

TAKE LESSONS FROM GIANTS IN THE CHILDREN'S ENTERTAINMENT INDUSTRY

Nickelodeon, the leader in the Child Entertainment Industry, magic recipe to becoming the most successful children's television channel, has been to see the children as an audience in their own right, rather than as appendage of their parent.

- In other words, they structure shows for kids!
- Magicians performing for children are wise to take note and emulate Nic's success.
- But also make sure your magic show, like Nics' shows, incorporates a parent-friendly dash of intelligence.
- Like a good children's television show, you must be able to connect with all children you entertain.
- You must understand their level and their sense of humor.
- You must also appeal to their parents' sense of humor.
- This can be accomplished with multi-level humor. Your use of humor must never be racial, blue or sexual in nature.
- Off color comments cheapen you and your credibility.