

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.

**PRO**


Hello Pros!

And happy hot hot August! (Except for you Pros that live in Siberia - although I imagine it's hot for you too . . . comparatively.)

I hope you're all having a fantastic summer. We certainly are! This August is filled with celebrations for us . . . with the Anniversary of the founding of Davenport Theatrical (15 years ago!!!), our addition to the Inc 5000 list (!), the opening of RAVE, and, yep, my birthday. :-)

But more importantly, this August we're celebrating SO many Pros who have had productions recently . . . from Rich Roy's *White Man's Guide to Riker's Island* getting raves at The Producer's Club to Leo Schwartz's *Till* at NYMF getting a rave from the New York Times to all

of the Pros IN Rave, including Roger Griffin's *Piper*, in our reading series, and so many more.

You folks are making shows happen. And we're jumping up and down for you. You just can't see us doing it, because this is a newsletter.

I hope you are celebrating whatever your accomplishment is this summer. Because you should. And don't tell me you don't have one. You do. Spend 5 minutes RIGHT NOW finding something that is worth smiling about. Revel in it. Because it's awesome.

Go get 'em! (Said jumping up and down.)

Ken

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### UPCOMING EVENTS

#### Office Hours

August 19th, 7pm ET

#### Pitch Night (NYC)

August 21st, 7pm ET

**\*Mark your calendar for our 3rd Annual Producer's Perspective Super Conference on November 16th and 17th, 2019**

For more information or to sign up for other events, visit [www.theproducersperspective.com](http://www.theproducersperspective.com).



## OFFICE HOURS: WHAT YOU MISSED LAST MONTH

### KEN'S PRO TIP

*When you ask for money from people ask yourself two questions:*

1. How much money do you want from them?
2. Ask for double!

- Think they'll give you 25,000 ask for 50,000 it's more likely they will give you the 25 if you ask for more.
- You can offer a piece of your share if you don't have enough producer points to give. You can cut any deal you want, as long as you stay subject to the wants of the main producer.
- If you can show the press how your show is aligned with something topical, or happening in the news currently, you can sometimes gain publicity for your show by tying it to a current story.
- There are ways to reach producers through a lot of industry sites if you are spending money on advertising, such as Broadway Briefing.
- Try advertising with normal methods, but you should also try one crazy stunt to get the attention of the press.

## PRO QUOTE OF THE MONTH

*"The difference between ordinary and extraordinary is that little extra"*

*Unknown*

*Are you following Ken on Instagram? He posts a new inspirational quote on his whiteboard every morning! Follow him @kendavenportway.*

## THIS MONTH'S QUICK WIN

### How to invite people to your production across all social media platforms

#### Step 1. Create a facebook event.

On the top bar of Facebook, go to create, then event. You can add a date and time as well as pictures and a description and invite as many people as you want! This way people will know exactly when and what your show is and how they can be there! Make sure to link your website if you have one.

#### Step 2. Post an instagram story!

You can actually create a countdown in your instagram story in which you can label it and put the final date. Keep your followers engaged and post frequently reminding them when your show is, especially in the weeks and days leading up to it.

#### Step 3. Create an event on LinkedIn.

As an organizer on LinkedIn, you have the ability to create events. This way, your colleagues can join the event and others will see!

#### Step 4. Tweet about your event!

Although Twitter doesn't have the ability to create events, you can tweet all things relating to your production. Keep people up to date with your progress and let them know when it's coming up!

**Step 5. Include the link to your event in your bio.** This is the first thing that people will see when they click on your profile, which will make them much more interested in clicking on it.

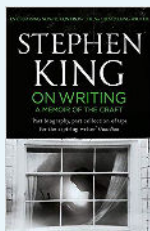
## FEATURED PRO ARTICLE

### Working with Your Life Partner

*by Inner Circle Member, Scott Wilkinson*

Working with a spouse or life partner is a wonderful thing. We have enjoyed it a great deal. Like any partnership and working relationship it has its pitfalls and challenges but overall, we have found it to be a great thing to work together. Here are a few tips and tricks:

**1. Tend to your relationship:** As they say, a bad relationship at home is not going to be a good relationship in Hawaii. If you have a bad marriage or long term relationship, working together is not going to help. It probably will make it worse. So be in good shape with each other before you consider jumping into the fire together.



## WHAT KEN'S READING

*On Writing*

*by Stephen King*

## 2. Complimentary skills, tasks and heartaches:

One of us is a composer and the other is more involved in the business-producing side. These are complimentary skills and tasks. Our skill sets are both essential, but they don't share identical turf- a good thing. It also has a multiplying effect, as we have productivity in different arenas going in parallel not in series. Lending support to each other is easier this way as well, as we have a little degree of separation of these different kinds of labor. This enables a bit of objectivity and psychic energy to be supportive.

**3. Give each other space:** One of us likes to play golf ( the female, thank you very much) and the other does not. One is social. One is not. One likes to go on long weekends with friends and family. One does not. Give each other space and grace for these differences. It will come in handy when you disagree on aspects of a show and its creation.

**4. Outside influences:** Find ways to "freshen the water" with outside opinions and approaches. Conferences together, work groups. Heck- see lots of shows together. It broadens the relationship and the collaboration and helps us both see that there are many ways to do things. It helps us "get out of the bubble" of our own little world.

## 5. Playfulness and sense of humor:

Creating a show requires an enormous amount of perseverance and grit. But it also requires a playful sense of curiosity and adventure. Stay loose. Keep your sense of humor. Be comfortable with your shortcomings enough to laugh at them and have others laugh at them with you. Life is short. Don't take yourself too seriously. Make it fun.

We are as surprised as anyone to be working together on a big show. But we have never had more fun and we would whole-heartedly endorse doing it. Sure, it has its potential challenges. But so does anything else that is worthwhile

Scott Wilkinson is a composer and lyricist. Jill Wilkinson is a CPA and producer. Currently, they are developing an epic musical on the life of Dietrich Bonhoeffer. Go to [bonhoefferthemusical.com](http://bonhoefferthemusical.com). Also on Facebook see Bonhoeffer The Musical and on Instagram check out @BonhoefferMusic.



## FEATURED PRO MEMBER



### Name:

Margaret Rose

### Where You're From:

Born and raised in Modesto, California; 20 years in New York City;

currently in Orlando, Florida

**PROfession:** Lyricist / Book Writer / Director (and Blogger)

### What projects are you working on?

Writing a new version of a show we premiered several years ago, A LITTLE PRINCESS, now re-imagined as a Christmas show; Writing a new musical, THE PROP SHOP, for the middle school market, about finding the dream inside of you and expressing it in the theater arts; and marketing our musical drama based on the inspiring story of the Donner Party, MEET YOUR MOUNTAIN.

### Why did you join PRO?

Years ago, I wanted a list of Broadway

Producers to do a mailing, I did a Google search and found Ken's blog, to which I immediately subscribed. Over the years, reading his blog posts and then listening to the Podcasts, I picked up so many nuggets of wisdom and "insider knowledge" about producing in New York that when Ken created the PRO group, I jumped at the opportunity.

### What do you look for in a collaborator, and how do you seek out creative partners?

I have been blessed to have an on-going relationship (30 years and counting) with Eric Rockwell, my college roommate-turned-composing partner. He and I have similar passions for the stories we want to tell and the way we want to write them. We have a shorthand in our communication as well as an absolute trust in and respect for each other. We bounce ideas off each other, provide constructive criticism for each other's work. While I'm the words person, he is an excellent writer, too. And though I

could never compose a melody, I read music and have studied musical song structure. Having an understanding of the other's specialty helps us write unified material which, I believe, feels as if it was written by one voice.

### What have you found to be the most valuable part of being a PRO member?

There is such a wealth of information I've used from the online resources (I found that list of Producers I'd been searching for!). But honestly, interacting with everyone on the Facebook group is a highlight of my day, as we cheer each other on, crowd source the group for opinions and advice, share ideas, and inspire each other. The times I've met PROs in person have built on that, both at the first Super Conference and the get-togethers in Orlando. I'm grateful that Ken has brought us together as a community of passionate theater makers.

**Want to recommend a Pro for our next feature?**

Email [summer@davenporttheatrical.com](mailto:summer@davenporttheatrical.com)



## OVERHEARD IN SHUBERT ALLEY

Will the West End production of Company transfer to Broadway in 2020?

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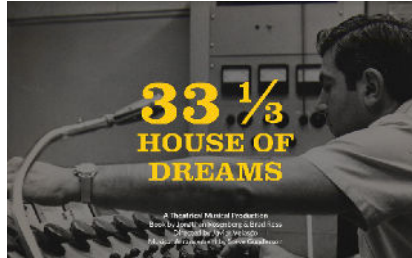
Will Ingrid Michaelson's The Notebook have a Broadway run in the near future?

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Is Aimee Mann writing music for a musical adaptation of Girl, Interrupted?

## PRO UPDATES & CLASSIFIEDS

• San Diego Repertory Theatre will be partnering with the San Diego School of Creative and Performing Arts (SDSCPA) and R & R Productions, LLC for the world premiere musical *33 1/3 - House of Dreams*. Written by PRO Members, Jonathan Rosenberg and Brad Ross, with additional contributions by Steve Gunderson and Javier Velasco, the debut production chronicles the success of Gold Star Recording Studios through the history of rock 'n' roll. The production will feature direction and choreography by Javier Velasco with musical direction and arrangements by Steve Gunderson. *33 1/3 - House of Dreams* will run August 1 – 25, 2019, at San Diego REP's Lyceum Stage Theatre, with previews August 1 – 6, and press opening on Wednesday, August 7 at 7:00 p.m.



- Rave Theater Festival begins August 9th. Make sure to grab your tickets and support your fellow Pros!
- Susan Lambert's political play, *Confidence*, just had a reading and is headed to Off-Broadway's Theatre Row this November.
- Huge congrats to our Fall PRO Reading series winner, Vicki Vodrey, for her show *Hanky Panky*. Reading Date TBA

## ON THE BLOG | Top read articles last month:

- SPINOFF ALERT: A New Broadway and Off-Broadway General Management Company
- UPDATED: Is THIS a sign of a market correction on Broadway coming?
- The life and music of Neil Diamond on Broadway. And I'm honored to be producing.

*Make sure you don't miss a single blog. Subscribe today.*

## CONNECT WITH KEN

 [www.facebook.com/kendavenport](http://www.facebook.com/kendavenport)

 [www.instagram.com/kendavenportbway](http://www.instagram.com/kendavenportbway)

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 [www.linkedin.com/in/kendavenport](http://www.linkedin.com/in/kendavenport)

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## PRO ANNIVERSARIES

### See who's celebrating in August

#### 3 Years:

Rob Lake

Randy Frank Eppes

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#### 2 Years:

Brett Roelofs, Robert Clater,  
Chris Spencer, Debbie Saville,  
Jo-Ann Dean, Doug DeVita,  
Julie Weiner

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#### 1 Year:

Tyrone Stanley, Eric Jones,  
Nancy Ellis, Joe Nelms,  
Justin Stoney, Alan Buchberg,  
Michael Shayne, Tony Spinosa,  
Jill Wright, Shelia McNeil

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#### 6 Months:

Kevin Lambert

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#### 3 Months:

Gail Lou, Michael Merritt,  
Wendy Morgan-Hunter,  
Betsy Bickel, Rick Feldman,  
Joshua Davis, Seán Power,  
Tobin Bradley, Kevin Shinick,  
Patrice Cassidy, Michelle Kaplan,  
Debbie Goodstein, Patricia Adeff,  
Brad Staggs