

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy March! We're celebrating our Pro-birthday this month! It was just three years ago on March 10, 2016 that

we opened our virtual doors in the hopes of helping people like you get their shows from the page to the stage.

We're thrilled at how our community has grown since that first day, and more importantly, where we're all headed. (Can anyone say #5000by2025?) I'm so thankful you're a part of our tribe and look forward to helping you achieve all your theatrical goals and otherwise.

Already this year, we've added a reading series, bonus webinars from everything on how to save money on your taxes to setting and meeting your New Year's resolutions, and more. (Can anyone say theater festival?)

And one of the biggest additions to our resources is our spring intensive conference, Promote U, coming up on May 17th.

If there is one thing I've learned over the past twenty years is that everything . . . everything . . . needs to be advertised . . . including shows, songs and YOU. We all want our shows and ourselves to be discovered, but it just doesn't happen without the proper push.

And at Promote U, we're going to show you how to get noticed . . . without looking like you're trying to get noticed. We've got experts on social media, personal branding and more ready to help you stand out in this competitive crowd.

Check it out at www.PromoteUConference.com. And I'll see you there.

And Happy Birthday to Pro!

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OFFICE HOURS: WHAT YOU MISSED LAST MONTH

- Moving expenses for work more than 50 miles from your home is no longer deductible
- If you're a producer, you can write off seeing a show not as 'entertainment' but rather as 'research'
- Be sure to collect your receipts and keep track of your expenses so that you are fully prepared when it comes to filing your taxes
- The majority of time something will be deductible is when something is being used for a business purpose (flying out to a conference, having a business meal, etc.) *Depends on if you're a w2 individual or 1099*



PRO QUOTE OF THE MONTH

"If you want to go fast, go alone. If you want to go far, go with others"

~African Proverb

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

UPCOMING EVENTS

PRO Reading Series- *Hello Kitty Must Die*
March 18th

Office Hours
March 18th

Office Hours with Peter Breger
April 4th

Promote U
May 17th

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.

THIS MONTH'S QUICK WIN

Secure your social handles for you and your show

1. As soon as you have a title for your show, head over to Instagram, Facebook, and Twitter to claim your social media handles. Keep in mind that Twitter's usernames are limited to 15 characters, so if you want to keep them all the same, which you ABSOLUTELY should, you need to be sure that they're all 15 characters or less. When picking your username, be blunt as to what it is. Be sure that your title is the name of the show, don't worry about "a musical" or a "play" necessarily - you can put that in your bio. Decide on your desired social media handles.

2. Check each platform to see if your desired social media handle is available. Although Facebook is a bit different, do your research to see if there are shows of similar titles and make them your own. (For example: If your musical is titled Abandoned: A Musical and there are several pages similar to this, you can try to

make your page: AAM - Abandoned the Musical etc.). If there are too many similar options or your most desired username isn't available, try and abbreviate it so that it'll fit.

3. Once you've claimed your social media handles across all desired sites, make sure that you assign the same icon (which should be the promotional show art for your show *what you'd put on the playbill*) and the same bio to each platform. Try to keep it as short and concise as possible. Give a brief summary of your show and attach a link to your website, if applicable.

4. Pick an aesthetic that will fit with your page. If your show is dark and mysterious, try and lean towards darker colors such as black and red, etc.

5. Post regularly so that you remain fresh in your audience's minds.



WHAT KEN'S READING

***It's Not the Big That Eat the Small...
It's the Fast That Eat the Slow***
***How to Use Speed as a Competitive
Tool in Business***

FEATURED PRO ARTICLE

Finding Inspiration

By Associate Pro Member, Cle Holly

What inspires me to write? Sometimes I write in reaction to something funny that I hear on TV or social media, e.g., “Look at that dog riding a bicycle!” Well, why shouldn’t a dog ride a bicycle, especially in New York City? He could make a living! Cars, trucks, and pedestrians would stop to let him by (a hat-trick almost unimaginable in the Big Apple) – and, Delivery Dog might earn amazing tips (cash and chew-toys preferred)! This exercise allows me to toss my assumptions regarding what is or can be possible. And, challenging my thoughts in this way is great practice in life, as a human living in this increasingly complex world!

At other times, I adapt an oft-used songwriting trick: Randomly pair a genre with a musical style. In writing, I apply a broad topic, like boating, to a mathematical or psychological concept. For example, I wrote a short play, “Loving, Texas Instruments”, which married the ideas of inanimate-object love, escapism, and economic advancement. I presented it at the Davenport Theatre in August 2018, where it received a warm audience response. I’m currently developing “Loving, Texas Instruments” as a short film. My current musical in development, PARALLEL LINES, explores loyalty, insecurity, and betrayal – but it got a big boost from absolute geometry’s rejection

of Euclid’s fifth postulate involving parallel lines. And my newest project, “Spark”, will marry (no pun intended) singledom with the psychological theory of concept expansion. I find that by layering at least two seemingly unrelated topics, I force myself to ask questions of my characters and story, and to uncover details which I would otherwise miss.

Clé is a multi-hyphenate writer and composer. PARALLEL LINES will close the Spring 2019 New Works Series festival in NYC on March 17, 2019. More information: www.ParallelLinestheMusical.com.

FEATURED PRO MEMBER



Name:

Stephanie E. Brooks

Where You’re From:

I was born in the Bronx, New York and moved to Orlando, Florida when I

was about twelve. I currently reside in South Hill, Washington with my three children and husband of 25 years, who recently retired from the U.S Army.

PROfession: I am a Risk Reduction & Prevention Education Specialist for the Department of Defense, and co-founder of Empowered Voices, LLC. Next on the list is to be a published writer.

What projects are you working on?

I am currently developing a musical that was inspired by true-life events. “ReSi” is a poignant social dramatic musical that follows a confident and charismatic young lady who is struggling to overcome witnessing the traumatizing death of her mother. Add

sexual assault, relationship problems, and suppression of sexuality to the mix as we explore the collateral effects of suicidality.

Why did you join PRO?

I joined PRO because of the multitude of opportunities to explore, learn, and meet people in the industry. The vast amount of workshops, podcasts, encouragement, and opportunities to meet with leaders in the industry was a huge draw. Putting like-minded people who have unique strengths in one space has always attracted me, plus I got a free book.

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

Integrity is of the utmost importance. I like to explore potential collaborative relationships with those who give off good energy, are intellectually and creatively stimulating, are enthusiastic, have similar goals, can bring something to the table, and are funny. I enjoy working with others, as well as finding

opportunities to help them succeed. I am observant and tend to use my intuition when bringing anyone into my circle. I try to stay away from opportunists and those with narcissistic traits because of their egocentric ways and ability to dexterously adapt to self-serve without regard for ethics or morals. Other than that, I can find positive strengths in just about everyone. I am attracted to confident, creative, and kind people, so when I get a hunch that they may be a good creative collaborator, I simply reach out to them.

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

The most valuable part of being a PRO member has been the opportunities to meet others in the industry and Ken’s feedback, support, and encouraging personality. I am a networker. I love to meet new people and learn about the great things they are doing in life.

Want to recommend a Pro for our next feature?
Email summer@davenporttheatrical.com

OVERHEARD IN SHUBERT ALLEY

Is Mark Shenton really finishing up his theatre column?

Is the Los Angeles Samuel French Theatre & Film Bookshop closed for good?

Could the beloved Green Acres tv show be crossing over to the stage in a musical adaptation?

PRO UPDATES & CLASSIFIEDS

GLORIA ROSEN'S multi-award winning solo show *Listen... Can You Hear Me Now?* will have a studio performance on Saturday, April 27, @2PM.

Deaf parents. A hearing child. A woman on the edge of two worlds tells the story of finding her own voice.

Sunlight Studios: 321 West 44th Street New York, NY (Limited seating). Reservations required

RSVP: listennow23@gmail.com

\$20 cash at the door. www.listenshow.com

CHRIS HOLOYDA is headed to Hollywood at the end of March for a

reading of *The Flesh Trade* with New Musicals, Inc., the prize for winning second place in the 2018 Search For New Musicals.

Chris is also putting the finishing touches on the music for *Zombies* on Broadway, opening June 19th at Off the Wall Theater in Milwaukee, with book and lyrics by Dale Gutzman. When Broadway star Dottie Lotrine croaks and the producers need a hit, they call on King Kong mastermind Carl Denham to reanimate her lifeless corpse, with disastrous unintended (and undead!) consequences.

FINALIST IN THE 2018 SEARCH FOR NEW MUSICALS THROUGH NMI, INC.

THE FLESH TRADE

A 100-PROOF RAGTIME MUSICAL INFUSED WITH CANNIBALISM, GREED, AND WOMEN OF ILL REPUTE.

ON THE BLOG | Top read articles last month:

- Should There Be A Ratings System for Broadway?
- How Theater Can Save The Malls . . . of America.
- The Broadway Producer Pick List for 2018!
- What Marie Kondo can teach you about rewriting your script.

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 ken@theproducersperspective.com

 www.linkedin.com/in/kendavenport

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PRO ANNIVERSARIES

See who's celebrating in March



3 Years:

Charles Yurick and Nancy Paris, Amy Gewirtz, Elaine Cohen Rubin, Ellen Maguire, Erik Przytulski, Cynthia Stroum

2 Years:

Michael Murnin, Ginger Reiter, Michael Sgouros

1 Year:

Rich Roy, Leo Schwartz, Darrin Hawkins, Andre Allen, Laura Marsh

6 Months:

Julian Batchelor, Jennifer Grasso, Brenna Ross, Diana Mucci, Andrew Gordanier, Elizabeth Appell, Andrew Lum, Kevin Jeffers

3 Months:

Karole Foreman, Brenda Lukeman, Beau Bisson, Joel B. New, Walter Robinson, AraBella Fischer, Chris Savery, Vicki Vodrey, Leland Nelson, David Hanson, Gary Martin, Barry Malawer

