

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

Field of Dreams is one of my favorite movies. Baseball, James Earl Jones, and a magic voice from a corn field that whispered, "If you build it, they will come." What's better than that?

I'm a big believer in the "Build it, they will come" strategy in business and the arts. But my advocacy comes with a pretty serious caveat that the mysterious corn field voice forgot to mention.

Think about that movie for a second. Do you remember that "it" that the voice was talking about? It was that baseball field. And oh you had never seen such a baseball field! It was gorgeous. Perfectly sculpted out of that corn field. Manicured grass. Dirt so soft you could almost feel it through your screen.

So yeah, of course people came to see that!

Had that field been overrun with weeds, or been missing home plate, or had rocks in the middle of center field, then no one would have come.

And the same is true for your show. It needs to be special if you want people to come. And yes, of course, I'm talking about the content itself. But I'm also talking about the presentation of your material, from your invitations to the actual production itself.

You don't want weeds growing in your outfield.

So when you're planning your next reading, production, or even rehearsal, remember that the magic voice only told you half the story.

Yes, they will come if you build it . . . as long as it's something special worth seeing.

Otherwise, they'll find someone else who built something just like it.

Go get 'em!

Best,

Ken

P.S. Our first two Producer Pitch nights have both sold out in a matter of hours. If you'd like to be added to the waiting list for the next session, email summer@davenporttheatrical.com

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

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

- WEEKLY CHALLENGE: Write a short play in a genre you've never written in before
- Pros are offering exclusive discount codes for their shows
- Thanks to all the Pros who came out to meet us in Los Angeles last Thursday!

[Come join the discussion!](#)