



LETTERS ALOUD

Private letters read in public

"LOVE ME OR LEAVE ME" 2019-20 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 for conversation, additional ideas, and individual photo .jpg files**. Read on...

Contact

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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. We're intensely interested in exposing modern audiences to a rapidly disappearing form of communication—the written letter. The eloquence, pathos, and individual experience of history captured in letters is intriguing, instructive, and often hilarious.

Letters are what history sounds like when it is still part of everyday life.

—Lisa Grunwald and Stephen J. Adler
Letters of the Century: America 1900-1999

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. Since the first Letters Aloud show, *DEAR DAD—letters to and from famous fathers*, in 2013, the company has created three additional shows and performed them across California, Nevada, Washington, Idaho, Wyoming, Wisconsin, and Alaska.

"...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](#)

[Letters Aloud Press Clippings.zip](#)

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

Production and cast photos – link coming soon, for now see attachments in email

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

See attachment in email for show photos and cast headshots.

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.

If you need captions for any that you choose for your materials, please contact info@lettersaloud.com.

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Performer & crew photos and bios

The following performers and crew are confirmed for LOVE ME OR LEAVE ME in Dallas, February 2020.



Paul Morgan Stetler, Reader/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.



Debra Pralle, Reader

Debra has been a professional actor for over 20 years and an instructor and director for close to a decade. She holds an MA in Theatre, a BA in Clinical Psychology, and has been an associate faculty member in the Theatre Departments of Tarrant County College and Highline College. She currently teaches at both the Seattle Film Institute and Shoreline Community College. Her film work includes roles in *Wild* with Reese Witherspoon and *The Architect* with Parker Posey. She has appeared in over a dozen other films including the lead role in Dianna Turner's *The Writer's Model*; an award-winning film at the Festival Internazionale Cinema Delle Donne in Torino, Italy. Her stage and directing experience is extensive, and she had the honor of receiving a Seattle Times Footlight Award for Outstanding Acting. She screenwrote and directed the movie *Period. the movie* which made its festival debut at the HollyShorts Film Festival in 2019.



Jamie Maschler, Musician

Jamie is based in Seattle, WA where she studied accordion under three-time Latin Grammy Nominee Jovino Santos Neto at Cornish College of the Arts. Her current projects include Seattle's only forró band - *En Canto*, and *Creosote*, an accordion duo with Gabe-Hall Rodrigues. Jamie is a frequent guest performer and presenter of workshops on stylized Brazilian and Tango music at numerous festivals. She recently appeared as Nellie Friedman, the accordion player in Seattle Rep's production of Paula Vogel's *Indecent*. Jamie's array of projects and versatility has allowed her to be a full-time professional accordionist playing venues ranging from clubs with a Brazilian Jazz group to Benaroya Hall with the Seattle Symphony. Jamie works for accordion manufacturer Petosa Accordions where she is able to share her passion and actively participate in the reinvention and face of the traditional instrument.



Jessica Reading, Slideshow, 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 UX Design Manager for Microsoft, Jessica manages the talented teams of writers who bring you user interfaces and other information about some of your favorite (or if not favorite, at least familiar) software.

"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 us 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 us to coordinate posting and messaging.

Letters Aloud Facebook page: 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](#)

Copy	Image	Image credit
<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 - https://commons.wikimedia.org/wiki/File:TBF_GeorgeBush.jpg#/media/File:TBF_GeorgeBush.jpg</p>
<p>Try something new with your Valentine! Real love letters by real people, read by great actors. And an accordion!</p>		<p>"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</p>

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

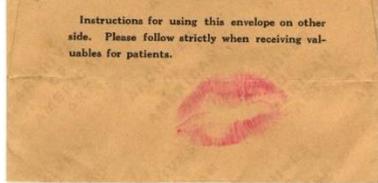


"Jacques-Louis David - Napoleon Crossing the Alps - Kunsthistorisches Museum" by Jacques-Louis David - The Yorck Project: 10.000 Meisterwerke der Malerei. DVD-ROM, 2002. ISBN 3936122202. Distributed by DIRECTMEDIA Publishing GmbH.. Licensed under Public Domain via Wikimedia Commons - https://commons.wikimedia.org/wiki/File:Jacques-Louis_David_-_Napoleon_Crossing_the_Alps_-_Kunsthistorisches_Museum.jpg#/media/File:Jacques-Louis_David_-_Napoleon_Crossing_the_Alps_-_Kunsthistorisches_Museum.jpg

What would it feel like to be hit on by Marlon Brando—especially if you didn't know who he was?



"Marlon Brando in 'Streetcar named Desire' trailer" by Trailer screenshot - A Streetcar Named Desire trailer. Licensed under Public Domain via Wikimedia Commons - 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

<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 - https://commons.wikimedia.org/wiki/File:Jacqueline_Susann1.jpg#/media/File:Jacqueline_Susann1.jpg</p>
<p>Find out who sealed this sweet note with a real kiss at Letters Aloud!</p>		<p>http://www.lettersofnote.com/2009/09/your-girl-frida.html</p>
<p>A little taste of the sweetness you'll hear at Letters Aloud. We can hear the "awwwwwws" from here!</p>	<p><thumbnail will populate with link></p>	<p>https://www.youtube.com/watch?v=G5ZHF9aeviU (Letters Aloud Valentine's Show trailer, 2014)</p>

VIDEOS

Letters Aloud has a YouTube channel, here:

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

	<ul style="list-style-type: none">○ <u>The Art of the Personal Letter: A Guide to Connecting Through the Written Word</u>○ <u>I Will Always Write Back: How One Letter Changed Two Lives</u>
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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>

<SHOW DATE/TIME/VENUE>

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

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<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