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PORTFOLIO

Public Relations & Communications Strategy for the Arts

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Pitch Examples

Secured coverage in The Washington Post

Keegan Intern Tue, Mar 24, 4:13 PM

Hi Thomas,

At a moment when questions of governance, transparency, and political power are dominating conversation in Washington, The Keegan Theatre is premiering a work that speaks directly to those concerns.

Opening April 4, THE MINUTES, by Pulitzer Prize–winning playwright Tracy Letts, is a sharply observed, darkly comic look at democracy in action—and dysfunction—set during a town council meeting in the fictional Big Cherry, USA.

Directed by Susan Rhea, this DC premiere arrives at a moment when its themes feel particularly urgent and immediate for local audiences.

We believe this is the ideal production for a *Washington Post* reviewer to cover. We would be delighted to arrange tickets for a reviewer and support any coverage opportunities.

Thank you for your consideration,

Lucille

Lucille Rieke
she/her
Arts Administration Intern

Landed interview with DC Theater Arts

Lucille Rieke Thu, Sep 17, 11:23 AM (8 days ago)
to

Hi John,

I wanted to share an exciting interview opportunity for DC Theater Arts. I'm assisting with press for Adventure Theatre, and as you may know, they are currently celebrating 75 years of TYA theater.

To open their 75th season, Adventure is producing the **world premiere** of BEATRICE LIKES THE DARK by local playwright Dani Stoller. Despite her extensive play portfolio, *Beatrice* is actually her first work created specifically for young audiences.

We'd love to offer you an interview with Dani to **discuss the play's creation, her experience writing her first TYA piece, and what she hopes the production offers young audiences.**

Would this be of interest? I'd be happy to coordinate the interview and send over additional information and production photos.

Best

--
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To The Houston Chronicle

Hi Doni,

I'm so impressed by your dedicated coverage of Houston's theater scene. Here in DC, many publications are struggling to maintain dedicated arts criticism, so it's especially gratifying to see the Houston Chronicle continuing to make space for thoughtful theater coverage.

I wanted to flag a story that might interest your arts desk: this November, AN IRISH CAROL arrives at Main Street Theater in Houston after being commissioned, premiered, and performed for 15 (going on 16) years at Washington, DC's Keegan Theatre, where it has become a beloved holiday tradition. Last year, AN IRISH CAROL expanded its reach, making its New England premiere at Greater Boston Stage Company. As the play begins to make its way cross-country, it offers a compelling story about how new work can develop a life far beyond its first production.

I think there's a larger story here than the production itself: **What does it take for a new play to achieve longevity in regional theater? And what happens when a work that has become a local tradition in one city begins finding audiences in others?**

At a time when new plays are constantly being developed but comparatively few have sustained lives beyond their initial productions, AN IRISH CAROL offers an unusual case study in longevity, regional theater connections, and the ways theaters can create lasting space for new work. Its journey from Washington, DC, to New England and now Houston could make for a particularly timely and distinctive feature.

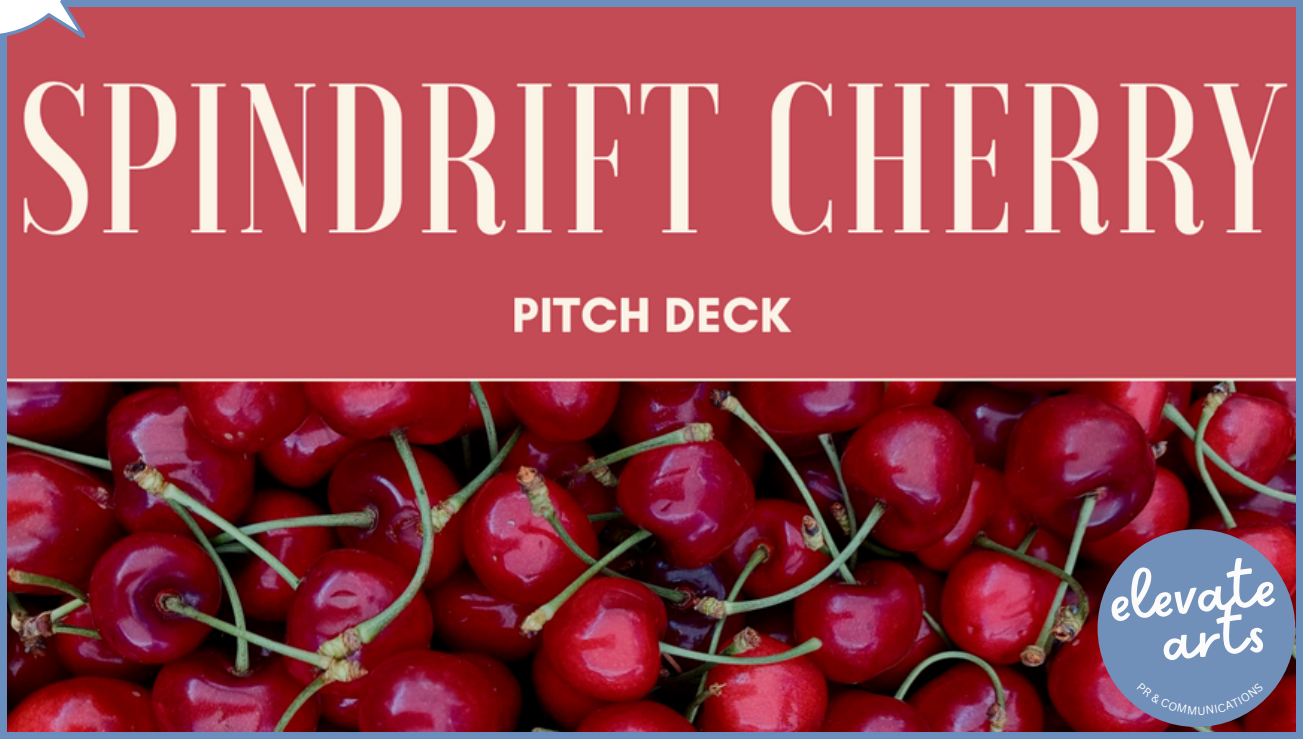
I'd be happy to provide additional background and arrange interviews with the playwright and/or Keegan Theatre's Artistic Director, Susan Marie Rhea.

Would you be interested in this?

Best,

Strategic Plan

Click to view!



Click to view!

Written Strategic Plan - Spindrift Cherry Launch

spindrift

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Social Media News Release

SOCIAL MEDIA NEWS RELEASE

Mar 2nd. 2025

THE NEXT NEW ROM-COM, JUST IN TIME FOR SUMMER



Emily Henry's

"Great Big Beautiful Life"

Coming April 22nd 2025

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The Most Anticipated Book of 2025

***NYTimes, People, Rolling Stone,* & more**

"This is my favorite book yet. It's a story incredibly close to my heart and I cannot wait to share it with my dedicated readers. ***Great Big Beautiful Life*** is here to remind you that there is hope in the world of love."

Emily Henry

From *New York Times* Best-Selling Romance Author of "Funny Story" and "Book Lovers"

CLICK HERE TO LEARN MORE



Emily Henry

"***Great Big Beautiful Life*** transported me to a different world. There is nothing I love more than digging into a juicy rom-com on the beach."

Sara Mae, rom-com aficionado

PLOT

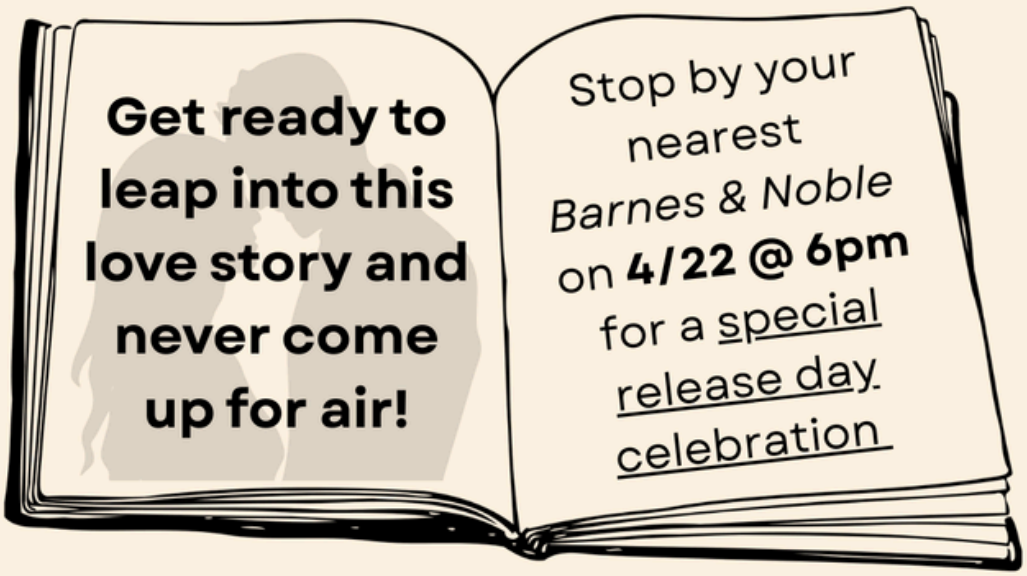
Two writers compete for the chance to tell the larger-than-life story of a woman with more than a couple of plot twists up her sleeve.

click here for more plot details

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AVAILABLE APRIL 22, 2025

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Press Release

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...e, Dir of Communications
...ilyhenrywrites.com

ABOUT: Emily Henry is the #1 New York Times bestselling author of *Great Big Beautiful Life*, *Funny Story*, *Happy Place*, *Book Lovers*, *People We Meet on Vacation*, and *Beach Read*. She studied creative writing at Hope College, and now spends most of her time in Cincinnati, Ohio, and the part of Kentucky just beneath it.

Content Creation






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Posters & Graphics



GRAND OPENING

DACHSHUND DINER



4126

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