

Instructions

Things You'll Need:

- * Film synopsis
- * Cast photos
- * Cast bios
- * Crew bios
- * Film reviews
- * Tickets to screenings
- * Technical stats sheet
- * Director's statement
- * An EPK
- * Ten frequently asked questions

1.

Step 1

Write a synopsis. A typical synopsis should run one to two pages. It should give a good idea of the main characters and the story (what's at stake, what is stopping the main character(s) from reaching his goal) and identify the movie's genre, tone and target audience.

2.

Step 2

Write cast and crew bios. Include photos with each bio. It's also fun to include on-set stills, to impart an idea of the film's style, setting and tone.

3.

Step 3

Create a sheet with technical information. This should include the total running time of the film, its aspect ratio, the types of cameras and film that were used in the production, whether the movie is in color or black and white and the language spoken on the dialogue track (mention subtitles, if any). This information can be preceded by a statement from the director about the film, her vision, how she feels about the finished product and any other comments she might have.

4.

Step 4

Include any reviews or third-party commentary on the film. These provide great soundbites for folks who are writing quick reviews and articles. A list of 10 questions that are frequently asked about the film this is not necessary, but it can be fun and helpful for the same reason as the reviews: It gives the press something to talk about. The 10 questions can be serious or silly, based on actual solicitations or completely made up. Remember, you want your film to be talked about, this is one thing that can make people talk.

5.

Step 5

Also insert tickets to an upcoming screening and an EPK (electronic press kit) if you have one. An EPK can include behind-the-scenes footage, cast and crew interviews and special features that the press will use to create their own video reviews and commentary. The more positive press and exposure you can get, the better!

6.

Step 6

Have folders made up with your film's pertinent information (title, director and/or stars, production company) listed on the cover. Put all of the items you have gathered into the folder. Make sure it is professional-looking and neat.