



Stage Directions Guide to Publicity (Stage Directions Guides)

Neil Offen

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The key to getting people into a regional or community theatre is getting the word out about it. But if the theatre isn't on Broadway and doesn't have an expert press agent (or an extensive ad budget), how does it get attention? *The STAGE DIRECTIONS Guide to Publicity* has the answers! From photo calls to news releases, from guerrilla marketing to subscriber communications, this book has advice to cover all needs.

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