



Media Guidelines and Helpful Hints

Here are some helpful hints and a few things performers should know about dealing with the media. We hope these guidelines and rules will help you have a successful run at the Calgary Fringe Festival.

What We Can Do For You

We will be sending each group's information (contact names and numbers, show title and classification) to the media via our Calgary Fringe Press Kit on/around July 20 (after the Calgary Stampede). All local media are provided with Media All Access Passes so don't worry about including them in on your own personal comp slots unless it's for something special (filming a documentary, etc.). A number of our local print media guarantee that there will be reviews but please, don't depend on JUST THESE REVIEWS.

We will ensure the media has access to your electronic press kits. So **please!!!** You must make sure to have your electronic press kits uploaded into your *My Dropbox* Media file folder by **July 1, 2011**. These press kits will also help us find groups that are appropriate for television so that certain shows can be recommended to fit each television program's criteria. The more we know about your show, the better your chances of getting mentioned to these people.

What's a Press Kit? If you've never done up one before, here's what needs to be included: a synopsis of your show with a punch on the first sentence of your press kit that's snappy and eye catching, performer bios, reviews (if you've performed this show before) and a couple of great photos (film and/or digital...TIFF or PDF format. High resolution, 300 dpi) from your show. Keep it clear, concise and simple! And..keep it electronic! In this Social Media day and age, easy and fast access to your information via the web/e-mail is THE way to go!

Helpful Hints:

We will co-ordinate interviews for the Fringe artists with any interested media. If, however, you've made some of your own interview arrangements, please ensure you advise the Festival Director of the details so we can keep track of the media activity.

Television generally looks for sketches of two minutes or less. They like bright, colourful characters with activity that is slapstick, but confined to a tight space (they're partial to musical numbers).

Radio enjoys vocal scenes with 2 to 3 people; dramatic, funny, or musical performances are all good as long as the different characters can be clearly defined. Radio hits should be captivating and continuous without large pauses because dead air = death in radio!

Newspaper love catchy quotes (nothing run-of-the-mill) and images. Images typically have to be high res and preferably in TIFF or PDF format.

Sooooo.....as you begin your planning, there are a few things to keep in mind:

- **Do** provide the media (and us!) with your electronic press kits in a timely manner.
- **Do** invite media to see your show. They can get their Media All Access Passes from the Festival Director via e-mail.
- **Do** be persistent. Make sure the media know who you are and why they should cover your show. Has to be relevant to what they (the media) would want to talk about!
- **Do** be creative. The more original your media kit and promo material, the easier it is for them to remember you.
- **Do** have a creative title and show write up. Don't promise anything you can't deliver! If your opening paragraph doesn't capture the reader, they'll lose interest fast. Keep it simple and to the point. Remember, there are 34 shows for them to read about. Someone's got to stand out – it might as well be you!
- **Do** work as hard on your marketing and publicity as you do on your show. If it's a great show and nobody knows about it, it's everyone's loss. Go ahead and paper the area, get show staff to hand out flyers – be creative!

A few other things to please keep in mind are:

- Word-of-mouth is still your best advertising. So create it early 'cause a full house can only be a good thing.
- All media must report to the Festival Director via e-mail in order to obtain their Media All Access Passes. Please remind them of that.
- Still cameras, video cameras and recording devices **are** permitted in the theatre during performances but PLEASE let the Festival Director know at least 48 hours prior so we can make the appropriate arrangements (like informing the public). ***Please note that some venues cannot accommodate filming at all.*
- Most media like to do their hits first thing in the morning. While they may run late, they have no patience for the tardiness of others. If you are not there at your appointed time, you may lose your spot and acquire a bad rap.
- Never assume people know your Fringe history – although many of our reporters are regulars, some papers have a revolving door. If you were involved with a successful show in the past, put it in your release and mention it to media you have contact with. If you have 'names' in your show, use them!
- If you require anything special, need help making arrangements with the media or have ANY media or marketing-related questions, please feel free to contact Michele Gallant at (403) 451-9726 or at michele@calgaryfringe.ca.
- We want you to get coverage in the press and the more interesting, the better but **please** (!) don't encourage reporters to endanger themselves by taking that crazy shot of you from on top of some scaffolding! Keep it safe people!

Have a Great Fringe!