

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.

PRO

Happy Monday Pros!

First, a shout out to our new Pros! Welcome to Joyce, Chiara, Brett, Richared, Leah, Barry, Elli, EJ, Robert, Rusty, Lindsey, John, Anzu, Mark, and Cherie! We're thrilled that you're here, and congratulate you on your commitment to getting your show to the next "stage."

If you picked up a copy of the Sunday New York Times Arts and Leisure this week or even caught my Facebook Live on Thursday, then you know my production of Once on this Island got a two page spread on its unique design.

And the sub headline to the article read like this:

"A trip to Haiti inspired the set, costumes . . . "

Yep, before the design was finalized, I sent my design team to the island of Haiti to do some immersive research. And what they came away with helped inspire what you can see on stage at Circle in the Square.

Could they have done their research by looking at pictures in a book, or doing a "google image search" of Haiti post-earthquake.

Yeah. Sure.

But, as Ed Catmill, one of the founders of Pixar wrote about in his terrific book, Creativity Inc. (which I highly recommend), nothing makes your project more real than research.

And in the case of Once on this Island, not only did the research produce a much richer design, but it also got us some press!

If you're doing a project set in East Germany, you best get your butt over there.

If you're doing a project based on the life of students in hostels, you better interview some.

If you're doing a project about Ernest Hemingway, get thee to Key West and everywhere else that author went, and walk in his footsteps.

This kind of research seeps into your skin and comes out in ways you don't even realize, giving your project more texture and color than you can come up with by just sitting in your apartment in front of your keyboard!

Go get 'em!

Best,

Ken

P.S. Inner Circle members . . . are you ready for this weekend? Big goals, big speakers and bigger action.

P.P.S. Just a couple spots left in our Spring Strategy Session for those of you who need a "Spring Cleaning" on your project.

[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: Nominate a fellow Pro for a #PROnyAward!
- #ResourceRoundUp: Share tips you've learned from our "How To Get The Rights To Anything" workshop!
- PROversary alert! See who is celebrating their Pro Anniversary this month!
- Exclusivity agreements? What they mean and more.
- VOCALISTS Needed in the Phoenix area!

[Come join the discussion!](#)