

Press Release Sample for a Events with Pieces that Need Descriptions

Try to keep to fewer than 8 words.

Do Not put headline in all caps. ⇒ **School of Music to perform three one-act operas**

Start your first paragraph with city, state and date of release as shown. ⇒

First paragraph should be no longer than 1 or 2 sentences. **Should tell WHO, WHAT, WHEN AND WHERE.** ⇒

ATHENS, Ohio (April, 15, 2008) — The Ohio University School of Music’s Opera Theater ensemble will perform “Comedy Tonight,” which comprises three one-act operas, at 8 p.m. Friday and Saturday at Templeton-Blackburn Alumni Memorial Auditorium.

Use this order for info: ←
TIME, DAY/DATE, LOCATION.

The opera will feature “Telephone” by Menotti, “A Hand of Bridge” by Samuel Barber and “Comedy on the Bridge” by Martineu.

Quotes should be a new paragraph. Keep quotes short. 1 or 2 sentences at most. Place quote after first or second paragraph. ⇒

“For a lot of students, opera implies a bunch of fat people screaming out something incomprehensible. That isn’t what we’re doing,” said Richard Crist, director of the Opera Theater. “This is a fun show, it’s all about comedy. And, it’s all in English.”

On first reference, give full name and title. Additional references, give just last name. ←

Think of descriptions as teasers. Don’t give the whole story. Imagine doing a 10-second introduction. Keep it short. ⇒

“Telephone” is a 20-minute piece about a college student who is so obsessed with her telephone that she is unaware her gentleman friend is proposing to her until, after several frustrating attempts, he finally pops the question over the phone.

Keep descriptions to one or two sentences. No more than three if absolutely needed. ⇒

The second opera, “A Hand of Bridge,” is a brief satirical comedy. It involves two couples, an older stock broker and his wife and a younger lawyer and his wife, engaged in a game of cards. The actors freeze and take turns in sharing their true thoughts with the audience throughout the game.

Put books, plays, compositions, etc. in quotes, not italics and not all caps. ⇒

The final opera, “Comedy on the Bridge,” runs 40 minutes and carries a heavy message -- the futility of war. It revolves around five characters stuck on a bridge that connects their two warring countries. The performance marks just the third time the eastern European comedy has been performed in the United States and offers a unique opportunity for the audience to experience a Czech opera, Crist said.

Any additional information should be kept short and goes in its own paragraph(s). Use this space to tell why the event is important or special. ⇒

The operas will be performed by the audition-only Opera Theater class and accompanied by Ohio University’s Symphony Orchestra, directed by Steven Huang.

Last paragraph should include info on tickets, admission, finding more info, etc.



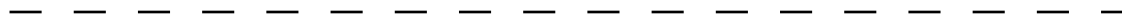
The event, supported by Arts for Ohio, is free for Ohio University students and \$10 for others. Tickets can be purchased at Memorial Auditorium Ticket Office from noon to 5 p.m. and one hour prior to the event.

Contact is for media calls/requests. Format as shown.



Contact: College of Fine Arts Director of Communication and Marketing Amy Wells at 740-597-3213 or wellsa1@ohio.edu.

Note to Media: Put details about attached photos or rehearsals/times when media are welcome here.



Short paragraphs are good. Try to keep paragraphs to about two to three sentences.
Try to keep the entire release to 500 words or less.

Remember that this is for the public with a basic knowledge of the arts...
newspapers are usually written for an junior-high reading level.
Keep it simple and be cautious of jargon.