

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros,

Welcome back to reality. :-)

That's right, the 4th of July holiday is over, and it's back to work we all go.

So what did you do on your Fourth of July vacation? I had a very productive week. I got a little rest, I reminded myself how lucky I am to live in this country (despite its current dysfunctions), and I also took myself on a little writing retreat. I went to Orlando, Florida . . . and if you check my Instagram, you'll see me at some chain restaurants in the wee hours of the AM, working away on a new script.

It was awesome, and I got more done in 2 days than in the last 2 weeks up here.

Why do I go away? Sometimes the change of scenery helps change your mindset. Or as I like to say, "Sometimes you have to go away, to get ahead."

That could be the Tip right there, but I've got another one for you. But let's first say hello to our new Pros, Stephen, Raven and Nicola. Welcome to the fastest growing group of Art-trepreneurs online, my friends!

And now the tragic tip.

I'm sure you've already surmised what this week's tip is. Yep, it's time. It's the end of an era.

The CD is officially dead.

(insert funeral sounds here.)

Recordings aren't dead, of course. And demos are not only alive, but they are absolutely necessary. But I'm no longer advocating sending CDs to anyone.

While it's nice to have a physical impression of your show for someone to hold, not as many people have CD players anymore, and the CD itself has actually "jumped the shark". They look like antiques. And we don't want your show looking like an antique!

Now look, if you've got CDs, don't toss 'em. I'm a trendspotter, and I am looking a year or so ahead here. Heck, I still have some that I'll be handing out. But when they are gone, that's it. I won't be making any more for my developing musicals.

And you shouldn't either.

What should you do instead? Put 'em on line. Look at Dropbox, Soundcloud, or yep, put your demo on iTunes! It's easy! Or get your tunes on a custom thumb drive. (If you need help with any of these options, let us know and we can set you up.)

Go get 'em!

Best,

Ken

P.S. Submissions for our Fall PRO Emerging Writers Reading Series are now open. Make sure to get your script in before July 26th for the chance to be chosen for our next reading! [Click here](#).

The Song of the Week is . . .

"I'd Go to War for You"

From: *Look For Me*

Lyrics by Inner Circle Member, Liz Schiller, Music by Ben Wilkins

[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!

- Show Logos
- How Broadway Producers Get Paid
- Exclusive Pro Discounts

[Come join the discussion!](#)

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

- [The life and music of Neil Diamond on Broadway. And I'm honored to be producing.](#)
- [Broadway Grosses w/e 6/30/2019: Moulin Rouge! Dazzles](#)