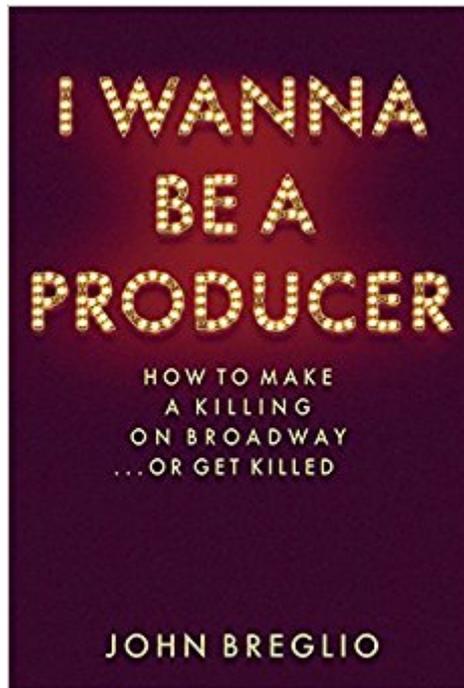


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I Wanna Be A Producer - How To Make A Killing On Broadway...or Get Killed



Synopsis

(Applause Books). What does a "producer" actually do? How does one travel from that great idea for a show to a smash hit opening night on Broadway? John Breglio cannot guarantee you a hit, but he does take the reader on a fascinating journey behind-the-scenes to where he himself once stood as a child, dreaming about the theatre. Part memoir, part handbook, *I Wanna Be a Producer* is a road map to the hows and wherefores, the dos and don'ts of producing a Broadway play, written by a Broadway veteran with more than 40 years of experience. This comprehensive and highly informative book features practical analysis and concepts for the producer and is filled with entertaining anecdotes from Breglio's illustrious career as a leading theatrical lawyer and producer. Breglio recounts not only his first-hand knowledge of the crucial legal and business issues faced by a producer, but also his experiences behind the scenes with literally hundreds of producers, playwrights, composers, and directors, including such theatre luminaries as Michael Bennett, Joe Papp, Stephen Sondheim, Andrew Lloyd Webber, Patti Lupone, and August Wilson. Whether you are a working or aspiring producer, an investor, or are just curious about the backstage reality of the theater, Breglio shares his knowledge and experience of the industry, conveying practical information set against the real-life stories of those who have devoted their lives to the craft. "If you have ever wanted to produce, if you have ever been interested in the nitty-gritty of what creating a Broadway show demands, this book will be an indispensable aid. Nowhere else are the details, especially the contractual details, of commercial producing laid out with such clarity and completeness." -- From the foreword by Oskar Eustis, Director of the Public Theater

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Customer Reviews

A combination of B'way advice and stories from the trenches from an entertainment lawyer/B'way producer. Breglio walks the reader through the many, many steps of becoming a producer, from identifying source material to Opening Night, all with anecdotes and asides about his own experiences with some of B'way's biggest names (he doesn't really dish any dirt, but sometimes what's unsaid says it all). He also explains clearly some of the questions I've had about how various parts of the theatre business work (in full disclosure, I've produced one B'way show and invested in numerous others, but don't know the author).

John Breglio's book, "I Wanna Be A Producer" is a wonderful gift to the theater community. Speaking from his decades of experience as a theatrical and entertainment attorney and his more recent experience as a Broadway producer, he opens up the kimono to talk in real terms about how the business end of theater really works. The subtitle of the book says it all: "How To MAke A Killing On Broadway . . . Or Get Killed"!The author offers enough technical detail about contracts and negotiations to be useful without becoming pedantic. He spices up the technical talk with vignettes from real shows he has represented or produced, and the complexities involved in balancing financial considerations with managing strong personalities. He offers glimpses into working with the likes of Joseph Papp, Andrew Lloyd Webber, Michael Bennett, the Bergmans, Patti LuPone and many others.If you love theater, you will love this book - even if you never intend to become a producer.

As a Broadway producer, I can attest how great this book is. I've learned new things from it. The behind the scenes stories on how collaborations happened and negotiations are really interesting.This could be used as a textbook to teach a college course on the subject.

What's really great about this highly informative and entertaining book is the author's tone, which is easy and pleasant as if he and the reader were in a classroom together, experiencing and learning and laughing about the same things at the same time. He will often start out sentences with such things as "We'll now take a look at..." It's personal .Breglio beckons you in. And therefore, the reader feels involved from the beginning. - The book is sort of a "how-to" in terms of producing a Broadway show, but its dimensions are much wider than that. Various aspects of producing are illuminated by his stories of the clients he represented over a long career as an enormously respected entertainment lawyer in New York and stories of when he himself produced shows after

leaving his law firm. You'll meet famed Broadway director Michael Bennett, playwright August Wilson, Patti Lupone, Mel Brooks and so many more as you travel behind the scenes to visit such shows as "La Cage Aux Folles," "The Elephant Man," "42nd Street," "Nicholas Nicolby" "City of Angels," "A Chorus Line" and scores more. Highly recommend this book to anyone who loves the theatre.

If you are an actor, director, producer, set designer, musician, stage manager, or lawyer -- or if you're at all interested in the theater -- then you have to read this book right away. Not only is it filled with great backstage tales and theater lore, but it's also a state-of-the-art, hands-on account of how Broadway actually works, from top to bottom. Much like Don Passman's book about the music business (which is currently in its 9th edition), "I Wanna Be a Producer" is THE essential guide to the theater that everyone needs to read in order to stay in the game.

A unique work, because the book, while imparting real-life experience, is not a memoir. and, while teaching, is not a tutorial. Breglio writes with style, humor, and candor about all aspects of the theater, and the implications of artistic and business decisions in this most challenging and rewarding of endeavors. It's clear that he's been there and seen it all. His perspective is fresh, enlightening, free of rancor, and, remarkable for an author who apparently worked with and knew everyone in the business for forty years, devoid of any hint of settling scores. His unabashed love of Broadway does not deter him from cool-headed instruction on the way that the Rialto can inflict pain and inspire triumph. For those who "wanna be a producer," an ambition to which this reader does not aspire, Breglio has produced a work worthy of the many successful undertakings with which he was associated. Bravo!

Excellent book, very well written. A little more contractual knowledge verses industry stories, but that's what I was looking for. This guy knows his stuff!!!

A wonderful book for the layman who wants to know more of this industry. Always try to learn from the best. A must for a good theater library.

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