



## NAMT NEW WORKS SUMMIT FINDING VISIBILITY DURING CREATIVE DEVELOPMENT

### OFFSTAGE & ONLINE: CREATIVE DEVELOPMENT & MARKETING OUTSIDE THE THEATRE

Not every path to an audience starts on stage. This session explores creative development strategies that live beyond traditional routes through music, podcasting, film, television and more. Hear from artists and creatives who have used “offstage” mediums to gain traction, test ideas or build fanbases in spaces where theatre hasn’t always reached—sometimes leading right back to the theatre, and sometimes not. Perfect for artists looking to grow their visibility beyond the back row.

#### This Session’s Key Questions:

1. How can non-theatrical platforms (music, podcasts, screen, etc.) help build a show’s audience?
2. What marketing strategies are used in adjacent industries that musical theatre writers can borrow from?
3. What are the creative and marketing advantages of exploring non-theatrical formats?
4. What kinds of content—visual, audio, or narrative—resonate most with potential audiences online?
5. How do artists balance theatrical goals with the realities of marketing and monetizing offstage work?

#### Host:

**CALEY BERETTA (Disney Theatrical Group) (she/her)** is the Sr. Manager of Creative Development at Disney Theatrical Group, where she has spent twelve years shepherding the creation of new Broadway musicals (including *Hercules*, *The Greatest Showman*, *Frozen*), regional, international, and developmental productions (including *Freaky Friday*, *The Jungle Book*, *Tangled*) and the adaptation and publication of titles for amateur licensing (including *Descendants*, *Dare to Dream JR.*, *Moana JR.*). In 2018, in collaboration with her Disney colleagues, Caley co-produced the landmark event Women’s Day on Broadway at the New Amsterdam Theatre; she co-produced the event again in 2019 at the St. James Theatre. Caley graduated with a B.A. in Communication Studies and Theatre from Northwestern University.

#### Panelists:

**JENNIFER APPLE (Empowered Artists Collective) (she/her)** is a multi-hyphenated actor, coach, writer, and podcast host from NYC, who is in playful pursuit of truth, vulnerability, & empathy in the arts. She originated the role of Anna in the 10x Tony Award-winning *The Band’s Visit* First National Tour and received the 2024 Elliott Norton Award for Outstanding Lead Performance in a Musical for Dina in *The Band’s Visit* at the Huntington/SpeakEasy Stage. She has an MFA in Acting from the American Conservatory Theater with a Certificate in Citizen Artistry, has workshopped numerous new plays and musicals, and lent her voice to multiple original cast recordings. Jennifer is the founder and executive director of the Empowered Artist Collective, a community for women and non-binary artists to help foster sustainable and thriving careers in the arts. She hosts The Empowered Artist Collective Podcast, sharing valuable insights and advice for artists at all stages of their journeys. Discover more at [www.JenniferApple.net](http://www.JenniferApple.net) or [www.EmpoweredArtistCollective.com](http://www.EmpoweredArtistCollective.com) and follow her journey on Instagram at @JenniferApple\_ and the podcast at @EmpoweredArtistCollective.

**CHRISTOPHER DIMOND (Fests ’11 & ’14) (he/him)** is an Emmy-nominated librettist and lyricist best known for his work with composer Michael Kooman, with whom he has won the Fred Ebb Award, a Jonathan Larson Grant, and the Samuel French Next Step Award. Works for television include *VAMPIRINA*, *RIDLEY JONES*, *SPIRIT RANGERS*, and *DEAD END: PARANORMAL PARK*. Stage musicals include *THE BREAK*, *FINN* (with Chris Nee), *ROMANTICS ANONYMOUS* (with Emma Rice), *THE NOTEWORTHY LIFE OF HOWARD BARNES* (NAMT Festival 2014), *DANI GIRL* (NAMT Festival 2011), and *THE ENLIGHTENMENT OF PERCIVAL VON SCHMOOTZ*. Learn more at [www.koomandimond.com](http://www.koomandimond.com)

**JAIME LOZANO (FYFNM ’24) (he/him)** is a Mexican multi-hyphenate musical theatre storyteller considered by Lin-Manuel Miranda as the “next big thing” on Broadway. American Theatre Wing’s Jonathan Larson Grant 2022. Rhinebeck Writers Retreat 2025. Goodspeed Opera House’s Johnny Mercer Grove Writers 2025. Pipeline Arts Foundation winner 2025. Dramatists Guild Fellow 2024-2025. Lincoln Center Resident Artist 2023. Joe’s Pub Working Group 2020-2022. The Civilians R&D Group 2020-2021. JACK Resident Artist 2021. Lincoln Center Resident Artist 2023. Selected works: *El Otro Oz* -formerly *The Yellow Brick Road*- (TheaterWorksUSA and The Atlantic Theater Company, Winner of The Off-Broadway Alliance Award for Best Family Musical 2023-24), *Carmen La Cubana* (European Tour), *Children of Salt* (NYMF 2016 “Best of Fest” Production), *A Never-Ending Line* (Comédie Nation in Paris, France & Off-Broadway), *Desaparecidas* (JACK). Broadway: *Real Women Have Curves* (dance arrangements). Albums: “A Never-Ending Line,” “Jaime Lozano and the Familia: Songs by an Immigrant” released by Broadway Records. “Songs by an Immigrant Vol. 2,” released by Concord Theatricals Recordings. Film: “In The Heights” (orchestrations), “Tick, Tick... Boom!” (cameo in Broadway composers scene). His project “Jaime Lozano & The Familia” has performed sold out concerts at venues such as Joe’s Pub, 54 Below, The Green Room 42, Two River Theater, and as part of the prestigious Lincoln Center’s American Songbook Series. Currently working on *Frida*, *The Musical*, *ROJA* and his anticipated new album: “Songs by an Immigrant Vol. 3”. BFA: Music & Composition, Universidad Autónoma de Nuevo León; MFA: NYU/Tisch, Graduate Musical Theatre Writing Program (Full Tuition Scholarship); part of the BMI Lehman Engel Musical Theatre Workshop. Proud member of the Dramatists Guild of America, AFM Local 802, BMI and GRAMMY and Latin GRAMMY member. [www.jaimelozano.net](http://www.jaimelozano.net) @jaimelozano