



FOR IMMEDIATE RELEASE  
September 21, 2012

## LINCOLN THEATRE TO OFFER FREE ARTIST PRODUCTION DEVELOPMENT CLINIC

Through the generous support of KeyBank, the Lincoln Theatre will host a one-day informational clinic for local artists, arts organizations, and individuals interested in developing their performing arts product for the stage.

The free, day-long clinic will include four classes offering one-on-one Q&A and networking opportunities with consultants and theatre staff. Classes will last approximately one hour and include:

### **Production Planning**

Discover how to take your artistic vision from your mind to the page to the stage.

### **Production Staging**

Learn about light design, sound design, staging, and the technical capabilities of the Lincoln Theatre including available equipment, usage, and streaming and broadcast abilities.

### **Marketing and Advertising**

Find out how to build your audience with cost-efficient marketing strategies for radio, print, online, and social media outlets.

### **Legalities**

Educate yourself on legal issues such as copyrights and basic insurance to cover rentals, riders, resources, personnel, and equipment.

The Artist Production Development Clinic will be held at the Lincoln Theatre (769 E. Long St.) from 8:30am-12pm on October 27. It is being presented in conjunction with the Creative Control Conference.

The clinic is FREE, but space is limited and a reservation is required. Breakfast and lunch will be provided.

Interested parties should contact Lincoln Theatre General Manager Suzan Bradford at (614) 719-6746 or [sbradford@capa.com](mailto:sbradford@capa.com) for more information.

[www.lincolntheatrecolumbus.com](http://www.lincolntheatrecolumbus.com)

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