

PRESS KIT

Often communications departments at universities and other event organizers are interested in getting press Peterson's performance. In working out your press campaign, consider some the following.

The media has often covered Peterson's performances in various communities and has featured history in print, on radio and TV. Sending press releases that you follow up with calls could lead to a printed article or a radio or TV interview.

Some hooks that have worked include

- Gay Conversion Therapy. Peterson Toscano spent 17 years and over \$30,000 on three continents trying to "de-gay" myself. He ultimately came out gay and has been a vocal witness concerning the potential dangers of what is known as gay conversion therapy or "ex-gay" treatments. In 2007 he organized the Ex-Gay Survivor Conference in Irvine, CA. He is the author of the one person play, "Doin' Time in the Homo No Mo Halfway House," and is featured in the award winning documentary film, "This is What Love in Action Looks Like."

Recent press:

WHYY Philadelphia Radio Times: discussion of law banning gay conversion therapy in NJ
<http://why.org/cms/radiotimes/2013/03/27/new-jerseys-gay-conversion-therapy-ban-is-up-for-debate/>

- Are there transgender characters in the Bible? Independent Bible scholar and performance artist Peterson Toscano has raised this question and has come up with some startling answers. He concludes that, "...some of the most important people in the most important Bible stories are gender non-conforming." These days he regularly appears at seminaries and universities presenting his original scholarship through a hilarious and moving performance lecture.

Recent press:

WHYY Philadelphia *Newsworks* -- interview about gender outlaws in the Bible
<http://www.newsworks.org/index.php/local/arts-culture/53102-peterson-toscano-explains-gender-diversity-as-portrayed-in-the-bible>

Interview in popular blog *LOVE Boldly*
<http://www.loveboldly.net/2013/02/14/consider-this-perspective-peterson-toscano/>

- Cross-country train ride from PA to CA. The growing concern and consensus over Climate Change has left the public and policy makers asking hard questions. How bad is it? How shall we respond? Through his newest presentation, gay performance artist, Peterson Toscano, asks, "Does This Apocalypse Makes me Look Fat? Part of Peterson's commitment to highlighting the seriousness of Climate Change includes abstaining from air travel and opting instead for ground transportation. As he travels around North America by train and bus, Peterson makes multiple stops in smaller communities along the way. In addition to raising awareness about the growing threat of climate change, Toscano seeks to discuss hopeful responses that might help concerned citizens move past fear to a place of loving action.

Recent press:

<http://www.guilfordian.com/features/2013/03/08/talking-about-a-queer-quaker-response-to-climate-change/>

Radio

NPR stations have often shown interest in Peterson and his work. If your local public radio station has a weekday arts program or community discussion program, you might want to contact them about your event. Here are some other NPR interviews Peterson has done that you can reference in your query.

- WHYY Philadelphia *Radio Times* – discussion of law banning gay conversion therapy in NJ
<http://whyy.org/cms/radiotimes/2013/03/27/new-jerseys-gay-conversion-therapy-ban-is-up-for-debate/>
- WHYY Philadelphia News Works: interview about gender outlaws in the Bible
<http://www.newsworks.org/index.php/local//arts-culture/53102-peterson-toscano-explains-gender-diversity-as-portrayed-in-the-bible>
- WNPR Connecticut Where We Live *Gender Identity* (PRNDI Award winning episode)
<http://www.cpb.org/program/episode/gender-identity>
- WNPR Connecticut Where We Live *Transgressing Gender*
<http://www.cpb.org/program/where-we-live/episode/wwl-transgressing-gender>
- National Public Radio *Morning Edition*
<http://www.npr.org/blogs/health/2011/08/01/138820526/can-therapy-help-change-sexual-orientation>

Finally, use your already established networks and social media. Tweet and post about the event weeks in advance. Post the details on the Facebook walls of friends who might be interested and who may have other friends who see the post and get excited. Send out emails aimed at specific audiences highlighting

why they will appreciate Peterson's work. Include a few links to articles about Peterson and to some of his YouTube videos – www.youtube.com/p2son.

Partner with other groups and ask them to include announcements about the event in their newsletter, as part of their social media campaign, and to mention the event at other events in the community. Produce half-page fliers you can give out at other events or have available for people to take at your venue or nearby coffee shops.