

zoo press news: venue programme, website and press pack

dear zoo and zoo southside companies and publicists,

Many thanks for your assistance with completing your entries for the Fringe programme. We're immensely proud of the bill we've put together for this summer's Edinburgh Fringe, with a venue-record 54 shows on the programme and our most varied line-up yet.

Now that the Fringe programme is complete, it's time to turn attention to the next big deadline: our own venue programme, website and press pack.

We'll be launching our programme to coincide with the official Fringe launch in early June, so we need various things from you all by 26TH MAY at the latest.

venue website

All our shows get their own page on our 2008 Festival programme website, and this year we've giving you more space than ever before:

- * Between 200 and 300 words of show description (we can use an edited version of your press release if you wish)
- * Pictures – minimum of one, maximum of four
- * One video clip (optional – please send in a web-ready format)

Please note that we will fit these into a standard layout, so you will not be able to specify exactly where each image/clip appears in your text. The images will be reduced to 72dpi resolution and a maximum size of 250 pixels high/wide for website use.

venue press pack

All our shows will feature in the press pack and CD that will be presented to major Fringe review papers during the Edinburgh build-up. So we need...

- * An initial press release of approximately 300-400 words or one side of A4 paper

(Guidance on press release writing can be found in both Zoo Venues' Press and Marketing Guide and the Fringe Office's 'Fringe Selling' booklet. Let us know if you still need a copy of either, or if you want to see some examples of successful press releases from previous years)

venue programme

The specification for the venue programme is as follows:

- * Up to 50 words of show description (title not counted in that limit, so it really is 50 words. Or we can re-use your 40 word Fringe version if you wish).
- * One picture. Must be print quality (300dpi resolution) and in a square shape.

These requirements are fairly flexible, so if you are short of time during May, then as long as you send us a press release and one print quality image, we can adapt these for the website, programme and press pack. But we do need the press release and single image as an absolute minimum.

fringe requirements

Within the next few days, you are likely to get an email from the Fringe Office asking you to send them a “Press Pack” by mid-May. This demand traditionally causes some panic as their deadline is very early.

But don't worry. When they say 'press pack', all they're really asking for is a press release and image, so the same minimum as we need by 26th May. And if you can't meet their deadline, it's not a major problem – their press office will keep receiving new materials from you right up to the start of the Festival. It's helpful for them (as they have 3,000 shows to oversee) if they get your press release and image as early as possible, but you won't lose out if you miss their early deadline.

what to do next

Feel free to send press release and website/programme text drafts to Matt for advice and feedback as early as you like. And do let us know if you think you'll have trouble meeting the 26th May deadline, and we'll do what we can to help.

Zoo Venues' Press and Marketing Manager Matt Beer can be contacted via +44 (0) 1803 849347, +44 (0) 7714 763515 or matt@zoovenues.co.uk any time between 8am and 10pm UK time, seven days a week – so don't hesitate to get in touch whenever you need any help or support with your Edinburgh Fringe publicity campaigns.