

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.

PRO


Hello Pros!

Happy October. While I'm a summer guy for sure, there is something about that light, crispy air in October in the Northeast that gets me going. I guess that's why I'm producing not one, not two, but **THREE** readings in the coming weeks!

Developmental seeds that I planted as far back as **SEVEN** years ago are starting to sprout, as I begin the production phase of *Broadway Vacation*, *Harmony* and the Neil Diamond Musical.

I tell you this for two reasons:

1 - It takes a long time to get things even to a reading stage sometimes. I asked for the rights for the *Vacation* movie franchise seven years ago. **SEVEN**! And I finally got them two years ago. And phew, now we're up to the reading stage. And we've still got a long way to go before the Broadway

opening night. So have patience, plant lots of seeds, and they will take root.

2 - I'm in this game just like you are! That's right, this month, I've got to invite producers, raise money, get my scripts in better shape, develop marketing materials and so on. So while I may be doing what we talk about in *Pro* with a few more zeros on my budget, I'm grinding away like all of you. And I promise that every little thing I learn with each new production, I will pass on to you so you can use my trial and errors to get your shows off the ground.

So let's get to it, shall we? There are three more months left in 2019. Let's make them count.

Giddyup!

Go get 'em.

Ken

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UPCOMING EVENTS

Office Hours

October 21st (8pm ET/5pm PT) *Please note the new time!*

Pitch Night (NYC)

October 17th 7-9pm ET

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

Head on over to www.TPPSuperConference.com to secure your seat, view the agenda, book your hotel, and more!



OFFICE HOURS: WHAT YOU MISSED LAST MONTH

KEN'S PRO TIP

*Find small projects to get going.
That's what will attract people
(and investors) to big projects!*

1. Use other people's networks to expand your own.
2. Tip for Readings: Don't get too detailed with the creative elements of the piece. Write stage directions with your vision, but leave room for other designers to join in and give their expertise. There will always be time for you to chime in later.
3. In consultations and meetings, ask questions like "What's your favorite show?" to reveal the person's taste. It feels like small talk and allows you to see if you're on the same page for a great collaboration!
4. Be open to all different outlets for your work. Don't just be fixated on Broadway. Success can be found in regional, community, or even high school theatre!

PRO QUOTE OF THE MONTH

"Don't plan for ventures, without finishing what is at hand"

Euripedes

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

THIS MONTH'S QUICK WIN

5 Steps to Creating a Business Instagram

1. Choose a handle for you or your production. It should be obvious that the account is for you or your show based on your handle. DON'T pick a vague handle. People will be less likely to find you and/or follow.
2. Set your account to public. Then set it to a business account. This can all be done in settings. Specify what type of business your account is (this can vary from writer, to actor, to theatrical play etc.) and you will have access to people's interactions with your page and posts.
3. Provide your contact info. When editing your profile, under business information, provide business information which can simply include your email, phone number, website, or all three. This way, people can contact you

directly from your page, so make sure you frequently check these resources.

4. Use relevant hashtags on your posts. Don't tag random things because you think more people will see them. The people that will engage with your posts are people that are interested in you or your show. Make sure your hashtags are related to your post or personal brand.
5. If your page isn't gaining traction or you have less followers than you'd like, you can promote or sponsor your posts. Decide who your target audience is and for how long you would like your post promoted. This can be done directly from your post or right below your handle and bio!

FEATURED PRO ARTICLE

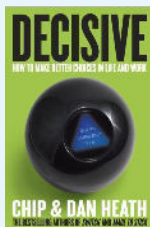
After My Staged Reading: Thoughts and Thank You's

By Associate PRO, Joel Krantz

I am sitting at my desk with my computer screen blazing blue light into my straining eyes and threatening to overheat from overuse. Yes, I am deeply immersed in the restructuring and rewriting of my musical *Ocean in a Teacup* after its performance at the Producer's Perspective Pro Reading Series. Wow, did I learn a lot!

Of course, a writer's fantasy is to do a reading and walk out of the room thinking, "nailed it!" That has yet to happen for me. Still, you have to believe that each time

you go through the process you are getting one-step closer. Doing this reading was eye opening for me. We writers know how hard it is to have CLARITY about our work. We are all blind to something. Well, nothing can clear your vision as strikingly as a live audience can. Nagging questions that I had been wrestling with on my own were answered as if someone turned on the spotlight. Because of this, I am making a major shift in my story telling and ooh, I think it's much better!



WHAT KEN'S READING

*Decisive: How to Make Better Choices
in Life and Work*

by Chip Heath and Dan Heath

So, I am deeply grateful to The Producer's Perspective PRO and Valerie and her team for giving me the opportunity to grow my show. I am very aware of how far they stretched to include a big musical like *Ocean in a Teacup* in the series! I also got the incredible opportunity to connect with Ken Davenport directly. His

encouragement and sincerity have helped to reinvigorate me. I hope I can build on this going forward.

One piece of practical advice. Really a suggestion. When in doubt as to whether to cut something from the reading, keep it in. This is your chance to see whether it works or not and you may never get to know. It's

better to have the show be a little too long then to always wonder if what you cut was an important missing ingredient. I wish an inspiring process to all the writers and shows who have readings coming up. Check out www.oceaninateacup.com

FEATURED PRO MEMBER



Name:

My name is Scott Werntz. I live and work in the beautiful city of Grapevine, TX, which holds the title of being, "The Christmas Capital of The South"! Each day

I have the privilege and honor of serving as the Creative Arts Director at a private school known as Grapevine Faith Christian School. Our Creative Arts program has graduated such talented students as; Shannon Sanderford - *Miss Texas 2015*, Eean Cochran - currently in the National tour of *Hamilton* and Caleb Pierce - Hollywood actor on such shows as *Grey's Anatomy*, *Big Bang Theory* and *VEEP*. Our theatre department has also had the honor of winning the *Betty Buckley Best Musical Award* for our productions of *Godspell* and *Shrek The Musical*. In May of 2020 we will be taking our school musical to the outdoors with our production of *The Music Man*, which will be performed on our very own Main Street, USA!

Where You're From:

Over the past year, I and my collaborator, Denis Kashoid, have been a part of Ken Davenport's Inner Circle. I can not even begin to express how impacting and helpful the Inner Circle weekends have been in getting us focused and helping to network with an amazing group of writers, producers, composers, choreographers and directors. The Inner Circle has advanced our projects and creativity by years! Being a part of The Inner Circle has also allowed us to be members of PRO. Daily, we are in contact with people across the country who are also a part of PRO. These new PRO connections have turned into friendships where we are able to collaborate and get behind each others projects. Being a part of PRO has been the best decision we could have made in regards to writing and developing our projects for the stage.

What projects are you working on?

Speaking of projects, we are currently developing a new musical titled, *16 going on 17*. In 1998, I had the blessing of meeting a Holocaust survivor by the name of Alexandra Goode. Alexandra was 69 when we met. As I write this, she turned 90 years young over the past weekend. In the early 2000's, I had the opportunity to travel back and forth to Russia with Alexandra and her husband George, on over 60 trips that involved summer and winter camps for orphans and the adoption of 224 Russian children and teensagers by American families. The Goode's helped me to adopt my two 13 year old sons, Misha and Ruslan, who are now both 30 years old. Alexandra and George facilitated the adoptions between all the families. Their slogan for life has always been, "Refire instead of Retire". After thousands of hours on planes, trains and automobiles, I learned the unbelievable story of Alexandra's time as a prisoner in two of Germany's concentration and work camps. Taken in the middle of the night at the age of 14, and escaping on her belly in the middle of the night when she was 16, Alexandra's story is one that will impact everyone who sees and hears it played out on stage!

Why did you join PRO?

On one of the trips to Russia in the late 90's, I had a teenager walk up next to me and introduced himself. Young Denis Kashoid graduated top of his class from The Moscow Conservatory of Arts in Moscow, and quickly made his way to the United States. Over the past two decades, Denis and I have directed and music directed a dozen musicals with cast and crews as large as 300. We have been writing and developing new works that we hope to get on stage very soon. Besides *16 Going On 17*, we are also working on a new comedy that takes place in and around the TSA line at the airport! We also have teamed up and have taken time to get to know and learn from wonderful Broadway talents as; Josh Bergasse - *Smash*, *On The Town*, *Charlie and the Chocolate Factory*, Chet Walker - *Pippin*, *Fosse*, *Pajama Game*, David Gomez

- Artistic Director of *Cirque Du Soleil* production of *Mystere* Las Vegas, Chip Abbott - *Joseph*, *Charlie and the Chocolate Factory*, *Cinderella*, and many more! Several times a year, we team up with Bill Hotaling, Founder and Owner of *Manhattan Dance Project*, and Choreographer, Kerry Dove, and their amazing faculty who lead weekend workshops for hundreds of Texas youth, as well as stay and help choreograph some of the production numbers in the shows that Denis and I produce and direct.

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

Networking and collaborating are the main key to any of our successes! I remember many years ago bringing a group of students from Texas to New York to take workshops and learn from Ken Davenport. The next year, many of the students were in our school production of *Godspell*. That same year, Ken produced *Godspell* on Broadway. And wouldn't you know it, at our school productions opening night, our students received a kind letter of congratulations from Mr. Davenport and the cast and crew of Broadway's *Godspell*! Now, many of those students have grown up and are working on Broadway, in Hollywood, on tours and are collaborating on new projects themselves! Together we only get better! Thank you Inner Circle, PRO, and Ken Davenport for opening a whole new world for both me and my team!

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

Mentorship is key and Pro offered me all opportunities in one group: Producer Pitch Night, The Super Conference, Pro Resources, Mastermind. Each one I attended had a take away with a goal setting and timeline for accountability. I needed to surround myself with people who are experienced in producing. Seeing people achieving their goals in my Mastermind Group also has a domino effect in success breeds success. Look for what works. Accentuate the positive through action. I highly recommend it if you want to kick start your goals!

OVERHEARD IN SHUBERT ALLEY

Rob Zombie is Still Open to Making House of 1000 Corpses a Broadway Musical!

After major setbacks and the departure of composers Brian Yorkey and Tom Kitt, will *Magic Mike* continue its journey to Broadway?

Will there be a Broadcast release of Disney's West End production of *Aladdin* by the end of 2019?

PRO UPDATES & CLASSIFIEDS

The Super Conference is NEXT MONTH! (November 16-17th) Do you have your ticket? If not, make sure to email summer@davenporttheatrical.com to see how you can get an exclusive PRO discount!

On September 5th, MandaLeigh Blunt opened *p r i s m* at Teatro Municipal São Paulo, her very first opening as a full time Producer, working for Beth Morrison Projects!

Raven Petretti-Stamper wrote a very fun and timely new show called *2020: A Fantasy* that will debut at Shetler Studios' Theatre 54 on Oct 16th. Please visit strangebirdproductions.com for dates or email info@strangebirdproductions.com for seats.

OUR 2019 KEYNOTE SPEAKERS



HEIDI SCHRECK
Pulitzer Prize Finalist for Drama
What One Crazy Summer Means to Me



JOE ICONIS
Award-Winning Composer, Lyricist and Playwright
Be More Chill



ON THE BLOG | Top read articles last month:

- What I loved about the Harry Potter Times Square Takeover.
- We ask again: Why Do Some Broadway Ticket Buyers Show Up At The Theater So Early?
- What this Tracy Chapman song has to do with your show.
(was published Aug. 29 in case you wanted a third)

CONNECT WITH KEN

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PRO ANNIVERSARIES

See who's celebrating in October

3 Years:

Michael Radi, Don Nolan

2 Years:

John Watts

1 Year:

Amy Allred, Michele Hampton, Katie Lesesne, Mitchell Reeve, Thom Talbott, Harold Levine, Andi Lee Carter, Annette Ferrieri, Brenda Lamb, Yuko Mizohata, Jenny Bennet, Steve Greenstein, Brad Ross, Kevin Martinez

6 Months:

Andrea Markowitz, George Strum, Mary Birdsong, Vicky Rugakingira, Adam Shapiro, Demetria Daniels, Lynn Appelle, Gwyneth Larsen, Howard Ho, Jose Medina, Iris Saunders, Marni Raab, Emil Kreymer, Philip Di Pietro

3 Months:

Raven Petretti, Nicola Scott, Malcolm Davidson, Kate Powers, Brooke Moorehead, Paul Caruso, Gary Holmes, Tom Neff, Sam Klingner, James Chiao