

# THE PRODUCER'S PERSPECTIVE

## GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Happy Memorial Day! I hope you're enjoying this official start of summer with your family and friends, and that there is a burger (or veggie burger!) sizzling somewhere nearby.

And a big welcome to our new members of our action-takin' organization. Hello to new Pros, Brad, Jennifer, Erin, Jeffrey, and Lynn . . . This is gonna be one heck of a summer.

Before I get to this week's Tip, I want to tell you about a new feature in this weekly newsletter! The "SONG OF THE WEEK!"

We are now going to feature a SONG from a new musical written by one of our members of our Inner Circle members in each email! It'll be listed at the bottom, so give it a listen . . . and then jump in the Facebook group to let the writer/producer know what you think!

And now, the Tip!

Today's Tip is about my most serious high school crush: Winona Ryder.

When I saw her in *Heathers* and *Edward Scissorhands*, I became a bit obsessed. I had pictures of her from magazines all over my room. I made an answering machine message that include quotes from her movies like she and I were having a conversation. I even wrote her a semi-creepy fan letter! (I said something about us having the same eye color, or something weird. Oh, teenage boys.)

I wanted to marry her.

But I knew the odds were not in my favor. Especially since she was married to Johnny Depp at the time. :-)

And I remember thinking, if I wanted to get married someday, or heck, just have a girlfriend to go to Winona Ryder movies with, perhaps I should focus on someone a little more attainable. Someone I knew. Or someone I could easily meet. Or someone I had a few things in common with, for goodness sake.

So while I still dreamed about bumping into Winona at the arcade (!), I knew that it was most likely not going to happen and focused on what was more likely to happen.

And that, my Pros, is how you should focus on finding a Producer.

Everyone would love to be produced by Cameron Macintosh. Or Scott Rudin. Or Jeffrey Seller of *Hamilton* fame.

But, it's important to be realistic . . . what are the odds that they are going to produce your show?

And that is NOT a slap on your stuff . . . it's just about what else they have on their plate, and the type of projects they are doing.

It's not impossible. Nothing is. They could produce your show. But I wouldn't focus most of my marketing time there, if I were you.

I'd focus on people more like you . . . emerging, up and coming . . . accessible and just as passionate as you are about making their stamp on the industry and the world.

You can still long for Winona, but that nice young lady at the end of your dorm hall might be more suited for a long term relationship anyway.

I know I'm much happier that I didn't wait around. :-)

Go get 'em.

Best,

Ken

P.S. Last weekend, I spoke to my Inner Circle members about how important it is for playwrights to be part of a Writer's Group. Not only to improve as a writer, but to hold yourself accountable. We still have a few spots left in our next in person Writer's Group led by my Director of Creative Development, Eric Webb. [Click here](#) to grab your spot. Meetings begin on June 10th.

**The Song of the Week is . . .**

**"TURN OFF"**

From the musical, TURN OFF

Music by Inner Circle Member MARYLYN VARRIALE

Lyrics by Inner Circle Member MARYLYN VARRIALE

[Click Here](#) to listen.

[Click here](#) for the website.

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

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

- Weekly Challenge: Think about one of your favorite pieces of theater. If you had the ability to set it in a completely different location where would you put it and why?
- How to juggle running a non theatrical business and a career in entertainment.
- How to produce work in a conservative area that might not be well received due to the nature of the work.

[Come join the discussion!](#)

And here's some more fun and educational stuff we posted for you last week!

- [The Top 25 Longest Running UK Productions: A By The Numbers Infographic.](#)
- [Broadway Grosses w/e 5/19/2019: On The Road Again](#)
- [Podcast Episode 190 — The Tony Nominated Composer/Lyricist, Streamin' Paul Gordon!](#)