

## **Guidelines for reviewing press releases from partners**

Check for the following Ford-required inclusions:

- Ticket prices – including Early Buyer Incentive if applicable
- Correct Ford web site url and Ford box office phone number for getting tickets, boldfaced
- Boilerplate with Ford address, location, parking, shuttle, picnicking etc. information
- Boilerplate ...”This events is part of the Ford Amphitheatre...” etc.

Check for the following standard press release inclusions:

- A press contact with phone number and email address
- Mention that photos are available on request or link where 300dpi hi res photos can be downloaded
- A headline including the date and location of the performance
- FOR IMMEDIATE RELEASE and the date of sending the release
- Key performers or groups boldfaced in the body of the release

Ask the questions –

Does the release reflect the points made in the group’s creative brief?

Does the release give an idea of what the audience will experience at the show?

Are the performers identified by their achievements/reputation as well as being named?

Is the information about works to be performed complete – is the director, choreographer, composer, arranger identified?

If an ensemble – orchestra, band, dance company, etc. – is involved is the number of members included?

If the ensemble is relatively small – say six or less – are the members identified by name, and, in the case of music groups, by what they do – instruments played, vocals, etc.

If the release needs to be extensively rewritten, give it back to the group with instructions as to how it should be changed, material that needs to be added.