

# Staging the Steps

## *Tips on Publicizing a Performance*

"Some people in Washington are confused...the Capitol Steps are not."  
— Al Gore

**Looking for ways to promote a Capitol Steps performance? Here are a few ideas how:**

\* **NOTIFY** our Press Secretary General, [Mark Eaton](#), to get your date posted on the Capitol Steps [live show page](#) by using [our contact page](#). We are happy to list your show if you can provide a box office phone number or a link to purchase tickets.

If this is a benefit/fundraiser show, let us know what it is benefiting and we will list those details as well.

If you create a Facebook event for your performance, you can request the Capitol Steps become a co-host. Once we accept, it is automatically listed on our page.

Does your theatre or group have a Twitter account? Feel free to use [photos](#) from our website when you tweet about the show. Be sure to tag [@capsteps](#) and we will help spread the word.

And finally, the Capitol Steps can do an e-mail blast to our fans in your area. Depending on your zip code the size of the mailing will vary, but every little bit helps!

- **ADVERTISE** early! Get the word out immediately! If you're a school/fundraiser, use big events to find a way to promote the show: Back to school night, Homecoming weekend, etc. Have a group of volunteers responsible for selling tickets, for example 5 pairs a person.
- **GET** every free calendar listing you can find: Newspapers (student/university newspapers included), websites, etc. The Capitol Steps' core audience is **public radio**. Does your local station have an on-air calendar listing? Website calendar listing? [Ask Mark Eaton](#) at the Capitol Steps if your station airs the [Capitol Steps radio specials](#).

He may know! If you have a bigger budget, consider underwriting on public radio or underwriting a popular program. Your NPR-member station might entertain a sponsorship proposal, if you're purchasing underwriting. Maybe they'll increase your buy, and promote your event through their social media channels.

- **SEND** a press release to your newspaper or radio (here is [a sample template](#) for download) and [inquire about an interview](#) with the Capitol Steps. Cast members of the Capitol Steps are ready and willing to do advance phone interviews. Send your release out early, 4-6 weeks in advance of the performances. Check your press list to see if you can upload listings electronically. The Capitol Steps can provide you with photos for this purpose. When a feature runs in print, on radio, or TV, send us a link to that story, and we'll repost it to our social media. The Capitol Steps will provide a limited number of **free posters and postcards** for you to use. (Please note you will be responsible for mailing and any customized printing costs.)
- **DOWNLOAD** [graphics](#) and [photos](#) from our [media kit](#) to use with your own materials.
- **USE** social media: Set up a Facebook event, use Twitter, and Instagram. Visit our [YouTube channel](#) to e-mail and/or incorporate YouTube videos, specifically the recent uploads. If you have an advertising budget, one possible venue to try is Facebook advertising with a link to your event. Send an e-blast to your audience. Include a link to the Capitol Steps' website and YouTube channel.
- **TALK** to members of the Capitol Steps! We are available to do advance phone interviews. Please have any interested media [contact Mark Eaton](#) online or by calling him at (703) 683-8330.

To get people excited about the show, always remind them the Capitol Steps have so much material to work with! We are bipartisan equal-opportunity offenders who take on both sides of the political spectrum. Incompetence in office never goes out of practice — or else we would have stopped performing years ago! Also, there is no profanity in a Capitol Steps performance. The closest we have come to using profanity was mentioning Anthony Weiner. Recommended age groups would be early teenagers and above, and anyone who is interested in theatre.

We hope this helps you with your marketing the show. The Capitol Steps are not just interested in being your evening's entertainment, we are interested in being a part of your success! Please [contact us](#) with any questions.