

BUILD YOUR OWN GHOSTLIGHT PRESS RELEASE

A Step-by-Step Guide

This guide is intended particularly for those participants who may not have created a press release before. **THE TIME IS NOW. WORK FAST.**

Contact wearetheghostlightproject@gmail.com with "Press Release Question" in subject heading, if you have any questions.

1. Download the template immediately.
2. Fill in the **[BRACKETED TEXT]** sections with relevant information tailored to your theater/department/school including name, theatre name, phone number, date, etc. Make sure contact information is correct in case press reps want to speak further.
3. Craft a brief description of what your organization will be doing on 19th. Include directions about participation for your community, if that's an option.
4. Craft a concise, passionate statement about why YOUR organization is taking part in the Ghostlight Project. This can be in the voice of your group, or in the voice of a representative leader from your group. Insert above quote from Saheem Ali, director and member of the Ghostlight Project national steering committee.
5. Find press contacts via local outlets - most papers have an email for general theater or news department.
6. Put the text of the release **IN THE BODY OF THE EMAIL**. (Remember, these press outlets get a LOT of emails every day).
7. Make the subject heading clear, for example "XXXX THEATER joins over 500 Organizations Nationwide for THE GHOSTLIGHT PROJECT."
8. Send this email as quickly as possible (Tuesday morning!)
9. Take hi-res photos at your event and be ready to send them to local press outlets.
10. Facebook Live your event.