

# CANTERVILLE GHOST

all the **drama**, all the **comedy**...  
the gh**0**st is in the house at KBYU!

## ABOUT THE MUSICAL

CANTERVILLE GHOST is a musical based on the Oscar Wilde novella by the same name. Set in the 1920s, it is the tale of a young American family moving into a medieval English manor haunted by a fine and respectable ghost of the grand tradition; an expert performer and master of his craft. Unfortunately for the ghost, modern American sensibility leaves little room for such nonsense as haunting.

The story maintains the subtle wit and dry humor of the Wilde original by introducing a new character based on Oscar Wilde himself, while adding a musical score with more than twenty original songs. It plays liberally with American and British customs, politics, and age-old stereotypes, lambasting both countries to riotous effect.

## HISTORY

Development of CANTERVILLE GHOST began seven years ago as part of a BYU playwriting course. Theatre & Media Arts alumnus, **Joshua Williams** (composer, lyricist, book writer) went on to produce a fully orchestrated concert production of the musical at the Teatr Rozrywki in Chorzow, Poland. In 2002, he brought on another BYU alumnus, **Ryan Hamilton**, to rework the libretto. The newly minted show was directed and produced in 2003 by yet another BYU alumnus, **Kevin Monk**, at the Abingdon Theatre, followed by an "industry reading" at the Manhattan Theatre Club Creative Center, both venues in New York City.

With the success of the reading, Joshua and Kevin created Across the Bridge Theatricals, a production company to oversee the continuing development of CANTERVILLE GHOST and other original theatre. In 2004, a deal was brokered between ATB Theatricals and the SCERA in Orem, Utah to present the first full professional premier of CANTERVILLE GHOST in October 2005. This production, the first of its kind in Utah Valley, will be the launching point for a European tour and eventual Broadway engagement.

In addition, ATB Theatricals has also commissioned **Annie Poon** (winner at the 2005 L.D.S. Film Festival) to create an Illustrated Story Book and Animated Short based on the musical. Both will debut in August 2005. In May 2005, ATB Theatricals will present "So Wilde!" in New York City, a fashion show based on the costumes of CANTERVILLE GHOST by fashion designer **Annique Lambe**. An animated cartoon series and feature film are also in development.

## THE PROPOSAL

With the excitement and buzz that has already been generated, CANTERVILLE GHOST is set to take the world by storm! The shows itself has been dubbed “a dramatic musical comedy,” but imagine the drama and comedy behind-the-scenes.

*Consider the following...*

- ◆ What does it take to produce a Broadway-bound show?
- ◆ Where does the money come from to produce a musical?
- ◆ How is the creative team chosen and how do they work together?
- ◆ How are the sets, costumes, props and orchestrations created?
- ◆ What does it take to market and sell a new musical?

*Add a few historical points of interest...*

- ◆ Oscar Wilde once gave a speech in Salt Lake City to wide-acclaim.
- ◆ Oscar Wilde, a celebrated playwright and wit, led a double life. Once the life of the party, he died a pauper, estranged from his family.
- ◆ “The Canterville Ghost” is one of the most beloved English-language fairy tales in the world.
- ◆ This musical adaptation features a character based on Oscar Wilde.

*...and you’ve got the perfect material for an in-depth look at the making of a Broadway musical and its fascinating source material.*

But, we want to add something more. Oscar Wilde was known as a man-before-his-time, so it’s only fitting that we add a reality-TV twist!

## THE TWIST

As Across the Bridge Theatricals prepares CANTERVILLE GHOST for its premier at the SCERA, we want to include the Utah community. We have the opportunity to educate, by involving the community in the developmental and performing process. We have already created a Study Guide that will allow teachers to use CANTERVILLE GHOST as teaching tool. We want to take that one step further.

In collaboration with **Coltrin & Associates**, ATB Theatricals will create a contest for BYU Communications and Business students to win the CANTERVILLE GHOST Marketing Campaign. We’ll pitch the show to the students, giving them all the details, plus a small budget. We will ask them to create a pitch and budget proposal which they will present to ATB Theatricals. Three finalists will be chosen. The finalists will then be given an extended budget to create their web, print, radio and television ads using BYU facilities. They will present their campaigns to ATB Theatricals. The winning team’s proposal will be used to market the SCERA production. They will also win an internship with Coltrin & Associates.

Of course, the whole process will be caught on film, as the team’s race to research, organize and prepare the pitches—all the way to opening night.

## THE EPISODES

*(Each episode is one hour long and consists of two thirty minute segments. These segments can be shown separately or consecutively.)*

### *Episode One: Up to Speed*

This episode will explore the genesis and development of the musical CANTERVILLE GHOST. It will offer insight into Oscar Wilde and his life, in particular his writing of "Canterville Ghost." It will also focus on the creative team, bringing the audience up-to-speed through interviews, visual and audio clips. It will give background on the adaptation of the original short story into a musical, and will provide footage of the creative team at work.

### *Episode Two: The Pitch*

BYU students will be introduced to ATB Theatricals and Coltrin & Associates. They will be given an overview of their job and will be given their budgets. We watch as the students begin their research and brainstorm ideas.

### *Episode Three: The Process*

This episode will explore the process that each individual or group is going through to create their pitch. It will focus on the dynamics—the frustrations and epiphanies! The episode will end with each group giving their pitch. They will be judged on their creativity, practicality and whether or not their campaign fits within the marketing budget. Three finalists will be announced.

### *Episode Four: The Finalists*

The finalists will be given a larger budget and will have a chance to discuss their pitches with ATB Theatricals and Coltrin & Associates. The episode will then focus on each group creating their web, print, radio and television ads. They will have to use creativity in order to produce their campaigns within their budgets. The three finalists will then be judged. The winning team will win the CANTERVILLE GHOST marketing account.

### *Episode Five: Opening & Closing*

This episode will follow the students as they put their campaign into effect. The winning group will deal with deadlines, budgets and collaboration issues. Will they succeed? "Opening Night" will be the final judge of that. The episode will end with interviews and final thoughts, along with clips of the SCERA production.

*And then...*

We'll leave the door open for another possible episode that will bring audiences up-to-date on the show. The Post-Mortem...

How did the show do in Europe? Has it made it to Broadway yet? How did the winning team's campaign affect the success or failure of CANTERVILLE GHOST? Is the campaign still being used? How is the winning team faring as Coltrin & Associates interns?

## THE CONCLUSION

This is a rare opportunity! It's an opportunity that takes advantage of a Broadway-bound show in Utah, a world renowned university and the art of television. It gives BYU students the opportunity to work in the world of professional entertainment, and it gives ATB Theatricals the chance to make a big splash in Utah! The fact that much of the creative team graduated from BYU, only adds to the allure of the program. Its combination of documentary-style public television with pop-culture reality television is sure to attract audiences, first in the Utah region and then with national markets. Most importantly, it appeals to our innate desire to follow our dreams and succeed. It's a show that makes dreams come true and educates all at the same time. It's definitely a program that has...

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