

# PRINCE Leadership MONTHLY



April 2017

## The Cost of Productions

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Fine Arts Director

On April 19, 2001, *You're a Good Man Charlie Brown* opened at Seney-Stoval Chapel. Together, Candy Todd and I presented our first of many musicals. We had no experience working together, no money, no costumes, and no set. While she served as the director, costumer, and visionary for the show, I served as music director and organizer all the other aspects of the production. My husband, John, built the sets. Candy costumed the show with



thrift store purchases, and we paid for the rental of Seney-Stoval with donations and our personal funds. Since the shows sold out quickly, we added another sold out show. That musical set a new standard for productions at Prince Avenue Christian School. Under the recent direction and expertise of Joseph Strickland, our productions have grown in technical complexity and excellent artistry.

Why do we charge admission for school productions? Many costs that must be covered when presenting a play or musical. Our greatest expenses are the renting of a performance venue and paying royalties, which is a portion of our proceeds that are paid to the author and/or composer of the production. The royalties are based on many factors such as the number of times we present the show,

the number of seats in the venue, the popularity of the show, and the legal agreement the holding company has contracted with the authors and composers. Currently we rent either the Oconee Civic Center or Seney-Stoval Chapel for the entire week of a production. The early part of the week is spent completing the construction of the set, programming lights and sound, setting up the dressing rooms, and preparing the facility for the show. Since our productions are more technically complex, we have professional audio, visual, and set technicians who consult and assist our crew in preparing for the show. Other expenses include costumes, props, publicity, and purchasing performance tracks or hiring professional musicians for musical accompaniment. After all expenses are paid, profits are set aside for upcoming shows and for fine arts expenses not covered by our budget.

We would like to take this opportunity to thank you for your support of the fine arts department, and we invite you to our upcoming productions. If you are unable to attend, please consider purchasing tickets and giving them to someone in your community. Over the years, people in the community who are not affiliated with the school have been attending our productions. The gift of a ticket may be the avenue by which God's love is presented to someone who may not know Christ. Yes, the costs in presenting a show can be great, but exposing a non-believer to the knowledge of God's love is priceless.