

## **21. Prepare Press Release and Bio**

---

**Time:** 1 Hour

**Who:** Production Design Specialist / Senior Producer / Public Relations Contact

**Where:** RHSB Dallas Office / or via Phone

### **Overview**

The purpose of this activity is to draft a press release announcing that they have joined RHSB and to create a Bio with Photo that can be used on our website and in presentations.

### **Objectives**

As a result of this activity, Producers will be able to:

- Have a bio prepared to include with proposals
- Provide visibility within the industry.

### **Steps**

1. Have producer review bios of current producers and prepare a draft to be discussed with Business Development Manager during next weekly review meeting
2. Have production design department schedule professional photo
3. Review press releases from prior new hires and draft a release to be discussed with Business Development Manager during next weekly review meeting
4. Discuss how to use the press release and bio to gain visibility in the industry.

### **Materials**

- Press Release
- Bio

### **Follow-Up**

- Weekly review meeting