

Broadway Producer James Simon Advocates for Greater Support of Emerging Theater Artists

Tony-nominated producer calls on the industry and audiences to invest in the future of live performance by nurturing new talent and bold storytelling.



New York City, New York Apr 15, 2025 ([Issuewire.com](http://www.Issuewire.com)) - [James Simon](#), veteran Broadway

producer known for acclaimed productions such as *Bells Are Ringing*, *The Woman In Black*, and *Operation Mincemeat*, is speaking out in support of emerging theater artists and the urgent need to reinvest in the creative pipeline.

“People talk about the future of theater, but we rarely act on it,” Simon said in a recent statement. “Supporting early-career writers, directors, and performers isn’t just idealism—it’s essential if we want this art form to grow and stay relevant.”

Simon’s call comes at a time when industry data shows a steep drop in early-career development opportunities. According to a 2023 report by Theatre Communications Group, over 30% of new playwright development programs have been downsized or discontinued since 2020. Meanwhile, the average cost of staging a small Off-Broadway production has risen by 20% in the same period, creating even more barriers for new talent.

“We can’t just keep reviving the classics and expect new audiences to stay engaged,” Simon added. “Fresh voices bring fresh perspectives, and that’s what keeps theater alive.”

Simon encourages theaters, producers, and everyday audiences to take part in supporting the next generation. He urges small acts of engagement, such as:

- Attending readings and festivals featuring new work
- Donating to nonprofit theaters with artist development programs
- Mentoring or volunteering for arts organizations
- Sharing unknown productions on social media
- Purchasing tickets to lesser-known shows

“You don’t have to be a producer to make a difference,” Simon said. “You just have to show up. Be curious. Take a risk on something you’ve never heard of.”

As a board member of Untitled Theater Company 61 and a contributing member of Theater Resources Unlimited, Simon has long been involved in mentoring new talent. But he says the responsibility can’t fall solely on institutions.

“Success stories don’t just appear. Someone believed in them. Someone gave them a shot. The more we, as an audience and industry, do that—the richer our theater culture becomes.”

Support the future of theater. Attend a local performance. Donate to a small company. Talk about a new show. The next great artist may be waiting for a chance—and you can be the one who helps give it to them.

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Source : James Simon producer

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