

What can I do to help market a children's play that is based on one of my picture books?

Q: I am the author of a children's picture book that was published in 2002, and in 2003 I wrote a children's musical based on events in the book. It has been produced twice in local theaters in and around the Houston area. I would like to find a market for distribution of the book/musical to a wider audience.

You may want to check the United States Center for the International Association of Theatre for Children and Young People <http://www.assitej-usa.org> for a list of theaters in the U.S. Since you've already had success with some youth theater groups in your area, you may want to start trying to expand regionally. The theaters you're working with may also have relationships with theaters in other areas, so they might be able to make personal recommendations to others who might want to mount your show.

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