

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND

The logo consists of the word "PRO" in white, bold, sans-serif capital letters, set against a red rectangular background with a slight 3D effect.

Happy Monday Pros!

As you know, my goal, and the goal of PRO is to help get your shows produced, and faster than you can on your own. Period.

That's why I'm excited to tell you that one of the options for getting produced here in New York City, just got a heck of a lot more attractive.

The most inexpensive form of producing a full production of a show with union actors is called an "Equity Showcase."

It's an entry level production that has been used for years to give new Writers, Producers and Actors a chance to have their work seen in the city (hence the name "Showcase").

But it has restrictions . . . Showcases can only be done in 99 seat theaters. Budgets have to be capped (although, in practice, most are not). And, you could only charge \$18 for a ticket.

I remember arguing with Actors Equity when I first started producing almost twenty years ago about this low ticket cap (it was \$15 then), because it made the show a guaranteed losing proposition, because of the cost of renting the theater alone!

If this was a problem twenty years ago, you can imagine how out-of-whack those ticket caps are today.

Which is why, they finally did away with them.

Actors Equity announced just last week that the ticket price cap restriction is no more! (See [here](#).)

This is great news for emerging Producers and Self-Producers for two reasons:

1. Your show just got more economically viable. It's actually possible to show that you can actually break even!
2. Your ticket price will no longer say to your audiences and the press, "This is a showcase!" (The \$18 price tag was a huge "tell" to anyone seeing the show that it was an entry level production, which had a negative effect on press coverage specifically.)

If you're contemplating producing your show in New York City, you should now seriously consider the Showcase Code. It's a much more viable option.

But whatever way you chose to get your show up on a stage . . . go get 'em!

P.S. If you need some assistance in navigating the Showcase Code, Mini Contract, and other options for your show, we offer consults with my General Manager, Ryan Conway, who can guide you towards the type of contract that is right for you. Click reply to this email and I'll set you up.

Best,

Ken

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

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

- Networking in the Arts
- What to pay a GM for a start-up Non Profit.
- The 7th Annual Players Theatre February Short Play Festival has selected it's finalists!

[Come join the discussion!](#)