

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

You know what websites and theater have in common?

You can constantly make adjustments to both while they are "running" to make them even better.

Constant improvement is my goal when I produce a show and that has been our goal here at PRO since we launched the site. Two years later, and the site is jammed packed with 5x the amount of resources and tools we had back then.

One of the most successful additions we made to PRO in the past few months was my monthly "Office Hours," which features me and an open phone line . . . waiting for you to call in with your questions.

These mini-consults have been filled with info and a heck of a lot of fun.

If you haven't been on an Office Hours call yet, make sure you save the date for the next one, on Monday, Feb 19th at 7 PM.

Because the Office Hours have been so successful . . . we're going to ADD another call to next month. This one will feature the one and only Eric Webb, my Director of Creative Development! That's right, this is the guy who reads all of our submissions, who goes to see readings for me, and who brings me shows that he thinks I should produce, or writers that I should keep on my radar.

On Monday, Feb. 26th at 8 PM, Eric will hold his own Office Hours, and will take your questions on character development, pitch letters, and anything about writing for the theater (or even about what Producers like me are looking for).

If you've gotten script coverage or had a coaching with Eric then you know how good he is and why I trust him so. If you don't know Eric, then this is your chance to get to know him.

And, if it goes well on the 26th and we have a lot of folks on the line, something tells me we can convince Eric to do this monthly, and offer it to you as a bonus to your Pro membership.

See you on the 19th of Feb. for my office hours and make sure you tune in to Eric's on the 26th!

Go get 'em!

Best,

Ken

P.S. Our first Inner Circle is next weekend. Don't know what that is? Ask me. It's by invitation only.

[This Week on the PRO Facebook Group](#)

Here are just a few things that are being chatted about on the Facebook Group this week!

- CHALLENGE: Communications: Writing Letters of Inquiry, Cover Letters and Follow-Up Emails.
- Pros seeking Co-Producers.
- Read about the tools discussed on our last Office Hours.

