

CC Publicist Application Pack

Custard Tarts: Publicist Call Out



About The Play

Custard Tarts tells the story of Nancy, a young woman whose fraught search for queer community pushes her to the most sensible solution she can muster: summoning four women from across the twentieth century to her kitchen table for an unforgettable evening of passive aggression, genuine aggression, impromptu drag numbers and custard fights.

As euphemisms and costumes slip to reveal hidden identities, Nancy realises that the cost of community is not the ignorance of difference, but the celebration and nurture of genuine authenticity.

At times, *Custard Tarts* is a poignant look at queer costuming, coding and community-building, at others a campy, raucous spectacle. There are many fingers in many pies.

Following the 5 star success of *The Corpse In The Room*, and our run at the Lantern Theatre as part of the Brighton Fringe, Whole Headache is excited to bring Alice Harris-Dean's *Custard Tarts* to London's Riverside Studios this August! <https://riversidestudios.co.uk/whats-on/yK-custard-tarts/>

About The Show

This will be a profit share, with expenses covered for travel from outside of London.

Show Dates: (all in Riverside)

3.15pm, Thurs 20th August

7pm, Fri 21st August

12pm and 5pm, Sat 22nd August

7.30pm, Sun 23rd August

Rehearsals for the show will be during 16th – 19th August, and we're planning a social on the weekend of the 25th July. Availability for some or all of these rehearsals/socials would be preferred.

Publicist

We are looking for a publicist/publicity manager to help us with audience development and outreach. This role would suit someone who is social media

savvy, super organised, and enthusiastic about how to publicise the show to a wider audience of theatre-goers with new and innovative methods!

Responsibilities include:

- Creating an outreach and audience development strategy
- Designing promotional materials for social media (image and video)
- Distributing press release to local media outlets and coordinating reviewers
- Organising print publicity (flyers/posters) and their distribution
- Arranging cross-promotion with other shows during the Bitesize Festival

About Applications

If you're interested, please send an email to wholeheadache@gmail.com by **23:59 on Sunday 17th July** answering the following questions:

- Tell us a bit about yourself: what movies/TV shows/plays you love, your hobbies, etc.
- Please list any prior experience you have (NB: feel free to include non-theatre/publicity experience)
- What skills and qualities do you have which make you suited for this role?
- Do you have any skills or prior experience in art, photography, editing, graphic design or photoshop (or similar software) (please send us some examples of your past work if you have any)
- Do you have any exciting ideas for promotion? (here is our Instagram to get a sense of our marketing so far!
<https://www.instagram.com/wholeheadache/>)

Please make the subject line of your email '[Your Name]: Publicist'. Make sure to also include your name, pronouns and where you're based in your email.

The team (Emma, Alice, Qawiih, Frankie and Josh) are looking forward to working with you! :)