

Required Attachments Best Practices and Tips

What is the descriptive copy?

We use the descriptive copy you provide in the Festival brochure, on our website and in other promotional materials. We encourage you to make this copy clear, concise, and compelling. If you have participated in the Festival before, we ask you to please submit new copy each year.

Your copy may be edited at the discretion of Piccolo staff.

Here are some things you might include:

- Context for the show or performance
- A description of what the audience should expect
- A brief explanation of what the show is about
- Details on the ensemble's performance history or collaboration
- Selections from the musical program

Here are things you should not include:

- First person point of view
- The dates of the production
- Passive voice
- Superlatives, ex: "the best show in Charleston" or "the funniest thing you will ever see"
- Quotes from critical reviews. (Press links can be included in another area of the application)
- Extraneous details, ex: "the director loves cats" or "she hails from Seattle"
- Eliminate words like "beautiful, great, fun, perfect, unique" from your copy. "What makes it unique?" "Perfect?" "Fun?" Draw out the descriptive details.

What is the letter of intent?

The letter of intent is your opportunity to let us know more about the artist or ensemble and the proposed production. It should serve as a cover letter for your application. If there are any details you were unable to include in the descriptive copy or another section of that application, please include them here.

What photos should I include with my application?

Submit high resolution promotional photographs (300 dpi or greater) in a digital file format (JPEG, GIF, PNG). Include captions & photo credits. Live action shots, performance photos, or images that convey the arts discipline (i.e. with instruments/props or within a venue) are preferred. Images should be suitable for press distribution. Participating artists should submit new images each year. Please provide clean images that do not have a watermark or text on the image files.

Should you have any additional questions about press materials, please contact our office via phone (843)723-7305 or email culturalaffairs@charleston-sc.gov.