CONTENTS

Overture		1
1	A Ballyhoo for Producers Laura MacDonald, William A. Everett	3
2	Actors Act. Directors Direct. Producers Produce? Mel Brooks's <i>The Producers</i> and the Creation of an Archetype Kathryn Edney	11
Act 1. To the 1940s		19
3	Tony Pastor: The Father of Vaudeville Gillian M. Rodger	21
4	Adolf Philipp and the German American Musical Comedy John Koegel	29
5	George Edwardes: The Guv'nor of Late Victorian Musical Theatre William A. Everett	39
6	Charles Frohman: King of the Star-Makers Brian D. Valencia	47

7	Aggressive, Beleaguered, Commercial, Defiant: Marc Klaw and Abraham Erlanger Marlis Schweitzer	59
8	Did the Shuberts Save Broadway? The Corporate Producers Anthony Vickery	69
9	Sam Harris: A Producing Patron of Innovation Alisa Roost	83
10	Florenz Ziegfeld Jr.'s 'Simple Idea': Girls and Music in Tastefully Extravagant Settings Todd Decker	95
11	Feather-Footed Impresario: The Scandals of George White Maya Cantu	107
12	Alexander A. Aarons and Vinton Freedley: The Smart Sophisticates Jennifer Ashley Tepper, William A. Everett	119
13	Coherency: Lew Fields, the Performer-Producer and Experimenter in Integration Dominic Symonds	127
14	Firm Foundations: James Cassius Williamson and 'The Firm' Frank Van Straten	137
15	Japanese Women's Popular Musicals: The Takarazuka Revue Nobuko Anan	145
Act	2. From the 1940s through the 1970s	151
16	Refining the Tastes of Broadway Audiences: The Theatre Guild and American Musical Theatre Claudia Wilsch Case	153
17	More than a Producer: 'George Abbott Presents' Paul R. Laird	163

CONTENTS ix

18	Rodgers and Hammerstein: The Sound of Money Valerie M. Joyce	173
19	The Nice One: The Productions of Robert Griffith Michael Schwartz	191
20	The Sparkplug and the Engineer: Balancing Art and Business in the Collaboration of Cy Feuer and Ernest Martin Dominic McHugh	199
21	Roger L. Stevens: The Great Facilitator Karen Patricia Heath	207
22	'He Could Get It for You Wholesale': The Producing Genius of David Merrick Ryan McKinney	217
23	Stuart Ostrow: Experiments in Independence Elissa Harbert	231
24	Hal Prince: Artistry in Producing Paul R. Laird	239
25	Korean Musical Theatre's Past: Yegrin and the Politics of 1960s Musical Theatre Ji Hyon (Kayla) Yuh	253
26	Joseph Papp and the Public Theater Elizabeth L. Wollman	261
27	Giora Godik: The 'Showporter' Turned Artistic Producer Shiraz Biggie	267
28	The West End (and Broadway) Head East: Tōhō International and Gekidan Shiki Kevin J. Wetmore Jr.	277

Act 3. Since the 1970s		289
29	The Shubert Organization: One Singular Sensation, Now and Forever Mark E. Swartz	291
30	Emanuel Azenberg's Life in Theatre: 'Happiness Is Equilibrium. Shift Your Weight' Sarah Taylor Ellis	303
31	Cameron Mackintosh: Modern Global Impresario Jessica Sternfeld	311
32	Laying Down the RUG: Andrew Lloyd Webber, the Really Useful Group, and Musical Theatre in a Global Economy Kyle A. Thomas	325
33	'My American Dream': Dreaming of Broadway and the West End in the Philippines Sir Anril Pineda Tiatco	333
34	Trading Globally in Austrian History: Vereinigte Bühnen Wien Laura MacDonald	343
35	From Amsterdam With Love: Stage Entertainment's Global Success Sanne Thierens	351
36	West Side Story: The Journey to Lincoln Center Theater Doug Reside	359
37	Making Musicals that Matter: George C. Wolfe and Oskar Eustis at the Public Theater Donatella Galella	369
38	Broadway-Bound: La Jolla Playhouse as a Laboratory for New American Musical Theatre Claudia Wilsch Case	377

39	Our Brand Is Revival: The Roundabout Theatre Company Bryan M. Vandevender	385
4 0	Reclaiming, Restoring, and Reviving the American Musical: City Center <i>Encores</i> ! Bryan M. Vandevender	393
41	Garth Drabinsky's 'Grand Moves': Artistic Ambition and Commercial Illusions in the 1990s Todd Decker	405
42	Disney Theatrical Productions: Anything Can Happen If You Let It Amy S. Osatinski	413
43	Against All Odds: Kevin McCollum, Creating Communities Through Theatre Chris McCoy	427
44	'I Am Them': Tyler Perry's Black Musical Theatre for the Masses Rashida Z. Shaw	433
45	Between Broadway and the Local: Arts Communication International (ACOM), Seol & Company, and the South Korean Musical Industry Hyunjung Lee	441
4 6	Performing Like a Concert King or a Queen: Producing Original Filipino Musicals Sir Anril Pineda Tiatco	449
4 7	Producing Musicals in Russia at the Turn of the Twenty-First Century: Navigating Across Socialism, Capitalism, Occidentalism, and Nostalgia Art Babayants	459
48	David Stone: Defying the Gravity of Expectations David Carlyon	467

49	ART for ART's Sake: The American Repertory Theatre Stuart J. Hecht	479
50	Roth and Son: Daryl Roth and Jordan Roth on Broadway Laura MacDonald	487
Curtain Call		497
51	New Paradigms for Broadway Producers in Popular Culture and Beyond: Smash and the Rise of the Passion Project Mary Jo Lodge	499
Sele	ected Bibliography	511
Ind	ex	517