

Masquers Playhouse Publicity Policies & Procedures

Welcome to the Masquers Playhouse! Here are the standard publicity policies and procedures for all regular season shows. We make every reasonable effort to get our shows reviewed, and to ensure listings in the papers.

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Auditions

- Audition information is sent to TBA and all local papers. 750+ audition postcards are mailed, and audition information is also placed on the website

Shows

- Show information is sent to TBA
- Postcards are mailed to a 5,800+ mailing list for all regular shows
- Postcards are distributed to 17 local distribution points, via the TBA East Bay postcard drop. Packets of postcards are also personally delivered to local theaters
- Posters/flyers are put up around Point Richmond and given to cast members for distribution
- The Masquers website (www.masquers.org) lists all show information, including news release and reviews, as available
- Publicity photos are taken 4 weeks before the show. News release with publicity photo is mailed to all local papers 3 weeks before the show
- Personal e-mails are sent to all reviewers the week of the show
- Comps (reviewer + 1 guest) and press packets (release, photo, etc.) are available for all reviewers
- Publicist follows up with reviewers, resends news release and calendar information as needed
- Reviews are posted for cast and crew in the dressing room, and on the website

Currently we're trying these promotions, which are handled via phone reservations:

- The first Saturday and second Friday of each show are two-for-one nights
- The second Saturday of each show is free for TBA members and a guest

9/24/07