



# Introduction to:



with

Professor Your  
Name



80%





# Producer



# Raising Money

How Much? On Average:

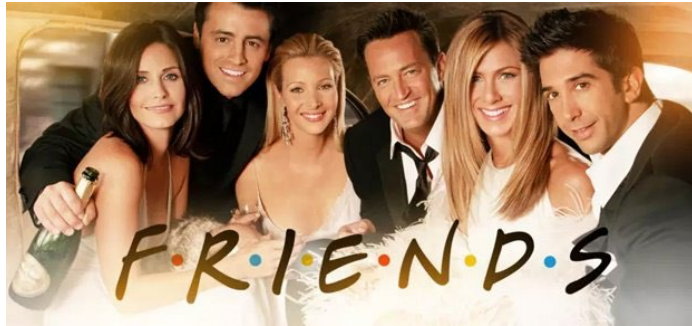
- Musicals \$6-25 million
- Plays \$2.5 - 4 million

**Musicals!**



# Raising Money

- Angel Investors



- Accredited Investors

- \$25,000

- 1 million net worth

- \$200,000 annual salary



# Raising Money

- Budget to open!
- Raise that amount of money
- Once the show opens, use ticket sales to keep show going
- Extra money goes to the producers
- Once producers are all paid off, extra money divided up between the producers FOR EVER!



# Hiring Staff

- “Option” Play
- Director
- Stage Manager
- Supporting Artists
- Actors



\$ **15**  
**MILLION**



# Raising Money

–Wicked: Cost \$14 million, makes between \$1 -2 million per week.



# Non-Profit Theatre



- Grants**
- Angel Investors**
- Profits Reinvested  
Into Theatre**



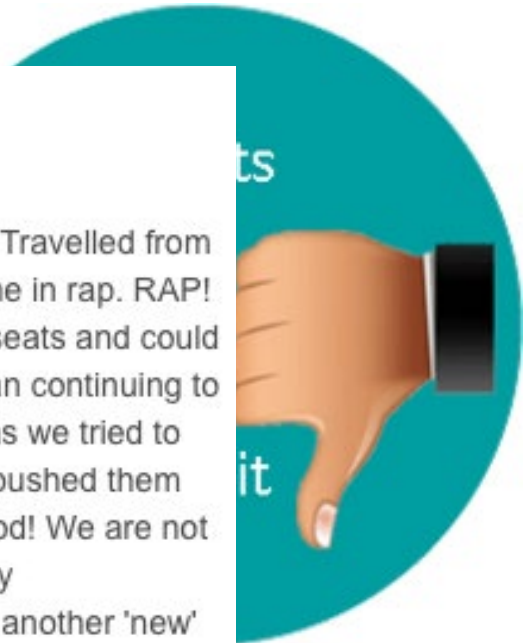


# Reviews v. Critique

●○○○○○ Reviewed 5 November 2018

## What a total waste of money

Could not wait to fork out £400 for 2 tickets to this multi award winning show. Travelled from Australia to see this in all its glory. Well...what a waste! Rubbish music all done in rap. RAP! Since when was rap music part of early American history? Jammed into our seats and could hardly move, and at interval we decided we would be better off elsewhere than continuing to waste our time watching this utter garbage. An usher came running after us as we tried to leave the theatre as they put all manner of things to keep you in, but we just pushed them aside. The usher told us we wouldn't be able to get back in, and we said "Good! We are not interested in going back into watch more of this sh\*t!" Disjointed and musically disappointing, we will be far more thorough with our research before we trust another 'new' production again. Seriously, don't waste your cash on this tripe...unless you're into rap music. I cannot begin to fathom how on earth this show won all those Tony Awards. What substances the people that voted for this were on should be the real question....utter crap.



THE  
CRITIQUE





# Professional Theatre Critics:



UNPOPULAR

“Kong himself is magnificent, and there is exciting and innovative theatrical imagination on show. But uneven storytelling and a patchy score means this musical punches well below its considerable weight.”

**“Magnificent!”**



# American Theatre: Black Bodies, White Writers

The **lack of diversity in theatre criticism** not only does a disservice to the field and the readers, but also to the playwrights and productions. ...

Whatever degree of visibility some artists of color in the industry may attain doesn't make up for the fact that the racial status quo of **criticism** remains.



"Loved the shoes. Loathed the show. O.K., I exaggerate. I didn't like the shoes all that much."

## **Ben Brantley, New York Times Theatre Critic**

"Wicked" does not, alas, speak hopefully for the future of the Broadway musical.





**Why Bother?**

# Review

- What percentage of Broadway shows make a profit?
- What is the B'Way producer's primary responsibility?
- Angel v. Accredited Investors
- What happens to the profits of non-profit theatres?
- How could a producer (illegally) make money with a flop?
- Review v. Critique

**Homework:**