Alia Jones-Harvey, an Olivier Award winning producer, joined Front Row Productions seven years ago to bring classic works featuring actors of color to the Broadway stage. In her Broadway debut, she co-produced the first African American revival of Cat on a Hot Tin Roof, the biggest grossing play on Broadway in spring 2008, featuring James Earl Jones, Phylicia Rashad, Terrence Howard, Anika Noni Rose and director, Debbie Allen. Jones-Harvey also co-produced the play in London, which garnered the 2010 Laurence Olivier Award for Best Revival of a Play. She produced A Street Car Named Desire in spring 2012. It successfully completed a 16-week run on Broadway featuring Blair Underwood, Nicole Ari Parker, Daphne Rubin-Vega and Wood Harris helmed by director Emily Mann. Her most recent production, celebrating 4 Tony Award nominations in 2013, is The Trip to Bountiful starring Cicely Tyson, Vanessa Williams, Cuba Gooding Jr, and Condola Rashad.

This course offers hands-on experience designed to help you take a theater project from inception to the Broadway stage. Included is a comprehensive overview of the business of first class theater on Broadway, as well as an introduction to the key figures and institutions in the industry. Each two-hour session includes guest lecturers who are industry experts, and the development of an effective production roadmap. The course is for individuals who want to understand the business of Broadway, and those who want to actually mount a production.

- **Choosing the Right Production**
  - Guest Producer Panel
    - Role of the Producer
- **Legal Framework**
  - Guest Theatre Attorney
    - Optioning and Acquiring the Rights for a Play
- **Management**
  - Guest General Manager/Company Manager
    - Management Structure

- **Building the Creative Team**
  - Guest Designer
    - Casting
- **Marketing/ Maintenance**
  - Guest Advertising Account Executive
    - Marketing, Publicity and Press
- **Touring/ Transfers**
  - Guest Artistic Director
    - Co-Producing with Regional Theatres

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