



# LETTERS ALOUD

*Private letters read in public*

## "LOVE ME OR LEAVE ME" 2016 Marketing Kit

Thank you for booking our show! We're excited to come and share it with your community. Here are some resources to help with your marketing efforts—please feel free to **reach out to Jessica for conversation, additional ideas, and individual photo .jpg files**. Read on...

Contact  
Jessica Reading  
206.853.4667  
[jessica@lettersaloud.com](mailto:jessica@lettersaloud.com)

### About Letters Aloud

Real letters by real people, read by great actors. Letters Aloud was founded in 2013 by Paul Morgan Stetler as a way to connect a live audience to famous (and infamous) historical figures through their intimate personal correspondence. Each show brings together letters from every era, curated to explore a central theme. Sounds academic—but the way we do it, it's addictive. As one fan said, "It's like literary crack." With live musical accompaniment and a dynamic slide show, a Letters Aloud evening is guaranteed to inspire!

It's fun, it's thought-provoking, and **audiences love it!**

*"...a masterful job bringing [letters] to life through accent and attitude.  
I grinned all the way home!"*

*- Denise Wilhelm, Delta Wind*

*"I had no idea an accordion made such wonderful sounds!"*  
– Denise Wilhelm, Delta Wind

*"I loved the blending of the letters, the pictures, and the music - well done!"*  
–Kodiak audience member

*"Inspired. Laughter and near shedding of tears as we absorbed the letters."*  
– Kodiak audience member

*"Fantastic show! Moving, funny, thoughtful and memorable."*  
– Alaska audience member

*"Fantastic and informative show. I would see it again."*  
– Alaska presenter

*"A wonderful and inspiring show."*  
– Valdez Arts Council

### Links to media

[Letters Aloud logo files.zip](#)

[LOVE ME OR LEAVE ME 2016 - Cast and production photos.zip](#)

[Letters Aloud Press Clippings.zip](#)

[LOVE ME OR LEAVE ME – Images for posts.zip](#)

### Proper billing & logo

#### Billing

The full show title is:

***LOVE ME OR LEAVE ME—letters of longing, loving, and leaving***

#### Alternate title

If the full title of the show is too long for some of your marketing media, you can shorten it to:

## **LOVE ME OR LEAVE ME**

### Logo

Please include our logo on your promotional materials whenever possible. We have various sizes, two-color and black & white, with reverse and transparent background for your various layout needs. Logo files: [Letters Aloud logo files.zip](#)

### Show description

We thought we'd give you some options. If you have a social media component to your marketing, or want to appeal to a breadth of folks in your community, some variety is desirable. You can use these descriptions wholesale as-is, or trim, or mix and match.

### Sizzly description

Take a trip from the romantically sublime to the pathetically ridiculous with Letters Aloud's **LOVE ME OR LEAVE ME—letters of longing, loving, and leaving!** From awkward courtship to horrible breakups to loves of a lifetime and lifetimes of love, we've got it all in these real letters by real people, read by great actors. Hear from the likes of Mark Twain, Frida Kahlo, Charles Bukowski, George Carlin, Virginia Woolf, Napoleon Bonaparte, and a sweet kid named Trevor. Reality TV's got nothing on us!

### Thoughtful description

What happens when a letter crafted uniquely for one reader is put on stage for all to see? Intimate thoughts laid bare, intended for one, are held up for us like a mirror, making us reflect on our own hearts, lives, desires, and times. Letters Aloud's **LOVE ME OR LEAVE ME—letters of longing, loving, and leaving** is by turns steamy, lustful, and sweet. Through these real letters by real people, we get a provocative look at the true meaning and nature of love.

### Quotes/press clipping/web site

#### Press

"Connoisseurs of other people's communiques...reciting eloquent missives by renowned figures." – Misha Berson, Seattle Times

"It makes you reflect on the world and your own life and our personal connection to history." – Nancy Guppy, host of Seattle Channel's ArtZone

Audience reactions/quotes (also included above)

"...a masterful job bringing [letters] to life through accent and attitude. I grinned all the way home!"

"I had no idea an accordion made such wonderful sounds!"

"Inspired. Laughter and near shedding of tears as we absorbed the letters."

"It's like literary crack."

"Fantastic show! Moving, funny, thoughtful and memorable."

"Fantastic and informative show. I would see it again."

"A wonderful and inspiring show." – Valdez Arts Council

Clippings

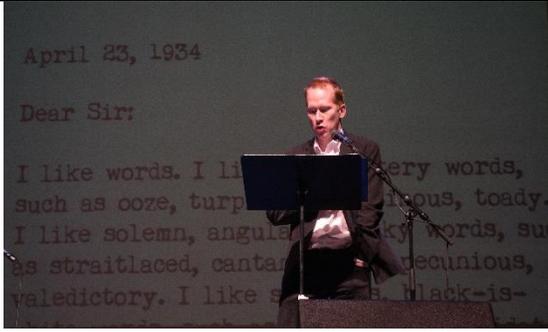
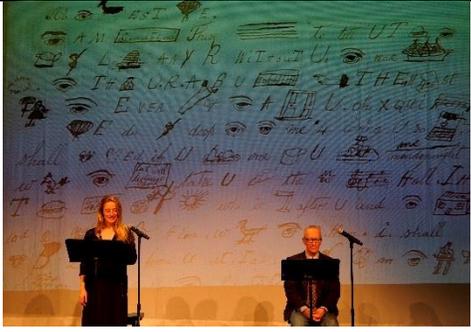
Selection of clippings: [Letters Aloud Press Clippings.zip](#)

Show photos

Download the following show photos and cast headshots here: [LOVE ME OR LEAVE ME 2016 - Cast and production photos.zip](#)

These photos give a sense of the setup and mood of the show, from quietly meaningful to exuberant, and the dynamism that the performers bring.

	
<p>Caption: Jen Taylor channels Emily Dickinson at Letters Aloud's 2015 Valentine's Day production</p>	<p>Caption: Kirsten Potter brings teenage enthusiasm to life in a reading of an Elvis fan letter. Letters Aloud, FROM</p>

	THE FRONT, Veteran's Day production, 2014
	
<p>Caption: Dan Donohue reads Robert Pirosh's <a href="#">best cover letter ever</a> at the FAME showcase production, 2014.</p>	<p>Caption: Jen Taylor and R. Hamilton Wright enjoy a century-old love letter, written entirely in rebus. Letters Aloud, WITH OR WITHOUT YOU Valentine's Day production, 2015.</p>

Performer & crew photos and bios

The following performers and crew are confirmed for our LOVE ME OR LEAVE ME 2016 tour:



Paul Morgan Stetler, Performer/Host

Paul is the creator and curator of *Letters Aloud* and a co-founder (and former Co-Artistic Director) of Seattle's multi-award winning New Century Theatre Company. A well-known Seattle actor, Paul has appeared on numerous local stages over the past 20 years, including ACT Theatre, Seattle Repertory Theatre, Village Theatre, Seattle Children's Theatre, Intiman Theatre, and

Empty Space Theatre, as well as numerous regional theatres across the country. He holds a BA in English Literature at Cal State Northridge and an MFA in Theatre Arts from Penn State University.



Jen Taylor, Reader

Seattle local Jen has performed at ACT, The Intiman Theatre, Book-It Repertory, Seattle Shakespeare Company, The Village Theatre, Seattle Children's Theatre, Portland Center Stage, and San Jose Rep. A founding member of New Century Theatre Company, she's performed in multiple shows with the company. She is something of a Jane Austen scholar and a fan of the BBC show *QI*. Jen works as a voice actor in radio, television, audiobooks, and numerous video games including the *Halo* series as Cortana and Dr. Halsey. If you have a Windows Phone, she is the voice of your personal assistant.



**Robert Clendenin, Reader**

Bob spends most of his time playing loners, weird security guards and people who live in basement apartments. He's had series regular roles on *Cougar Town*, TBS' *10 Items or Less*, and as undertaker Vernon Shank in Hulu's *Quick Draw*. He's had guest star or recurring roles on nearly 100 shows—maybe one or two of your faves—including *Grimm*, *Longmire*, *The Closer*, *Scrubs*, *My Name is Earl*, *That '70s Show*, *Ally McBeal*, *Felicity*, *Popular*, *The Practice*, *Anger Management*, *Weeds*, *Ugly Betty*, *Monk*, *C.S.I.*, *Alias*, *NYPD Blue* and *Will & Grace*. His film credits include Oscar-winner *L.A. Confidential* and non-Oscar winner *Dude, Where's My Car?* He lives in Burbank with his wife and two sons, where he also holds roles as a PTA Board member, Little League Coach and hack carpenter.



Robertson Witmer, Musician

Rob is a Seattle native, where he works as a freelance musician and sound designer. Credits include *The Three Sisters* (ACT Lab), *Humble Boy* (Seattle Public Theater), *Waiting for Godot* (Seattle Shakespeare Company) and *Venus in Fur* (Seattle Rep). In 2013, Rob received the Gregory Award for Outstanding Sound Design for New Century Theatre's production of *The Trial*.



Jessica Reading, Stage & Tour manager

Jessica spent 10 years as a performer and board member of Seattle's ACME Theatricks, an independent theatre dedicated to producing new work by local playwrights. ACME was an original participant in the first Seattle Fringe Theater Festival. In its time, ACME produced innovative ensemble-created full-length plays and produced several regional and world premieres (*Motel Tales*, *The Well of Happiness*). Now a Content Publishing Director for

Microsoft, Jessica manages the talented teams of writers who bring you user interfaces and other information about Windows, Windows Phone, and Xbox.

## "LOVE ME OR LEAVE ME" Customer Engagement Toolkit

We're eager to assist with your customer engagement, to ensure you have a successful Letters Aloud event in your area, and to help you build your audience! The posts and prompts suggested for digital media can also be used for print and email newsletters. Read on...

## FACEBOOK BEST PRACTICES

These are a few things that we do that seem to have had a positive effect on attendance for us—just our experience, not heavily tested marketing science. Here goes:

- Do boosted posts, not sidebar ads
- Target to specific audience – we can help with keywords/interest categories
- Open with a question: “Are you ready for date night?” Follow with show info/ticket link
- Use recognizable (i.e., famous!) names of letter writers featured in the show
- Use our prompts and suggested copy!
- Every post has a direct link to the ticket page
- Substitute our production photos for the images that Facebook automatically pulls from the ticket link
- Or use our imagery of the letter writer or a photo that evokes the theme of the
- Spend a little money to boost your posts, once or twice a week. Target the posts to your region and to the interest categories for the audience you want to reach.
- Increase post frequency and boosts in the final 2 weeks prior to the show.

### Letters Aloud Facebook page

Our Facebook page has events created for all of our shows—just to keep our home-grown audience and presenters generally aware of our calendar. Please contact Jessica with any corrections.

If you’d like to point people to the Letters Aloud main page, or to the page for your event, please feel free to do so. If you’d like the Letters Aloud event page for your show to be an active part of your digital/social marketing campaign, please contact Jessica to coordinate posting and messaging.

Letters Aloud Facebook page: [https://www.facebook.com/Letters-Aloud-1420330691537163/timeline/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/Letters-Aloud-1420330691537163/timeline/?ref=aymt_homepage_panel)

## PROMPTS TO GET YOUR POSTS/TWEETS STARTED

Follow each one of these with the time/date/location of your show and a link to buy tickets. Example:

Dinner and a movie? So old school. Try something new—come see Letters Aloud's LOVE ME OR LEAVE ME with your Valentine! *<date & time>*, *<location>*, *<link to tickets>*.

What would it feel like to be hit on by Marlon Brando? Find out this *<day of week>* at LOVE ME OR LEAVE ME, a live performance of love letters like you've never seen! *<link to tickets>*

### General prompts

Have you always wanted to read other people's mail? Have we got a show for you!

Remember pens? And paper?

Real letters by real people read by great actors. And an accordion!

When was the last time you wrote a *\*real\** letter? Have some laughs and get inspired by *<show info>*.

Neither rain, nor snow, nor sleet, nor hail will stop Letters Aloud from coming to *<your town/venue>*.

Letters Aloud, this week! It's reality TV for the literary crowd!

Reality TV has nothing on us—real letters by real people, read by great actors.

Are you ready for date night? Try something new!

### Prompts for this show

Are you ready for date night?

Try something new with your Valentine!

Advice for the lovelorn from... Benjamin Franklin? Yes!

Dinner and a movie? So old school. Try something new!

From red-hot longing to hot-under-the-collar break-ups, real love letters read live on stage!

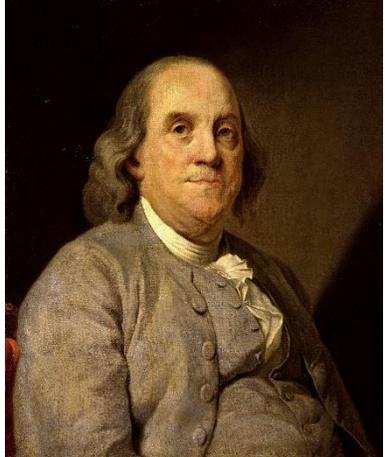
What would it feel like to be hit on by Marlon Brando?

Hell hath no fury like an emperor scorned. Yes, Napoleon basically got dumped.

## POSTS FOR THIS SHOW

Here are a few posts that you can use wholesale for this show—just fill in your time/date/location and link to buy tickets following the suggested copy. Images for the posts are available at

[LOVE ME OR LEAVE ME – Images for posts.zip](#)

<b>Copy</b>	<b>Image</b>	<b>Image credit</b>
<p>This young navy pilot holds the record for longest-married presidential couple. Find out who it is at Letters Aloud!</p>		<p>"TBF George Bush". Licensed under Public Domain via Wikimedia Commons - <a href="https://commons.wikimedia.org/wiki/File:TBF_GeorgeBush.jpg#/media/File:TBF_GeorgeBush.jpg">https://commons.wikimedia.org/wiki/File:TBF_GeorgeBush.jpg#/media/File:TBF_GeorgeBush.jpg</a></p>
<p>Advice for the lovelorn from... Benjamin Franklin? Find out why he thinks you should date older women!</p>		<p>"Ben Franklin Duplessis" by Joseph-Siffrein Duplessis - <a href="http://www.npg.si.edu/exh/brush/ben.htm">http://www.npg.si.edu/exh/brush/ben.htm</a>. Licensed under Public Domain via Wikimedia Commons - <a href="https://commons.wikimedia.org/wiki/File:BenFranklinDuplessis.jpg#/media/File:BenFranklinDuplessis.jpg">https://commons.wikimedia.org/wiki/File:BenFranklinDuplessis.jpg#/media/File:BenFranklinDuplessis.jpg</a></p>

Try something new with your Valentine! Real love letters by real people, read by great actors. And an accordion!

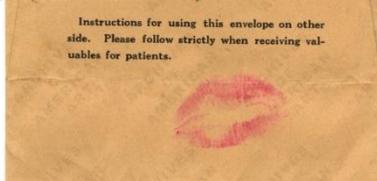


"Antique Valentine 1909 01" by Chordboard - Self, from material in my possession. Licensed under Public Domain via Wikimedia Commons - [https://commons.wikimedia.org/wiki/File:Antique\\_Valentine\\_1909\\_01.jpg#/media/File:Antique\\_Valentine\\_1909\\_01.jpg](https://commons.wikimedia.org/wiki/File:Antique_Valentine_1909_01.jpg#/media/File:Antique_Valentine_1909_01.jpg)

Hard to believe somebody dumped this guy. Hear his vengeful response at Letters Aloud!



"Jacques-Louis David - Napoleon Crossing the Alps - Kunsthistorisches Museum" by Jacques-Louis David - The Yorck Project: 10.000 Meisterwerke der Malerei. DVD-ROM, 2002. ISBN 3936122202. Distributed by DIRECTMEDIA Publishing GmbH.. Licensed under Public Domain via Wikimedia Commons - [https://commons.wikimedia.org/wiki/File:Jacques-Louis\\_David\\_-\\_Napoleon\\_Crossing\\_the\\_Alps\\_-\\_Kunsthistorisches\\_Museum.jpg#/media/File:Jacques-Louis\\_David\\_-\\_Napoleon\\_Crossing\\_the\\_Alps\\_-\\_Kunsthistorisches\\_Museum.jpg](https://commons.wikimedia.org/wiki/File:Jacques-Louis_David_-_Napoleon_Crossing_the_Alps_-_Kunsthistorisches_Museum.jpg#/media/File:Jacques-Louis_David_-_Napoleon_Crossing_the_Alps_-_Kunsthistorisches_Museum.jpg)

<p>What would it feel like to be hit on by Marlon Brando—especially if you didn't know who he was?</p>		<p>"Marlon Brando in 'Streetcar named Desire' trailer" by Trailer screenshot - A Streetcar Named Desire trailer. Licensed under Public Domain via Wikimedia Commons - <a href="https://commons.wikimedia.org/wiki/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer.jpg#/media/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer.jpg">https://commons.wikimedia.org/wiki/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer.jpg#/media/File:Marlon_Brando_in_%27Streetcar_named_Desire%27_trailer.jpg</a></p>
<p>For most of us, breaking up is hard to do. Not for Jacqueline Susann!</p>		<p>"Jacqueline Susann1" by Happyprince - Own work. Licensed under GFDL via Wikimedia Commons - <a href="https://commons.wikimedia.org/wiki/File:Jacqueline_Susann1.jpg#/media/File:Jacqueline_Susann1.jpg">https://commons.wikimedia.org/wiki/File:Jacqueline_Susann1.jpg#/media/File:Jacqueline_Susann1.jpg</a></p>
<p>Find out who sealed this sweet note with a real kiss at Letters Aloud!</p>		<p><a href="http://www.lettersofnote.com/2009/09/your-girl-frida.html">http://www.lettersofnote.com/2009/09/your-girl-frida.html</a></p>
<p>A little taste of the sweetness you'll hear at Letters Aloud. We can hear the "awwwwwws" from here!</p>	<p>&lt;thumbnail will populate with link&gt;</p>	<p><a href="https://www.youtube.com/watch?v=G5ZHF9aeviU">https://www.youtube.com/watch?v=G5ZHF9aeviU</a> (Letters Aloud Valentine's Show trailer, 2014)</p>

## VIDEOS

Letters Aloud has a YouTube channel, here:

[https://www.youtube.com/channel/UCrTn\\_EgwXgaeoCIR-53zXyg](https://www.youtube.com/channel/UCrTn_EgwXgaeoCIR-53zXyg)

Our videos are also linked to from our web site, here:

<http://lettersaloud.com/videos/>

You can find trailers and post-show audience reactions there, as well as a few videos of founder, curator, and usual host Paul Morgan Stetler reading some of the letters from another of our shows, ***FAME (they're not going to live forever) – letters about fame from the famous.***

Please feel free to link to any and all of them as part of your marketing efforts!

## COMMUNITY PARTNERS

### Where to start

Our audience are people from 12-100. They're interested in literature, movies, history, theater, music, and storytelling. They love all things local, and have a keen interest in and appreciation of the world at large. They listen to local and national radio. They read and probably belong to a book club. Many are regulars at local and regional concert and/or theater performance series.

We're interested in helping *attract concert lovers* to Letters Aloud—the live music that punctuates the show is a great way to entice them. And we're very interested in *helping grow the audience of younger folks to our show and your series*—connecting our show with college and grade 6-12 writing, history, and social studies instructors is a great way to do this. It's an entertaining way to show the younger crowd the power of great writing and the truths of human nature throughout history!

Colleges	<ul style="list-style-type: none"> <li>• Academic disciplines: English, Theater, Creative Writing, Comparative Literature, History, Film, Entertainment, Media Studies, Communications, Journalism</li> <li>• Reach out to professors, department chairs, and the campus librarian</li> <li>• Send personal, targeted emails (see example)</li> </ul>
Schools	<ul style="list-style-type: none"> <li>• Middle through high school</li> <li>• Student interest groups: Theater, music, newspaper, yearbook</li> <li>• Reach out to principal, teacher, and school librarian directly</li> </ul>
PTA and parent groups	<ul style="list-style-type: none"> <li>• Ask parents that you know to send info to the shared email list or Facebook group</li> <li>• Offer a family discount</li> </ul>
Libraries & bookstores	<ul style="list-style-type: none"> <li>• Create a themed display with books of letters and books about letter writing</li> <li>• Carry books like these (two of our faves marked with *):             <ul style="list-style-type: none"> <li>○ <a href="#">*Letters of Note: An Eclectic Collection of Correspondence Deserving of a Wider Audience*</a></li> <li>○ <a href="#">*What I Know Now: Letters to My Younger Self*</a></li> <li>○ <a href="#">The Art of the Personal Letter: A Guide to Connecting Through the Written Word</a></li> <li>○ <a href="#">I Will Always Write Back: How One Letter Changed Two Lives</a></li> </ul> </li> </ul>

## SAMPLE EMAIL TO COMMUNITY PARTNER

**Subject:** Real letters by real people, read by great actors. And an accordion!

Hello!

<our venue> has a one-of-a-kind performance coming to the <venue> in a couple of weeks that I think would be of interest (not to mention entertaining!) to <department/discipline/organization/business> <staff/students/faculty/teachers/community/customers>, thanks to its emphasis on writing and historical figures. I've included a promo code that anyone connected to <department/discipline/organization/business> can use for discounted tickets.

Show details and links are below! Please feel free to forward to your contacts—we'd love to have you and your community come to enjoy this unique combination of theater, history, and music!

Thank you, and we hope to see you at Letters Aloud!

<signature>

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**<SHOW DATE/TIME/VENUE>**

**Special discount for <ORGANIZATION>! Use promo code <PROMO CODE>**

Take a trip from the romantically sublime to the pathetically ridiculous with Letters Aloud's **LOVE ME OR LEAVE ME—letters of longing, loving, and leaving!** From awkward courtship to horrible breakups to loves of a lifetime and lifetimes of love, we've got it all in these real letters by real people, read by great actors. Hear from the likes of Mark Twain, Frida Kahlo, Charles Bukowski, George Carlin, Virginia Woolf, Napoleon Bonaparte, and a sweet kid named Trevor. Reality TV's got nothing on us!

**<TICKET INFO + LINK>**

## PRESS & PROMOTIONAL APPEARANCES

Several options:

- Interviews with Paul Stetler - by phone or email
- In-town promotional appearances by the cast (depending on travel & performance schedule)
- Press can contact Paul directly for interviews: [paul@lettersaloud.com](mailto:paul@lettersaloud.com)
- For all others, email Jessica to arrange: [jessica@lettersaloud.com](mailto:jessica@lettersaloud.com)