

# "N.Y.C. What is it about you?"

Independent Study Presentation  
by Ryan Meisheid and Curt Owens

Presented May 25, 2004

The Theatre School at DePaul University  
Leslie Shook, Head, Theatre Management Department,  
Maury Collins, Commercial Theatre Instructor and  
Lara Goetsch, Director of Marketing and PR

# Introduction

- Who – Ryan Meisheid and Curt Owens accompanied by Lara Goetsch and Leslie Shook
- What – Theatre Management Intensive trip to New York City
- When – March 23-26, 2004
- Where – Midtown Manhattan
- Why – To learn about the real world by making connections and expanding lessons learned at The Theatre School, DePaul University

# Tuesday, March 23

New York City/  
center of the universe/  
times are shitty/  
but I'm pretty sure  
they can't get worse  
-Rent



Photo: L. Shook

# Carnegie Hall

- We Went
  - We Saw
    - We Carnegied

How do you get to Carnegie Hall?

Practice, Practice, Practice

or by taking

- the A, B, C, D, or 1 to Columbus Circle
- the N, Q, R, or W to 57 St./Seventh Avenue
- the E to Seventh Avenue



Photo: unknown tourist

# Meeting with Young Producers Alliance

Rachel Reiner and  
Sharon Fallon

- In the Nabisco Lounge (  ) at the American Airlines Theatre (  )



Left to right: Ryan, Curt, Rachel, Sharon and Leslie

Photo: L. Goetsch

# Items Discussed

- Do whatever you can, whenever you can
- Take what you can get
- Internships, internships, internships
- Ask "can I?"
- Garner people's trust
- Enthusiasm spreads
- Relationships are better than knowing people
- Passion sells (see Gibson, Mel)



# "Food, Glorious Food"

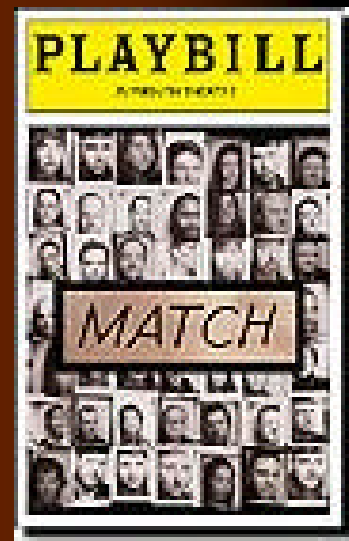
- Dinner with Theatre School alumni living in NYC area (pictured, left to right, Susan Vargo, Micki Meyer, Ron Hanks, Curt Owens, Christine Hale, Leslie Shook, Ryan Meisheid and David Mold; not pictured Kemati Porter, Caroline Cazes, Shundrice Tucker)
- Nice restaurant
- Good conversations and stories



Photo: L. Goetsch

# MATCH

- House seats provided by the Shubert Organization
- Ray Liotta's unfortunate, er, unforgettable Broadway debut
- Frank Langella's Tony-nominated performance deserves it





# Wednesday, March 24



Photo: L. Shook

"The lullaby of Broadway. The rumble of the subway train,  
The rattle of the taxis...

Listen to the lullaby of Broadway."

-42<sup>nd</sup> Street

# Shubert Archives at Lyceum Theatre

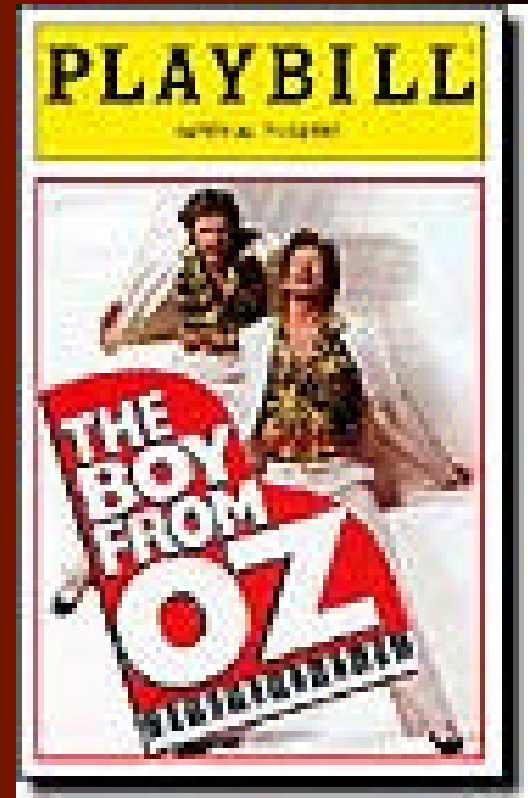
- Tour and history of theatre
  - Hidden door in office
  - Shubert Organization history
- For their unmitigated and undying passion for theatre  
Curt and Ryan were given honorary Tony Awards for three minutes



Photo: L. Goetsch



- A first-rate production of a second-class show
- Aussie metrosexual Hugh Jackman (aka Wolverine) played Peter Allen and wooed the women (and Ryan) by removing his shirt in Act 2



# Who was Peter Allen?

Peter Allen - was an internationally acclaimed singer/songwriter, recording artist and performer. His hit songs include "Arthur's Theme (Best That You Can Do)" from the 1981 film *Arthur* (Academy Award winner and Grammy nominee), "I Go to Rio," "I Honestly Love You" (Olivia Newton-John), "Don't Cry Out Loud" (Melissa Manchester), "I'd Rather Leave While I'm in Love" (Rita Coolidge), "You and Me (We Wanted It All)" (Frank Sinatra). He composed, co-wrote and starred in the 1988 Broadway musical, *Legs Diamond*, and played to sold-out crowds at Carnegie Hall and Radio City Music Hall (first man ever to dance with the Rockettes). Early appearances: The Bitter End and Reno Sweeney in Greenwich Village. Broadway debut: *Soon* (1971).

(from Playbill.com, March 2004)

# Still don't know who he was?

Neither do we. We think he was the Elton John of Leslie's generation.



Leslie's Generation



Our Generation



Generation X-Men



# Robert Nolan at WasserWorld

- Company Manager of Broadway company of *Phantom of the Opera*
- Daily routine
- Make sure actors only have to create
- Business gets unglamorous pretty fast
- Advice: You have to work your way up  
Show ambition  
Do well at what you do



# Photo Op



Photo: L. Goetsch and L. Shook

Ryan, Robert Nolan and Curt in front of Cameron Mackintosh's desk of awards, and yes, Robert is bending down. He is taller than Curt.

# Stardust Diner

At the Stardust Diner, the wait staff literally had to sing for their supper.



Photo: L. Shook

# FIDDLER ON THE ROOF

Don't worry...It's still Jewish

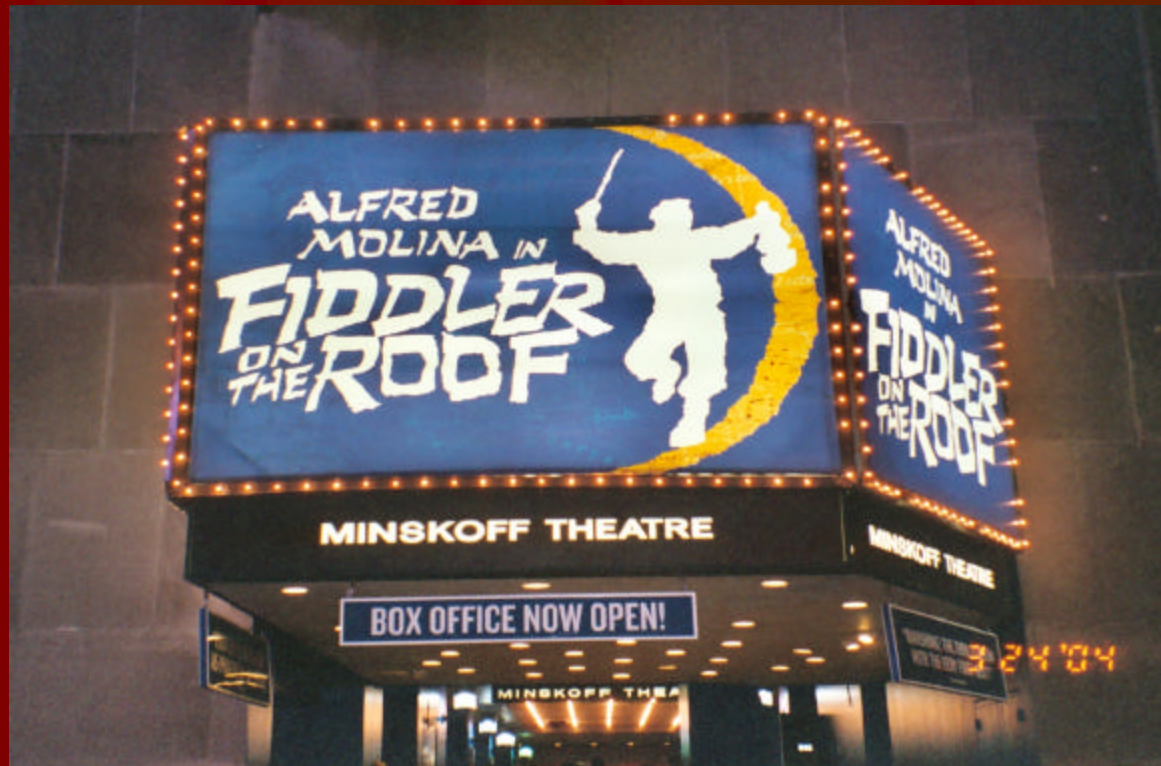


Photo: L. Shook



# Curt and Ryan are Star-Struck

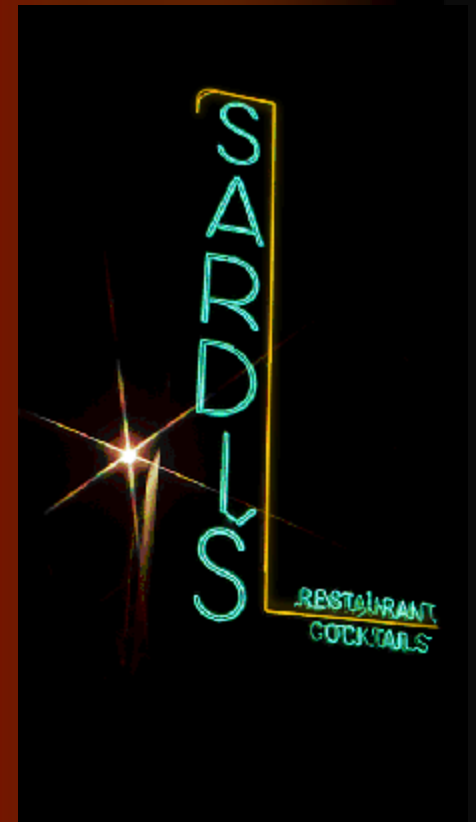


Photo: L. Shook

**Ryan and Curt meet Alfred Molina, star of the movie *Frida* and the upcoming *Spiderman 2*.  
(He also played a bit part in *Fiddler on the Roof*.)**

# Cosmos and Dessert at

- Drink of choice:
  - Lara – Cosmopolitan
  - Ryan – Midori Sour
  - Curt – Cosmopolitan
  - Leslie – Water, with a splash of Life



# Thursday, March 25

## Run Freedom Run



Curt at the end of the day



# The Association of Theatrical Press Agents and Managers (ATPAM)

Gordon Forbes, Secretary/Treasurer and

Tom Walsh, Senior Business Representative

- Collective Bargaining agent for company managers and press agents
- How do you get in? Intern Intern Intern.
- Where? A General Manager's office
- Biggest Problem among young whippersnappers: Not knowing what they want.

# ATPAM



Pictured, left to right, Tom Walsh, Ryan, Gordon Forbes and Curt.

Photo: L. Shook

Off to company manage a show...

# Same Bat Room, Different Bat People: Actors' Fund

Dan Beaudion and Dale Daley (No relation to Richard)

- 125 Years Old
- Work with everyone in entertainment industry
- Provide help when it is needed, from rent to shoes to employment assistance



# You're in URINETOWN...

## A town like any town...that you might find in a musical

Mark Hollman, Composer and lyricist of *Urinetown*  
– *The Musical*

Steps to getting *Urinetown* onto Broadway

- Sent *Urinetown* to agents and NFPs
  - They all said "Great show! We won't do it!"
- Self-Produced a Reading
- New York Fringe Festival
  - Drug/dragged a piano down lots o' flights and into a theatre on the Lower East Side.
- Producers (The Araca Group) picked it up

# *I See a River...*

- Cast it professionally
  - John Cullum gave the show credibility
- Opened Off-Broadway May 2001
- Decided to go to Broadway
- Scheduled Broadway opening: September 11, 2001, resulting in a delay
- Lost the Tony to the small town girl who turned the big time town upside down (But MILLIE was produced by a TTS Grad, so it's OK.)
- Won many awards, recouped investment, and closed on Broadway January 2004



Photo: L. Shook

# New York Theatre Workshop

(Home of RENT... we put that in just for you, Debbie.)

Tiffany Hayslett, Marketing Director

- Started as an intern and worked her way up
- Most not-for-profits are started by actors who are looking for something to do (see Wolf, Steppen)
- The NYC theatre community is VERY small.



# Movin' Back Up...to the *Midtown*



Pictured, left to right, Lara, Ryan, Curt and Chris. Photo: L. Shook

The gentleman in the picture is Chris Andersson. He works at Trinity/La MaMa, and gave a history of La MaMa (a historic Off-Off Broadway experimental theatre), Ellen Stewart (La MaMa's Founder) and walked us to the subway.

# Salaam Bombay

Ellen Szorady, Assoc. Company Manager,



Photo: L. Shook

# Shakalaka Baby

- Takes care of her “kids” (aka the 39 actors)
- Traits of a good Company Manager:
  - Organized
  - Good with Numbers
  - Know the Unions and their rulebooks
- Internships, Internships, Internships
- Everybody knows everybody, so don't mess up

Popular...the show is really Pop-u-lar





# Defying Gravity

- Nessarose: What's in [the punch]?
- Fiyero: Lemons and Melons and Pears
- Nessarose: Oh, my!
- Elphaba (to Galinda): Well, we can't all come and go by bubble.
- Galinda: Why can't we just study history without always bringing up the past?

# Afterwards...

*Wicked* inspires Ryan, Curt, Arnie and Sarah to fly back to the apartment for a quiet evening of Scrabble using only Ozian words.





# Friday, March 26

## Broadway: "Stayin' Alive" aka Jed Has a Dream



Photo: L. Shook

# League of American Theatres and Producers

Jed Bernstein, President

- Originated for collective bargaining with the unions
- Began push to market Broadway in the late 1980s
- Mission: To stimulate awareness and interest in Broadway theatre across North America and to develop and implement programs that allow members to produce more profitably.

# Service Organizations

Victoria Bailey, Theatre  
Development Fund  
(pictured, left)



Joan Channick, Theatre  
Communications Group  
(pictured, right)



Photo: L. Shook

# Theatre Development Fund

- Supports productions of merit and enable people to go to theatre
- TKTS Booth
  - Marries product and someone who wants to buy something
  - Served as an indicator post-9/11 of how Broadway was coming back



Photo: L. Goetsch

# Theatre Communications Group

## 5 aspects to TCG

- Artistic Programs
- Management Programs
- Publications & Conferences
- International Programs
- Advocacy



Photo: L. Goetsch



# Manhattan Theatre Club Biltmore Theatre

Erin Day and  
James Grausam

- Tour of historic Biltmore Theatre, reopened this season by the Manhattan Theatre Club.



Photos: L. Goetsch



# Sing out, Louise!

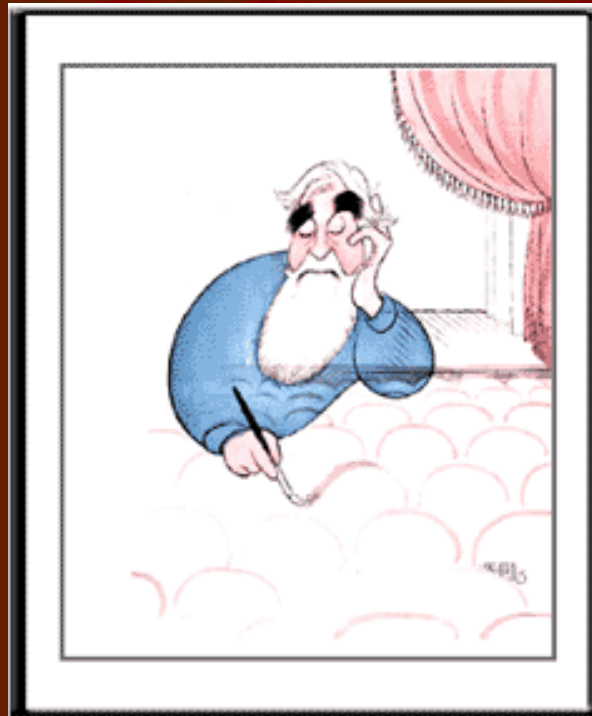


Photo: Erin Day

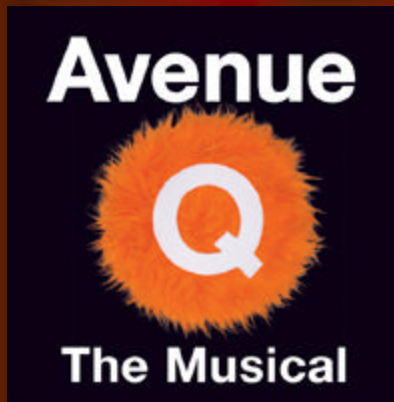
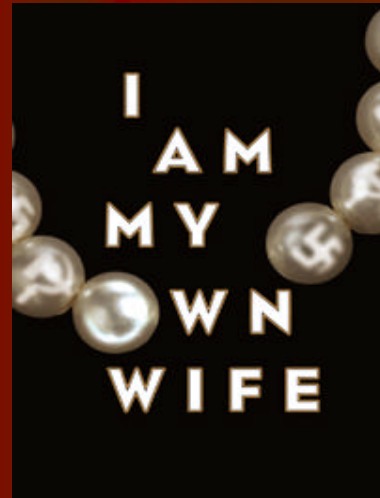
Many life long dreams came true while in New York, here we are standing on a Broadway stage at the Biltmore.

# Margo Feiden Gallery

Al Hirschfeld Remembered



# The Further Adventures of Curt and Ryan



# Random shots and final thoughts



Studiously taking notes



Could Ryan be any more interested?



Jed wondering if we got his last point

And.....Curtain