

2021 Guide to Press Releases

This is theSpaceUK's guide to putting together and issuing a press release for your show. If you've never written a press release before, this is an excellent guide showing how to put one together and who to send it to.

theSpaceUK's Press Office is here to help companies and also be the public and press-facing representative of the entire season. We can offer advice, sounding boards, tissues and hugs, motivation and inspiration. However, we aren't your PR team and nothing will replace the work you do for your shows yourselves. No-one can push your show better than you can.

Remember, your press release is a sales tool; your aim is to attract reviews and feature pieces. Avoid mystery and spell out what you think is distinctive about the show – the Edinburgh Festival Fringe is the world's largest arts festival so competition is vast.

All press releases should be uploaded through theSpaceUK's Production Website for approval. Getting your press release in early will give us time to approve it and allow you to start contacting journalists as quickly as possible.

The 2021 Deadline for press release submission is Friday 23 July.

If you have any questions about writing your press release, please get in touch with us at publicity@thespaceuk.com

Hints & Tips

- *Find a hook in your press release, this could be topicality of theme, star names attached, debut pieces of work, an unusual story of how the show came to be, previous garlands and awards*
- *theSpaceUK has a (small) team of experienced editors who will approve your press release. Getting the press release in early will ensure that it's approved quickly*
- *Once you've written the press release, get someone else to check it over before you send it to us for approval. It helps to have a fresh pair of eyes on it*
- *We have provided a sample press release at the end of this guide*

1. Writing a press release

Press releases should be about 300-350 words and contain the following information

- Show Name
- Company Name
- Tag line
- Promotional image (usually the same one as in the Fringe Programme)
- Copy
- Listing Information

Press releases should be no more than one side of A4, including listing information.

The copy of your press release usually has 3 paragraphs

Paragraph 1: What the show is about

Paragraph 2: What the show's style is (dance, musical etc.)

Paragraph 3: Company information

If your company/show has been previously reviewed, we then recommend using a couple of quotes from the media. Please see the attached sample press release for formatting suggestions.

the SpaceUK logos and further brand information can be found on our resources page

<https://production.thespaceuk.com/publicity>

Hints & Tips

- *Use a clear font in an appropriate size*
- *Only use one or two extra styles*
- *Do not put whole sentences in capital letters*
- *Put your most important information at the top of the press release (e.g. starring the international singing sensation...)*
- *Use third person, e.g. 'theSpaceUK proudly presents', not 'We Proudly Present'*
- *Biographies should be brief. A quick line is sufficient*
- *Put both the Fringe logo and the logo for theSpaceUK*
- *Put the contact details for your press contact at the bottom of the press release. Make sure you include a mobile phone number and email address where they can be contacted in Edinburgh.*
- *The standard convention is to use italics when mentioning show titles, films, books and publications. Use bold for important information.*
- *Keep it short. A single side of A4 paper is enough*

2. Listing Section

A clear listings section is essential. Here is an example:

Venue: *theSpace @ Niddry Street*
 Dates: *2–10 August 2019 (not 5,7)*
 Time: *20:10 (Ohr55)*
 Ticket prices: *£8.50 / concessions £6.50 / children £4.50*
 Venues box office: *0131 510 2384 / boxoffice.niddry@thespaceuk.com*
 Fringe box office: *0131 226 0000 / www.edFringe.com*
Suitable for all ages

3. Uploading press releases

Upload the following to theSpaceUK's Production Website (your registered point of contact will have the log-in and password from our team):

- PDF of Press Release
- 2 landscape & 2 portrait publicity/production photos in jpeg or TIFF format (300dpi)

Hints & Tips

- *Publicity shots rather than production stills are recommended. By this we mean, don't have photos taken in a dark theatre, spend time staging them. They're more likely to be used in the press*

4. Sending out press releases

theSpaceUK Press Office will aim to approve your press release within 14 days of receiving it. Once approved, we will send a copy of your press release to the Fringe Press Office and other organisations on request.

However it is up to you to send your press release to the media.

We will provide a list of media contacts approved by the Fringe Press Office for you to email your press release to. You should cut & paste your press release into the body of an email. Don't send the pdf through (or if you do, send it as well as cutting & pasting).

Hints & Tips

- *Don't bcc every single person in the contact list. Send your press release out with a short paragraph at the top addressed to each journalist/organization separately. It will take time – it's worth it*
- *Make the time to do your research as not all publications are appropriate for your show. Pick where you send your show appropriately. If it's your first ever show, don't expect The Guardian to suddenly turn up, why not email the smaller reviewing websites to start with*
- *Send your press releases long before the Fringe begins. Don't wait until a fortnight before your show starts. Editors will allocate reviewers surprisingly far in advance*
- *Don't include attachments. The smaller the file size, the better*
- *Don't expect a reply, barring an auto-response. Assume your release has been received and editors/journalists will be in touch as and when they choose.*

5. Touring & Promoter Pack

In addition to your press release, you may wish to create a Touring & Promoter pack. This would generally contain your press release, production images and often videos, flyers, programmes etc. Do not mail this pack out to everyone. What is far more effective is to email a quick synopsis to producers/promoters, and then email the full pack if they express interest.

Hints & Tips

- *Keep a copy of all of your reviews. You can use them to create a Press @ Edinburgh Fringe 2019 pack for the future*
- *Keep an eye on social media. Tweets/Posts about your show can also be included in these packs (particularly if they're from important people)*
- *List your technical requirements, number in your cast/crew and also the other details that a promoter will need to know*

6. What next?

First check that you've completed the following steps

- Your press release has been submitted to theSpaceUK
- Your press release has been approved
- You've sent your press release out to the Edinburgh Festival Fringe Media List

What Now? Here's a few tips to get you started

- Start by sending your press release to journalists in your local area. They are often keen to support local artists and companies going to the Fringe. You may be able to get feature articles from them.
- The Edinburgh Festival Fringe media list doesn't contain every organisation who reviews at the Fringe, there are plenty of other reviewers who will be attending the Fringe. Search online for Edinburgh Festival Fringe reviewers and send them a copy of your press release along with a personal invitation to attend.
- Are there any local groups or clubs that might attract ticket sales and word-of-mouth. For example, are you doing a children's show? Emailing schools would be a good first step. Do some research and send them an edited version of your press release.
- You can email more than one press release out. Are you doing more than one show? Then issue a season release. Has something new and interesting happened? Then issue a news release.

Finally, try not to be disappointed if you don't get the coverage you hoped for. The Edinburgh Festival Fringe is enormous and every show simply can't get press coverage. However by producing a well written, interesting press release and following the recommendations in this Guide, you'll be one step closer to a successful Fringe.

7. Contact

The Press Office can be contacted throughout the year:

- By e-mail at publicity@thespaceuk.com
- By telephone on [0845 557 7519](tel:08455577519) (Calls to 0845 are charged at a local rate but may not be included in call packages)

8. Sample press release

PRESS RELEASE

theSPACE UK



No1 Production Company

A catpella

Expect an unforgettable night pitched purrfectly at lovers of Andrew Lloyd Webber musicals

Relive the magic of **Andrew Lloyd Webber** at the peak of his powers in this remarkable a capella tribute to the most successful musical composer in recent history. It's the music that inspired generations of musical lovers, brought to a capella form by seven sensational voices - come find out why they get standing ovations every night. Packed with all of **Lloyd Webber's** biggest hits including *Phantom of the Opera*, *Cats*, *Sunset Boulevard*, *Evita*, *Jesus Christer Superstar*, *School of Rock* and *Joseph and the Amazing Technicolor Dreamcoat*.

From the producers of recent Edinburgh smash-hits **Treble Threat** and **Unaccompanied Minors**, comes another night out to remember. **A catpella**, the UK's number one a capella group have been wowing audiences worldwide and, for the first time in its 70 year history, the Edinburgh Festival Fringe will feature a tribute to **Andrew Lloyd Webber**. **A catpella** is certainly not your typical show. With stunning choreography, stellar enthusiasm and a modern twist on old classics, be prepared to see this sensational a capella group take the Fringe by storm.

Established in 2013 by Charles Hart and Richard Stillgoe, **No1 Production Co.** began touring the UK and establishing an enviable reputation for being the leading a capella group in the UK. For the first time since being formed, **No1 Production Co.** are making their Edinburgh Festival Fringe debut with a show aimed squarely at those with a love of musicals. Since being founded, **No1 Production Co.'s** profile has been rising year-on-year. Recent semi-finalists in BBC's Pitch Perfect Season 2, this award-winning team present their first show at the Fringe.

'Wow. Or Should I say Me-Wow'

★★★★★ *The Daily Times*

★★★★★ FourWeeks ★★★★★ InStage ★★★★★ ReviewTheFringe
★★★★★ Edinburgh94 ★★★★★ One2Review ★★★★★ LondonTheatre2

Listings information

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 Venues box office: 0131 510 2384 / boxoffice.niddry@thespaceuk.com
 Fringe box office: 0131 226 0000 / www.edfringe.com
 Suitable for all ages

For more information, photos, interviews or media contact John Doe on **[MOBILE NUMBER]** or email **[EMAIL ADDRESS]**

fringe The Edinburgh Festival