) If the media or school has any questions regarding these rules, they may contact Outreach Programs Manager, Katherine Gosnell at (541) 482-2111, ext. 244.