

Online Appendix C: An Example of a Classified Ad Soliciting Original Scripts

Remember, newspapers charge by the line, so be as brief as possible while still being clear. Don't use abbreviations that will confuse people (*you* know what they mean, but that doesn't mean everyone else does).

Albeeville Comm Theatre seeks new plays for possible production next season. Full-length. Submission deadline 6/19/04. Include resume, synopsis, SASE, first 15 pp only. Mail to ACT, PO Box 255, Albeeville. More details at www.albeevillecommunitytheatre.org

If you have other special requirements or conditions, you can include them, but otherwise, let your website work for you. Post all the details there, including any payment arrangements, and so on.

If you're running a contest, make that clear up front so no one sees your reading fees as a scam. Otherwise, in the above example, if you included "\$5 reading fee" among the things to include, you'd make your theatre look disreputable, even if it was to legitimately cover expenses.