

Women in Production

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Women In Production, an all women's production company, produced 2 L.A. concerts in March. What marks their activities as noteworthy is that the planners also issued a 3-pg. statement and budget in an effort to be accountable to the feminist community. In this time when many women rightfully complain about the skyrocketing expense of attending feminist events, Women In Production's upfront explanation of costs should be examined as a possible standard procedure. What if, we, as the audience, felt that the budget that we're being asked to balance by our ticket consumption is extravagant? Having the production budget right in our hands would enable us to offer specific criticisms. As of now, women who complain about costs are often haughtily told "You just don't know what concert production expenses are!"

Here, briefly, is an outline of some interesting decisions that Women In Production made:

Musicians--The six musicians accompanying Margie Adam were also featured as soloists in order to present a broader cross section of women performers.

Budget--The planners attempted to reach a balance between fair payment for every woman working on the production and a ticket price which was fair to the audience. They set up a budget which breaks even, i.e. after everyone is paid and all bills settled, there is no profit. They provide work for 30+ women.

Tickets--The average ticket price was \$5. Tickets were scaled to allow for different abilities to pay--60% at \$6 apiece, 30% at \$4 apiece, and 10% at \$2.50 apiece. Exchange of work as an usher or ticket taker for a ticket to a performance was also available. Seating did not translate into most expensive tickets sitting up front while

The Audience--They chose to make the production as accessible to as many people as possible. The concerts ran two nights. The first night's concert was open to everyone. The second night was reserved especially for women.

Free Childcare was provided--as always, a good decision.

A workshop was held the following day at which artists and members of the production could discuss different aspects of performance and production with community women.

For the new wave of "women producers", issuing such public budgets and statements before large concerts may go a long way toward reestablishing the fleeting trust between feminist audience, producers, and musicians.

For more info. on Women In Production's process, call (213) 399-9228.

--Lucha