

CUADC Producers' Rep: Zach Lonberg

Todo Sobre Mi:

I'm Zach (he/him), a second year Engling at Hughes Hall. Since coming to Cambridge and stumbling into the role of producing, I've always thought it's a role that can do with demystifying. For people looking to make their way into the industry when they graduate, producing is a fundamental aspect of the show production and understanding the role, including through personal experience, is essential to finding your footing in both the amateur and professional worlds.

I want to bring the producers' role out of obscurity and with an eye to widening participation and access to the theatre world for those stepping into it for the first time. As producing felt like a lifeline to me, who had no theatre experience before they came here, I'd want to encourage people with little knowledge or background in producing in particular, and theatre in general, to embrace all it has to offer re show organization.

Mi Manfesto:

I'm really keen to change the perception of a producers' job, and the culture of producing, in Cambridge, and with this in mind I've a a few key ideas below:

- Professional Q&As: producing in the **real** world – producing is a whole different ball game in the pro world, where producers are often the ones commissioning and leading plays. I'd like to arrange sessions with professionals specifically dedicated to bridging the gulf between how producing is seen in Cambridge compared to the industry, to attract more people to the role.
- Greater exposure – after being featured in Varsity's 'Behind the Curtain' look at producing, I'd look at ways of garnering greater attention to producing and the merits of the role, through a mix of further, regular magazine interviews and social media outreach.
- Surviving Cambridge Theatre: the producing 'cheat sheet' - in the way of newsletters and guidebooks, I'd want to make a compiled manifesto on what exactly producing can entail and what it means to each person who approaches the role, so first-time producers always have a crutch they can rely on.
- Greater attention to producing pitches - almost always it's directors pitching shows to the ADC on the basis of creative vision. I'd look to inaugurate separate, distinct pitching workshops and Q&A sessions to help people develop the confidence and skills to pitch on the basis on financial and logistical considerations – helping open up a whole new opportunity to those keen on approaching the role of producer as it works in the professional world.

If you've any further questions reach out me at z1522@cam.ac.uk :))



Sadly this is the only photogenic pic I've taken in the last year :((

