

UNITED STAGES

NEW GUIDE TO PRODUCING IN NEW YORK SMALL-VENUE THEATERS DUE IN MAY 2007

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"I owe everything to the fact that I stumbled upon the Off-Off-Broadway world and learned that there are ways of making theater and just moving through the world that are off the grid and not dependent on the acceptance or resources of the established structures. I think it made me a much more interesting artist than I would have been if I had stayed on the traditional path (I don't actually think I'd still be doing theater if I'd stayed on that path). And as I've moved back into that traditional world I think I bring with me skills and relationships and autonomous methods of working that I never would have developed had I not started downtown."

—Lisa Kron, writer and performer of the TONY-nominated *Well*
From the new book by the New York Innovative Theater Awards called *Producing Off-Off Broadway*, due out in May 2007.

Lisa Kron

Photo by David Anthony

The new how-to book on producing in New York includes:

- **Advice and shared experience from independent theatre artists and producers, both past and present, including Al Pacino, Charles Busch, Tim Errickson, Jose Zayas, Glory Bowen, Martin Denton, Dan Bacalzo and so many more.**
- **Marketing tips**
- **Publicity tools**
- **Finance information**
- **Team building ideas**
- **Up-to-date resources for the Off-Off-Broadway producer**

E-mail scripts@unitedstages.com to receive more information or to reserve your copy.