

**BACKSTAGE PASS TO BROADWAY**  
**MORE True Tales of a Theatre Press Agent**

by SUSAN L. SCHULMAN  
published by Goodreads Press



**Goodreads Press has just published the second edition of Susan L. Schulman's popular memoir, BACKSTAGE PASS TO BROADWAY. Sub-titled "MORE True Tales of a Theatre Press Agent," the second edition includes several new chapters, expanded stories and additional never-before-seen photos from the author's personal collection.**

The first edition of BACKSTAGE PASS TO BROADWAY: True Tales of A Theatre Press Agent was published in September, 2013 and, within a month, was named one of Amazon's 100 best-selling theatre books. In this entertaining, dishy book, long-time theatre press agent Schulman shines the spotlight *behind* the show curtain, sharing true tales of her life in the theatre. Susan L. Schulman has worked with some of Broadway's most talented and creative people - *sometimes behaving badly* and often with astonishing grace - as they struggled to create theatre magic.

A New York City 'theatre kid,' Schulman waited outside Broadway stage doors, not for autographs, but to tell actors how they had enhanced her life. After learning her craft from some of Broadway's legendary press agents, she handled the publicity for many Broadway shows including DREAM, DANCIN', SLY FOX, STATE FAIR, APPLAUSE, DEATH OF A SALESMAN, A STREETCAR NAMED DESIRE, SCAPINO, DEATH AND THE MAIDEN and REQUIEM FOR A HEAVYWEIGHT. She shares her adventures working with Mary Martin, George C. Scott, Lauren Bacall, Yul Brynner, Robert Redford, David Merrick, Bob Fosse, Raul Julia, Zero Mostel, Vanessa Redgrave, Henry Winkler, Lesley Ann Warren, Katharine Hepburn, Glenn Close, Mike Nichols, Diana Ross, and many more. Schulman has survived some spectacular theatrical train wrecks including the play that killed Zero Mostel; 'Abominable Showman' David Merrick's last hurrah, and the fading film diva who sabotaged her own return to Broadway. Schulman also explains what a theatrical press agent does, how she does it, and how theatre promotion has changed.

Broadway's top graphic designer, Frank Verlizzo, known as FRAVER, re-designed the cover for the second edition of BACKSTAGE PASS TO BROADWAY.

**“Just enough backstage dirt and glitz to  
be compulsively readable!”**

—HARRY HAUN, *PLAYBILL MAGAZINE*

**“A great read!”** —PETER MARKS, *WASHINGTON POST*



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PASS  
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**MORE True Tales from a  
Theatre Press Agent**

**SUSAN L.  
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Design: Fraver

BACKSTAGE PASS TO BROADWAY is currently available in paperback and ebook at [amazon.com](http://amazon.com). The paperback is also available at Theatre Circle, 268 West 44<sup>th</sup> Street; The Drama Book Shop, 250 West 40<sup>th</sup> Street, and at Byrd's Books in Bethel, CT,

For more information visit [www.BackstagePassToBroadway.com](http://www.BackstagePassToBroadway.com).

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**Paperback ISBN 13 978-1-63292-056-0**

**Kindle ISBN 978-1-63292-055-3**

**Paperback: 224 pages, 6" X 9"**

**Praise for**  
**BACKSTAGE PASS TO BROADWAY**

Susan L. Schulman's scintillating "tell-some" contains just enough backstage dirt and glitz to be compulsively readable from start to finish. An impressive galaxy of egos and artists is sprinkled like stardust over four decades of theatrical press-agentry and repairs--Lauren Bacall, Zero Mostel, Mary Martin, George C. Scott, Yul Brynner, Bob Fosse and The Mighty Merrick, whom she actually bested. Worth the price of the book alone is the hilarious chapter on "Dream."

**--HARRY HAUN, PLAYBILL MAGAZINE**

A great read!

**--Peter Marks, Washington Post**

An expert press agent makes sure the spotlight is focused on the show, never themselves. No press agent embodies that credo better than Susan L. Schulman, and now - after serving in the Broadway theatre during some of its most exciting times and with some of its biggest stars - she pivots that giant klieg light behind-the-scenes. Her stories and incomparable insight are smart, witty, sometimes harrowing and often hilarious.

**--BERT FINK, THE RODGERS & HAMMERSTEIN ORGANIZATION**

Schulman, who is still actively toiling in the field, dwells on the highlights of her 50 years, both the best and the worst. She was with the difficult Zero Mostel on his last show, during which he died during the out-of-town tryout; the exacting Bob Fosse on *Dancin'*; the commanding George C. Scott; and more.

**--Steven Suskin, The Book Shelf, PLAYBILL.COM**

A fascinating tour behind the scenes of the Great White Way. I started smiling at the very opening of the book, designed to look like the credits in a Playbill. This book is simply fascinating!

**--LAUREN YARGER, THEATRELIFE.COM**

One of the best press agents in the business is the legendary Susan L. Schulman, who has distilled a lifetime's worth of fabulous anecdotes, juicy insider gossip and "I-can't-believe-they-really-said-that" stories into a brand new memoir called *Backstage Pass to Broadway: True Tales of A Theatre Press Agent*. If you want to know the juice, the dirt and the real show that happens *behind* the show curtain, than Ms. Schulman's book really is your must-read of the fall. *BACKSTAGE PASS TO BROADWAY* is full of hilarious, often jaw-dropping, stories of the theatre, told from Ms. Schuman's unique perspective as a press agent. Entertaining, eye-opening, fascinating and a total pleasure from beginning to end. Don't miss it.

**--JOHN ROWELL, SHOW BUSINESS WEEKLY**

A delightful read. Stories that could only happen in the theatre.

**--ANDREW McGIBBON, THEANDYGRAM.COM**

Schulman writes with flair and enthusiasm, and that makes for enjoyable reading. Also, you can stock up on theater tales to tell your friends. An entertaining and juicy new book, chock full of stories about openings, disasters, backstage romances, insecurities, cruel treatment, kindnesses and assorted crises with names specified along the way. By the way, the appropriate cover designed by noted theater poster designer Frank Verlizzo (Fraver) is of a hand pulling back a theater curtain, which Susan Schulman certainly does.

**--WILLIAM WOLF, WOLF ENTERTAINMENT GUIDE**

Take this backstage tour from an insider who lived it. Like Susan, this book is smart and funny.

**--TV icon HENRY WINKLER**

If you love theatre lore and gossip, the newly published *Backstage Pass to Broadway* should be on your reading list. Written by someone who ought to know, theatre publicist Susan L. Schulman, who represented and handled these stars, has finally pulled back the curtain. She shares her adventures working with Mary Martin, George C. Scott, Lauren Bacall, Bob Fosse, and many more.

**--VALERIE SMALDONE, EXAMINER.COM**

The book is a great read! Susan leads us into a world of magic and craziness and captures what it's really like behind the scenes on Broadway.

**--Tony Award-winner KAREN ZIEMBA**

Susan L. Schulman is one of Broadway's best press agents. Everyone knows that. Now, with this book, we can see why her publicity and marketing ideas have filled theaters. Her shockingly honest, funny, and insightful reporting of how this amazing industry really works makes this a captivating, easy read. From her unique vantage point we get the down and dirty, and it makes us admire her even more.

**-- TV, film and stage star JOHN DAVIDSON**

Susan L. Schulman's wonderful memoir will make you feel like you were there. She is the insiders' insider. Buy it. Read it. You will love it.

**--Award-winning actress KATHLEEN CHALFANT**

This book is full of juicy backstage stories. I love it!

**--Three-time EMMY Award winner SUSAN HAMPSHIRE**

It's a show business feast about putting people in seats and loving it. I loved it too.

**-- Actor BRANDON MAGGART**

I have read every word of Susan's delicious book and really loved it. It is so honest and full of so much terrific info about show business. Mazel tov to her.

**--Award-winning actress BARBARA BARRIE**

I enjoyed this book immensely. I loved all the insights, wit, and Susan's perspective has great clarity. It should be a primer for Performing Arts schools.

**--Award winning lighting designer & producer JULES FISHER**

Such history! Such stories! Read it all at once or enjoy each morsel whenever you want a dose of Broadway!

**--SETH RUDETSKY, Sirius Radio/Playbill.com**

THIS BOOK IS WONDERFUL! Such an enjoyable, smart read!

**--Tony-nominee EMILY SKINNER**

A Wonderful Gossipy Insider's View of Broadway Behind the Scenes. We LOVED this book! If you want to kick back, relax, and enjoy a thoroughly delightful and entertaining read with great backstage stories of stars behaving badly, stars behaving nicely, Broadway flops and successes, this is the book. Long time theatrical press agent, Susan Schulman is spilling the beans.

**--THE THREE TOMATOES website**

For all you fabulous "Broadway Babies" out there, and for anyone who enjoys watching the antics of celebrities, too, I highly recommend a new book by theatrical press agent Susan L. Schulman called *Backstage Pass to Broadway*. Ms. Schulman has handled the publicity for countless Broadway shows and the book is a great read. It's also hilarious.

**--Carolyn Quinn, Splendiferous Everything blog**