2012 SCHOOL VISIT PARTNERSHIP PROGRAM
PUBLICITY GUIDELINES FOR TEACHERS/ORGANIZERS

Many of you have asked for guidance in publicizing your School Visit Partnership 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 flyer 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 Partnership Program is part of the Festival's ongoing commitment to bring live theatre to students. Last year six teams of OSF actors visited 108 schools and organizations, reaching over 58,000 students in four states. For many students, The Oregon Shakespeare Festival's School Visit Partnership 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 2012 School Visit Partnership Program is funded by generous grants from the Bowmer Society, Sharkey Family Charitable Foundation, Joseph R. Parker Foundation, Lamb-Baldwin Foundation, Starseed Foundation, Helen Clay Frick Foundation, and also Oregon Arts Commission.

(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 Partnership Program. The actors,_____ and _____, will be performing excerpts from Shakespeare and other classical and contemporary pieces of literature on _____ at _____.

The School Visit Partnership Program is part of the Festival's ongoing commitment to bring theatre to young people. Last year six teams of OSF actors visited 108 schools and organizations, reaching over 55,000 students in four states. For many students, The Oregon Shakespeare Festival's School Visit Partnership 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 2012 School Visit Program is funded by generous grants from the Bowmer Society, Sharkey Family Charitable Foundation, Joseph R. Parker Foundation, Lamb-Baldwin Foundation, Starseed Foundation, Helen Clay Frick Foundation, and also Oregon Arts Commission.

(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 PARTNERSHIP PROGRAM IS PART OF THE FESTIVAL'S ONGOING COMMITMENT TO BRING LIVE THEATRE TO STUDENTS. LAST YEAR SIX TEAMS OF OSF ACTORS VISITED 108 SCHOOLS AND ORGANIZATIONS, REACHING OVER 58,000 STUDENTS IN FOUR STATES. THE 2012 SCHOOL VISIT PARTNERSHIP PROGRAM IS FUNDED BY GENEROUS GRANTS FROM THE BOWMER SOCIETY, SHARKEY FAMILY CHARITABLE FOUNDATION, JOSEPH R. PARKER FOUNDATION, LAMB-BALDWIN FOUNDATION, STARSEED FOUNDATION, HELEN CLAY FRICK FOUNDATION, AND ALSO OREGON ARTS COMMISSION.

(end)

SCHOOL VISIT PARTNERSHIP PROGRAM: FACTS & FIGURES

OSF School Visit Partnership Program is now in its 12th year and is an extension of the Festival's larger School Visit Program. In the fall of 2011, three teams of actors visited schools throughout Oregon, teaching the works of Shakespeare and other renowned playwrights to over 14,000 students. The School Visit Program now in its 42nd reached a total of 108 schools and over 58,000 students in four western states.

The School Visit Partnership Program's overall goal is to partner with teachers in Oregon providing curriculum and teaching techniques to assist them with acquainting students with live theatre and, in particular, to demystify Shakespeare by making his works accessible.

In 2011, the Oregon Shakespeare Festival provided teacher training to 56 teachers in 11 communities throughout Oregon.

In 2011, the School Visit Partnership Program played to an audience of 14,017 (student and public performances).

In 2011, three teams of two actors per team spent 40 days in 11 schools in the state of Oregon.

The length of a team visit at each school is a minimum of two days and a maximum of five days.

The actor visit portion of the School Visit Partnership Program is available to schools in the fall and winter from October through December.

In 2012 the School Visit Program is supported by grants from the Bowmer Society, Sharkey Family Charitable Foundation, Joseph R. Parker Foundation, Lamb-Baldwin Foundation, Starseed Foundation, Helen Clay Frick Foundation, and also Oregon Arts Commission.

2012 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.