

"REAL PRODUCERS" WANTED

Real producers are not "a dime a dozen."

Real producers not only *make* pieces and programs. They *conceive* of them. And then, they *invent* and *design* them.

It is the conception and design that are the most difficult and most special of crafts and talents. It takes a very *imaginative* and *creative* person, who can look at a big subject, and envision *how it might best be presented*.

It then requires an *impresario*, who can reach out to gather all of the people and other resources needed to stage this elaborate ballet. It takes a *superb writer*. A *terrific director*. A *sound artist*. A *technical wizard*. Not to mention a marketer, publicist, salesman, business manager and collections department.

And, the amazing thing is that all of these roles are usually played by a single independent producer!

No, real producers are definitely not "a dime a dozen."

When I was Executive Producer of *All Things Considered*, *Marketplace*, *Weekend America* and other programs – there was no shortage of reporters who could go out, cover a news story and prepare a good acts-and-tracks report. But, what I needed were real producers. **Producers who could envision how to produce an ongoing series of segments devoted to a theme, who could invent a special, recurring, signature piece of the show.** And then gather and manage all of the resources necessary to create these segments and produce them in a beautiful package worthy of being a "driveway moment."

Now, I am in a different role. As the "Program Doctor," show producers often come to me looking for individuals who are those "real producers." And, I have much more direct contact with the independent producer community. I want to create some marriages, linking real producers with shows that need their services.

If you're a "real producer" – of segments or shows – and want to get together with your opposite number, let me know. If you produce a show and are desperate for "real producers" to whom you can assign great segment work, let me know.

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