

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

How's your Monday going so far? Are you excited to see how much you can accomplish on your project this week?

I am. I've got a lot of stuff cookin' . . . and just like ACTUAL cookin', that means I can't just sit back, go watch TV, and see what happens. If I do that, dinner would be toast. I gotta stir stuff up, add spices, take a temperature, taste it, and so on.

So get cookin'. Because projects require your daily focus and attention, so make sure you give 'em that this week. They deserve it. And so does your dream.

Before we get to this week's tip, a big "howdy ho" to our new Pros, Kevin, Andrew, Kerry, and Lisa. Greetings gents and ladies and welcome to the Pro community.

And now, this week's Tip! Which includes a chance to win some bucks!

As I was watching Law and Order this week, I was reminded of one of the fundamentals of their success is their "ripped from the headlines" approach.

And I'm about 90% sure it was an accident.

I have this feeling that one day the writers were desperate for a new story so someone said, "Why don't we just fictionalize what is in the paper today about XYZ scandal?"

And boom. Ratings shot up.

People love to watch stories that are on the edge of reality. It's why documentary viewership is up. It's why Reality TV is still a thing. And it's why celebrity Instagram feeds are all the rage.

Because they are real.

So . . . are you working on anything topical?

Maybe you should be.

Here's a challenge to get you started . . .

This week, write a ten-minute play about anything in the news. Anything. Give yourself ONE hour to write it after you pick your idea.

And get it done.

Submit them to Summer (summer@davenporttheatrical.com) by SUNDAY at 11:59 PM. We'll read them and pick a winner, and that winner will receive a free \$100 Amazon Gift Card.

Got it?

Oh, and you'll have a new 10 minute play. And then guess what we're going to have you do with it?

But remember, the play has to be "ripped from the headlines." But the choice of where you get those headlines is up to you.

Ready, set, WRITE!

Best,

Ken

P.S. Our next Producer Pitch Night is on October 10th. And guess what? This month we're going virtual! [Click here](#) to secure your seat.

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

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

- Weekly Challenge: Going Viral: create your own show based viral challenge
- #ResourceRoundup Resource of the Week: The Secret to Self Producing Online Course
- Use out checklist of things to think about when producing a show