

# THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello My Pros!

Welcome to another edition of the Tip O' The Week! (And if this is your very first time receiving a Tip email, first, welcome! Especially Lee and Regina! Second, make sure you check out all of the previous weeks tips (there are a lot of them!) in our resources section on Pro. Quick reading for big results.)

And now, this week's tip is brought to you by Andrew Lloyd Webber.

As many of you know, I started doing some work for the Maestro as his Executive Producer here in North America almost two years ago now. And every time I speak with him, it's like a master class in musical theater.

A few weeks ago, I got to watch him shoot an interview for a documentary, and he was asked about Hal Prince and the influence Hal had on Phantom.

Andrew raved, as he always does, but there was a word he used to describe the direction that I thought we could all benefit.

Seamless.

And no, not the online restaurant delivery service.

Hal's direction, Andrew said, was "seamless," flowing from one scene into the next, without giving the audience any feeling of the action or the story stopping. It just moves on fluidly, almost like, well, like music.

While obviously a sung-thru musical about a stalker-ghost who lives in the basement of an opera house is a very different style than most, I still believe that all musicals need to make sure they have some sense of a seamless quality.

What I tend to say, somewhat crassly, is that if you stop for too long in a musical, the audience will have a chance to think . . . and they just may think, especially if you have a more fantastical story, "Why the @\$% are people breaking out into song and doing time steps on the streets?"

The moment our audience is taken out of our story because you stop, they'll also stop telling their friends to come see it.

So follow Andrew's tip and heed Hal's style . . . seamless is the way to go in your show.

Go get 'em!

Best,

Ken

P.S. Every year, in addition to my work with ALW, I take on a very limited # of Executive Producer clients. If you're interested in being put on that wait list, reply to this email and we'll explain next steps. My

contract with ALW is very exclusive and doesn't allow for many other clients, so I always give first priority to Pros.

P.P.S. Have you secured your spot for our next Producer Pitch Night on July 12th? We'll be featuring some Tony Award winning Producers this month ;-) [Click here](#).

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

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

- #WeeklyChallenge: We're halfway through 2018. How are you doing on your New Years Resolutions?
- #ResourceRoundup: Online Workshop: What is Front Money and How Do You Get it?
- Pros are being accepted into the Toronto Independent Film Awards!
- Got an audition notice? Post it on Playbill or on PROconnect!

[Come join the discussion!](#)