



Lube: The Newsletter

The fans asked, and here it is: The “Lube: A Modern Love Story” Newsletter

Welcome!

Welcome to the only Newsletter devoted to the fans of *Lube: A Modern Love Story* — now in our second year of publication! *Lube* started as a concept in 2011 and it’s taken an exhilarating, winding, and unexpected path to the present. This Newsletter is the best way for you, our fans, to stay up to date on what’s happening with your favorite gay-themed, Broadway-style musical. And never forget:

“Just love yourself; the rest will fall in place.”

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The “Finance” Edition

Financing a Show

Putting Money Where Your (Or An Actor’s) Mouth Is

There’s no question that putting on a show is expensive, on- or off-Broadway. It typically costs between \$5- to \$25-million to stage a musical on Broadway. And that doesn’t include ongoing expenses like rental for the theater, paying the actors, dancers, and production crew, or the advertising needed to keep people coming to the show. It can easily cost six-figures on a weekly basis.

Producers are the ones who find the folks to put up the money. If they’re lucky (or successful enough to attract backers), then people might come out of the woodwork and throw money at a show. But usually the producer has to use all of his or her resources to find the funding needed.

Typically, investors invest in a show by buying shares, or “units,” typically from a minimum of \$25K to the sky’s the limit — even in the millions.

Until a new show earns back its initial investment, the producers see no money. After that point, profits are split between producers and investors. Yes, producers can invest in their own shows, and it’s now commonplace and seen as a sign of good faith to his or her investors.

Profits can come from sources beyond the Broadway production itself. Depending on what is being offered to investors (and each case is different), there are additional sources of revenue like possible film adaptations, productions outside New York, the music and score, cast recordings, and merchandising — all of which can contribute to the bottom line. However, investors don’t necessarily get money back from a successful show forever, only for a set number of years.

For any new musical, winning a Tony Award helps a lot. It can be tough for a new show to gain back its initial investment, much less make a profit. However, it’s been estimated that 75% of the past winners for Best Musical or Best Play eventually became profitable. That’s much better odds than the 25% chance overall for a Broadway show to ever make money. Still, even if the show doesn’t win an award, simply being featured on the Tony Awards helps and provides exposure to a lot of people who might be interested in seeing the show. Now that’s advertising you just can’t buy.

But commercial theater isn’t limited to Broadway, there’s also Off-Broadway which is dominated by smaller-scale and often quirkier fare. Shows like “Stomp” and “Nunsense” had their roots in Off-Broadway and are now global sensations. Investing in Off-Broadway often costs much less — perhaps even as little as \$5,000. The flip side is that Off-Broadway shows make less money. While Broadway shows collectively gross \$1 billion-plus in a given year, Off-Broadway only makes around \$100- to \$200-million annually.

FAN ART

For a chance to have *your Lube-inspired Fan Art* published in a future edition of the Newsletter, e-mail it to the address listed at the end of this newsletter. All submissions become the property of **Jack Turner Productions** and *Lube: A Modern Love Story*. If used, your artwork could win you a *Lube* T-Shirt adorned with *your* fan art!

Lube Breaking News

Premiere Dates Shifted — Director Search Continues

The Creative Team is proud to announce that *Lube* will still be produced by **Emerging Artists Theatre** as part of their **New Works Series** to be staged at the **TaDa! Theater**, but it **will now be held between October 8th to the 28th**. We still hope to have 3 performances per week for 3 weeks (for a total of 9 performances).

In other news, the Creative Team is still hot on the trail of signing a Director for the show. We have a couple of hot prospects and hope to announce the person who will taking the helm in the next issue of this newsletter.

Lube Seeks Sponsors

HOW YOU BENEFIT FROM SPONSORING *Lube* and GAY THEATER RIGHT NOW!

Aside from the many tangible RECOGNITION BENEFITS to you, your family and company, your investment of cash and in-kind product **pushes the entire LGBT movement forward in a tangible way**. Our kind of theater has helped to change attitudes towards LGBT folks, stimulated debate about gay marriage culminating in the Supreme court decision, and, equally importantly provides meaningful discussion, inspiration and even role models.

And, it just might be a vital suicide prevention tool for at risk LGBT youth. From \$10 to \$25,000, you certainly can be a part of this excitement - **[CLICK HERE TO DONATE A FEW BUCKS NOW!](#)**

Some related links:

- **WHY THEATER IS SO MEANINGFUL TO GAY PEOPLE :** <http://www.playbill.com/article/how-theatre-helped-stimulate-debate-about-gay-marriage-com-351787>
- **HOW THEATRE HELPED STIMULATE DEBATE ABOUT GAY MARRIAGE** https://www.researchgate.net/publication/268221088_Using_Theatre_to_Change_Attitudes_Toward_Lesbian_Gay_and_Bisexual_Students
- **USING THEATRE TO CHANGE ATTITUDES TOWARD LESBIAN, GAY, AND BISEXUAL STUDENTS:** https://www.researchgate.net/publication/268221088_Using_Theatre_to_Change_Attitudes_Toward_Lesbian_Gay_and_Bisexual_Students

NEXT MONTH: WHAT RECOGNITION BENEFITS DO I GET FOR MY DONATION TO THE LUBE PREMIERE?

Duke’s Corner

Sponsored by the **Animal Rescue Coalition**

Welcome to **Duke’s Corner!** I’m the hound who stars in *Lube: A Modern Love Story!*

Ain’t Nuthin’ But A HOUND DOG!

Of course, Hound Dogs are the single most popular sight and scent hunters of all time! So, it’s only right and just that there are about a BAZILLION lyrics about us lovable canines. In fact, *Lube: A Modern Love Story!* has a *deeeelishus* HOUND DOG song itself!

What? You say it has a **HORN DOG** song, not a **HOUND DOG** song? Now, I’ve heard of **CORN DOGS** (also *delishus*), but what’s a **HORN DOG**? Shucks. I was looking forward to another **HOUND DOG** song, but dagnabit, I guess this newfangled song you’re talking about will have to do.

So folks, I guess it’s up to y’all. You can hear **Horn Dog** on Soundcloud at <https://soundcloud.com/user-189389485/horn-dog?in=user-189389485/sets/lube-a-modern-love-story>. I bet the **KING** is rolling over in his grave.



Shepherding the Show

♪ I Wanna Be A Producer ♪

According to [Wikipedia](#), a theatrical **Producer** is the person who oversees all aspects of mounting a stage production.

A producer usually initiates the production — finding the script and starting the process of getting the show staged. He or she finds the director and pursues the primary goals, to balance and coordinate business and financial aspects in the service of the creative realization of the playwright's vision. This may include casting, but often only includes casting approval.

The producer may secure funds for the production, either through their own company or by bringing investors into the production in a limited partnership agreement. In this business structure, the producer becomes the general partner with unlimited liability, and because of this, often brings in other general partners.

The producer probably has optioned the play from the playwright, which includes rights to future production for film and television. The producer earns the right to future ventures because the original theatrical production enhances the value of an artistic property. In other duties, the producer may work with theatrical agents, negotiate with unions, find other staff, secure the theatre and rehearsal hall, obtain liability and workers' compensation insurance, and post bonds with unions.

The producer handles the business and legal end of employing staff, as in any business entity. Hiring creative staff and teams generally involves the director and playwright's approval. The producer hires the production team, including the general manager, production manager, house manager, stage manager, etc., at their discretion. In many cases, contracts require that the producer use front of house staff (such as the house manager, box office, ushers, etc.) and backstage personnel (stage hands, electrician, carpenter, etc.) supplied by the theatre.

The producer creates, builds on and oversees the budget, sets ticket prices, chooses performance dates and times, and develops a marketing and advertising strategy for the production. Hiring a publicist and marketing team is one of the most important responsibilities of the producer. These teams are generally in place before the show is cast.

The producer collaborates with the director and all staff to plan a production timeline and deadlines for various aspects of the production to ensure a successful show opening and run. The producer and director oversee this timeline, with periodic re-assessment and modifications as needed.

The producer hires accountants, and perhaps already has legal representation. This is important, because of the liability issues mentioned above. All bills, including payroll, must be paid on time, and taxes must be paid. The producer oversees the budget. The theatre owner provides box office services and turns over net ticket sales revenue. If sales fall under a set minimum level, the unprofitable show may close. If ticket sales are good and the show makes a profit, the producer may get 50% of the net profit, the other 50% going to the investors. Statistically, highly successful shows with big profits are the exception. Independent commercial production is a high risk business.

In the commercial world of Broadway, New York City and West End, London and touring, both nationally and internationally, producers are expected to be active members of the team, and their names appear above the show title. However, many "producers" are really investors or the theatre owner, and claim no say in running the production. A producer credit occasionally applies to people who perform special important services, such as finding a theatre or a star—but normally, the credit for such roles is associate producer. The producer works closely with the production team and cast to make all final decisions.

Contact Us

Please send us YOUR comments, suggestions, newsworthy items, "Letters to the Editor", and fan art for a future issue to

LubeMusical@lubemusical.info

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A copy of this newsletter is available online at: <http://lubemusical.info/Newsletter/June2018.pdf>

If you are viewing this online and would like to subscribe, please e-mail the address above.

DIY Producing

Books To Help You Be a Producer

Now that we've talked about financing and what being a Producer involves, if you still feel that burning desire to produce, here are a few books that you can reference that could help you achieve that goal.

- [The Business of Broadway: An Insider's Guide to Working, Producing, and Investing in the World's Greatest Theatre Community](#) — 2015, by Mitch Weiss and Perri Gaffney
- [I Wanna Be a Producer: How to Make a Killing on Broadway...or Get Killed](#) — 2016, by John Breglio
- [The Palgrave Handbook of Musical Theatre Producers](#) — 2017, by Laura MacDonald and William A. Everett
- [Getting the Show on: The Complete Guidebook for Producing a Musical in Your Theatre](#) Hardcover — 1983, by Lehman Engel
- [Producing the Musical: A Guide for School, College, and Community Theatres](#) — 1984, by Haller Laughlin and Randy Wheeler
- [The Commercial Theater Institute Guide to Producing Plays and Musicals](#) — 2007, by Frederic B. Vogel and Ben Hodges
- [Producing Theatre: A Comprehensive and Legal Business Guide](#) — 2006, by Donald C. Farber

Featured Brand Item

What you didn't know you needed!

The Lube-branded item of the month is the **Lube Logo Area Rug**. This high quality 2'x3' or 3'x5' decorative area rug is 100% heavy woven polyester fabric with a chevron texture & hemmed edges - durable for everyday use. This unique design will make everyone smile. Use it to transform your home or office. Makes a great gift. Use a non-skid rug pad (not included) to hold in place. Machine wash cold, dry flat. \$79.20
<https://www.cafepress.com/lubemusical.1834369437>



Volunteer With The FUN Group!

The **Lube Creative Team** meets Tuesday evenings at 4:30 pm at the [UTC Food Court](#), 4545 La Jolla Village Drive, in San Diego. If you'd like to volunteer, please e-mail us at LubeMusical@lubemusical.info to find out what specific roles we are trying to fill. Even if you aren't located in San Diego, you can help — e-mail us and ask how! We're not specifically looking for financial support at this time, but you can always donate to our GoFundMe account at <https://www.gofundme.com/r5w8z5wd5w>.

Strategic Partnerships, Product Placements, and Sponsorships

Our Creative Team is always on the lookout to network with like-minded organizations. E-mail us and let's see how we can help support one another!

Please Follow Us!

Having a cadre of dedicated supporters is **extremely important** as we wind our way to Broadway. We need help every time we move forward, whether that be through a Kickstarter campaign to raise funds for the next project (*from recording the music to filming the web series*) or just getting the word out to receptive audiences.

As you've seen, we have an important message about **love and tolerance** that we want to share with everyone!! Please help us by following us on **Social Media**, and **by telling all your friends and family about Lube: A Modern Love Story**.

Web: <http://lubemusical.com>

Facebook: www.facebook.com/LubeMusical

Twitter: www.twitter.com/LubeMusical

@LubeMusical / #LubeMusical

Instagram: www.instagram.com/lube_musical

Google+: <https://plus.google.com/116384080978010494645/>

SoundCloud: <https://soundcloud.com/user-189389485/sets/lube-a-modern-love-story>

YouTube: <https://www.youtube.com/channel/UC2u8JosNSEI1rGgLNqNw>

Lube Branded Merchandise: <http://www.cafepress.com/lubemusical>

Lube Character Quiz: <https://apps.facebook.com/lube-quiz>

