

THE PRODUCER'S PERSPECTIVE

GETTING YOU TO THE NEXT STAGE.



Hello Pros!

Well, we are in the thick of it now! It's the Broadway version of the playoffs . . . Tony season! The nominees have been announced and are now ready to battle for the big prize.

I often refer to this time of year as a giant "Cage Match," if you're familiar with wrestling. A whole bunch of shows just fighting it out like a free-for-all until one is left standing. My strategy (and what we employed on *Once on this Island*) is usually to stand to the side and let everyone tire out before I jump into the fray. :-)

But this month is my favorite time of the year, because there is such possibility and "drama" happening every day as we get closer and closer to Tony Sunday.

Which reminds me . . . what are you doing on Tony night? We're having a big ol' party in Times Square and you are invited!

If you can't get to our party, host your own! We've included some tips on throwing a party in this newsletter. Whatever you do when you watch, make sure you take a moment to imagine what it'll be like when you are up there.

Go get 'em (and that Tony!).

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UPCOMING EVENTS

Promote U Theatre-Makers Conference
May 17th

Inner Circle Weekend
May 18th-19th

Office Hours
May 20th at 7pm ET

Pitch Night (Virtual)
May 29th at 7pm

***Mark your calendar for our 3rd Annual Producer's Perspective Super Conference on November 16th and 17th, 2019**

For more information or to sign up for other events, visit www.theproducerperspective.com.



OFFICE HOURS: WHAT YOU MISSED LAST MONTH

KEN'S PRO TIP

No "What If?"s, only "Right Now"s. Don't hold back on invitations or ANYTHING when you're trying to get a project off of the ground.

- When you have a script that's ready to go, you're going to hire a general manager, a lawyer, and a director (usually in that order).
- What do you need to submit to a licensor for a show, specifically a musical? The most important thing there is the music. You MUST have that cast recording. Don't worry about the orchestra - the *Daddy Long Legs* cast recording had only THREE instruments, and sounds amazing!
- To get producers, think about a show that's similar to yours and then look to see who produced THAT show.
- You never know how helpful a deadline can be. You can't make a sculpture without having that piece of clay in the middle... the first drafts of almost everything you know and love were probably NOT good. But all you have to do is try and see where it goes.
- Doing theatre/getting a project off the ground/being an entrepreneur is kind of like playing chess -- it's good to think 3/4 moves ahead, but DON'T RUSH!

PRO QUOTE OF THE MONTH

"My powers are ordinary. Only my application brings success"

Isaac Newton

Are you following Ken on Instagram? He posts a new inspirational quote on his whiteboard every morning! Follow him @kendavenportway.

THIS MONTH'S QUICK WIN

Save \$\$\$ with 'Do It Yourself' Marketing Graphics

While hiring a graphic artist can be very useful in promoting your show, not all aspects need to be done by a professional. Try some of these (mostly free) websites and design many of your marketing graphics yourself!

Questions You Should Ask Yourself When Picking a Design Tool:

1. Is it easy enough for amateur designers?
2. Is it well suited for social media marketing?
3. Are the design assets professional looking?

Our Design Tool Suggestions:

1. Canva - For powerful template-based graphic creation. Free for basic, or upgrade for \$9.95/mo.
**This website provides you with tips and tricks on how to make your graphic and gives you an abundance of tools in order to do so!*
2. Adobe Spark - For minimalistic, modern designs. Free for basic, or upgrade to unlimited access for \$9.99/mo.

3. Desygner - For designing from a mobile device. Free for basic, or upgrade for \$6.95/mo.
4. Snappa - For fast text design. Free for basic, or upgrade for \$10/mo.
5. Gravit Designer - For advanced social media graphic design options. Free and you don't even have to upgrade to get more opportunities!
6. DesignPickle - Still not feeling confident about your design capabilities? Use DesignPickle to find someone who you trust to make your project exactly the way you want it to be -- all for a great price!
7. Fiverr - Another resource we use to help with a lot of our design needs. Fiverr is a freelance site that breaks all designers down by price and rating.

FEATURED PRO ARTICLE

University Tryouts

by Lead Pro Member, Jacob Foy

When you think of dedicated actors who will audition for anything and everything, the first thing that probably comes to your mind is New York City actors. Yeah, that's true, but there's another place with crazy work ethic and brand new, budding

talent: your local university. When my Dad and I had a version of our original musical "Emergency" ready for its first ever production, the idea of producing in New York or even a regional theater was daunting. But, after some time we

WHAT KEN'S READING

What Got You Here Won't Get You There

by Marshall Goldsmith

What's holding you back? Your hard work is paying off. You are doing well in your field. But there is something standing between you and the next level of achievement. Perhaps one small flaw—a behavior you barely even recognize—is the only thing that's keeping you from where you want to be.



realized that we had a resource available to us that not many writers or producers take advantage of: the collegiate theater scene. See, I'm a college student, and I just finished up my sophomore year at Indiana University, and we put up a full-scale, 18-person-cast production of *Emergency* right there at my school, and we didn't have to pay anyone or pay for the space, just props and costumes that we wanted to make the production as good as possible.

So at this point, you're probably wondering, "how can I do the same thing?" Well good news, because I'm here to give you some helpful tips and tricks from my own experience of doing new theater with college kids.

1. Be Realistic

You're likely not going to get in the university's main-stage production season. You're probably not going to get the biggest and best theater the school has to offer. That's all okay, you're still going to get a wonderful production and learn a lot from the experience as a whole.

2. Scheduling, Scheduling, Scheduling

This one is similar to theater in the "real world," but it's even more important in a collegiate setting. These kids are likely not going to be paid, they are doing you a favor and themselves a favor by getting a résumé boost, but they are still full time students. If you lay out exactly what they can expect from the whole process on day 1, that will keep morale high and let everything run smoothly.

3. Use the demographic to your advantage

Every single one of your actors has multiple platforms of social media, I guarantee it. Ask your cast to post on their social media, and to specifically ask their friends to come watch. When given the choice between the tour of *Hamilton* or your play/musical, the deciding factor is going to be the fact that their friends are in yours. I've been to countless plays and musicals on campus that I wouldn't have gone to otherwise simply because I was invited by a cast member.

4. Free Stuff

Nothing motivates a college kid like free stuff. Want to have a successful audition

process? Have an open call and offer free pizza. Wanna have a great reception after the show? Bring cupcakes for opening night. Want easy marketing? Give them free shirts to wear around campus.

We, The Foys, will always encourage people to at least look into producing at their local university. It's much less pressure than professional theater, with a lot of talent still to be shown off. The amount of drive and talent you'll uncover will surely shock you, and hopefully you can learn about and improve upon your own work through the process. Good luck, and Happy Producing!



Want to pitch us your PRO Featured Article idea?

Email summer@davenporttheatrical.com

FEATURED PRO MEMBER



Name:

Michael J. Murnin

Where You're From:

Originally from Portland, Oregon, I have lived and worked in Seattle, San

Francisco, NYC (25 years), and now reside in Lewes, Delaware.

Profession: I am the ultimate theatre slasher; Director / Producer / Actor / Set Designer / Lighting Designer / Stage Manager. I love doing them all, but Directing is my primary PROfession.

What projects are you working on?

NIGHT OF THE LIVING DEAD, *the musical dramedy*, with Book and Lyrics by Clare Higgins, Music by Steve Winstead, and Directed by myself. **NOTLD** has gone through 5 pizza readings, a staged reading with a cast of 20, numerous revisions of the script and score (getting better all the time), and will have its first workshop production of 16 performances at the Performing Artists

Collective Alliance (PACA) in Erie, PA from October 4th through October 26th, 2019.

Our company, **PHANTASMAGORIA, LLC** is also working on several other projects, which are in their infancy.

Why did you join PRO?

I have worked in the theatre all my life, and learned much over the years. Broadway has always been my goal, and when my steady "day-gig" offered me an opportunity for early retirement, I grabbed it. I feel so fortunate to be able to pursue my craft full-time. I've always known that they don't call this dream – **SHOW ART**, and knew I had lots to learn about the **BUSINESS** part of Broadway. When I learned of Ken and the PRO community, I knew I could get where I planned to go. So here I am – working hard and dreaming big.

What do you look for in a collaborator, and how do you seek out creative partners?

I feel that theatre is a collaborative art form, but needs a strong directorial vision to

guide it. I look for creators who are open to that kind of partnered approach. I must feel passionate about a project and the people involved. Having in-person meetings to share ideas with artists is the best way to meet collaborators. The various PRO events are great places to meet those like-minded individuals.

What have you found to be the most valuable part of being a PRO member?

I feel the most valuable element of PRO is being surrounded by years of professional experience in an environment that encourages pushing the envelope with no holds barred. Ken and his staff always go out of their way to guide and assist creators anyway they can. PRO constantly searches for and provides the latest and greatest tools to get us where we strive to be.

Want to recommend a PRO for our next feature?

Email summer@davenporttheatrical.com

OVERHEARD IN SHUBERT ALLEY

The British are Coming! Will we be seeing *The British Invasion Musical* on Broadway soon?

Will Alec Baldwin be portraying Donald Trump on Broadway?

Will a story based on the Playboy Bunny legend, Hugh Hefner, be sauntering its way into Broadway theatres?

PRO UPDATES & CLASSIFIEDS

Huge Congrats to **Joel Krantz** on being chosen as the winner of our Summer 2019 Pro Reading Series for his musical *Ocean in a Teacup!*

Please visit www.oceaninateacup.com to taste some of the songs from the show.



Gloria Rosen is proud to announce her first international booking.

Listen... Can You Hear Me Now? will be performed Friday, May 24th @ 7 PM. Q&A and Reception to follow: Campus St. Jean, University of Alberta Edmonton, Canada <https://tinyurl.com/y2s3r6ey>

Kenady Shope presents the world premiere of her new dystopian musical! *Beyond Perfection*. June 14th -23rd at Lifestage Theatre in Grapevine, Texas.

Where *Hunger Games* meets *Les Miserables*! Tickets: beyondperfectionthemusical.com/tickets



Share your success story on social using #5000by2025

ON THE BLOG | Top read articles last month:

- Why Rock & Roll on Broadway is here to stay.
- The definition of BHAG
- 100 Quotes Every Theater Producer, Playwright, Director, Actor, etc. Must Read
- Does the definition of “emerging artist” mean young? And should it?

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PRO ANNIVERSARIES

See who's celebrating in May

3 Years:

Anthony Gibson, Emilygail Dill, Elise Gainer, Landon Shaw, Larry Little, Keni Fine, Scott and Jill Wilkinson

2 Years:

Diane Uniman, Dana Boll, Peter Staley, Richard Grasso, Chana Wise Marylyn Varriale, Stan Beard

1 Year:

Elizabeth Milam, Marla Mase, Loreen Spechler, John Hoffman, Diana DiMenna, Anne Van Es, Suzanne Booker, Heidi Stock

6 Months:

Celeste Walker, Paul Daquino, Thomas and Judy Heath, Andrea Bellwolff, Tajlei Levis, Troy De Four, Nicolette Blount, Swazette Whitten, Adam Shaff, Chereze Booyesen, Charlotte Dore, Jessica Huckabey, Allison Weyler, Barry Sanders, Cheryl Davis, Eric Roux, Lara Slife, Michael Mills, Noah Samotin, Eileen Nelson, Mark Corallo, Dan Spurgeon, Manda Leigh Blunt, Rene Farabaugh, Judith Estrine, George Pffirman, Genevieve Cleary

3 Months:

Kevin Lambert, Sonia Carrion, Tom Schreck, Carrie Beehan

Did you know you can upgrade to an annual PRO plan and save over 30% on your membership? Email Summer to upgrade to an annual plan and save!