

# pittsburgh applause!

arts & entertainment newsletter

## Local Screenwriters Make Their Pitch

On March 17, this year's finalists in the Steeltown Film Factory shared their proposals with a packed theater at the **University of Pittsburgh**.



The Film Factory is a program of the **Steeltown Entertainment Project**, whose mission is to build a vibrant and sustainable enter-

tainment industry in Southwestern Pennsylvania. It was co-founded in 2003 by writer/producer Carl Kurlander. The program is a competition among screenwriters (mostly aspiring writers) to win the funding to shoot a short film based on their submission.

During the event a trio of professionals --- producer Eric Gold; his wife, writer/actress Marcy Kaplan and screenplay analyst Asher Garfinkel --- commented on the relevant strengths and weaknesses of each script.

The program emphasizes the real world of show business. "You've got to take people from theory to practicality," Gold explained to

the *Pittsburgh Post-Gazette's* Barbara Vancheri. "If you're writing [your script] within the environment of Hollywood, you have to have some eye toward commerciality, scale, casting. It's the difference between throwing the football in the backyard and having to come up with a game plan for an NFL team."

Gold's past projects included the TV shows "My Wife & Kids" and "American Family" as well as films such as "Scary Movie" (2000) and "She's Out of My League" (2010).

*For more information, read the special editorial on page 12.*

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A&E Group

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## Unions Ok Merger

The national memberships of the **Screen Actors Guild** (SAG) and the **American Federation of Television & Radio Artists** (AFTRA) have voted overwhelmingly to approve their merger.

Both unions have hundreds of members in the Pittsburgh area and AFTRA maintains a full-time office in downtown Pittsburgh, which is expected to continue after the merger. 86% of AFTRA ballots and 82% of SAG ballots voted in favor of the combination.

A number of high-profile SAG members have opposed the merger, claiming that it will have a negative impact of members' health benefits and pensions. The latest attempt to derail it failed on March 28 when a federal judge denied to issue an injunction.

The new union will be called SAG-AFTRA with Ken Howard (of SAG) and Roberta Reardon (AFTRA) as co-presidents. Members with questions are advised to log on to <http://www.sagaftra.org/faqs>

## ProArts Tickets To End

ProArts Tickets, a signature project of the **Greater Pittsburgh Arts Council** (GPAC), will shut down this August.



The ticket service was begun 14 years ago by ProArts, one of the predecessor organizations whose merger created GPAC. It provides online and telephone ticket sales for small arts groups. However, in an announcement on GPAC's web site, the service's demise is in response to the recent growth of alternatives.

The posting reads: "Since ProArts Tickets launched in 1998, an increasing percentage of ticket transactions take place online, and

a host of new technologies --- including self-serve, online ticketing systems like **Brown Paper Tickets**, **Eventbrite** and [locally owned] **Showclix** --- have emerged on the scene. Additionally, several arts-specific customer relationship management (CRM) systems have been developed in recent years, which give organizations a much more sophisticated way to manage audience data."

GPAC will continue to offer ProArts Tickets through August 31, 2012. They are also advising groups to start planning for the transition and that the organization is ready to help groups with the transition. More information is available online at <http://www.pittsburghartscouncil.org/press-room/in-the-news/26-in-the-news/1268-proartstickets-to-close-on-august-31-2012>

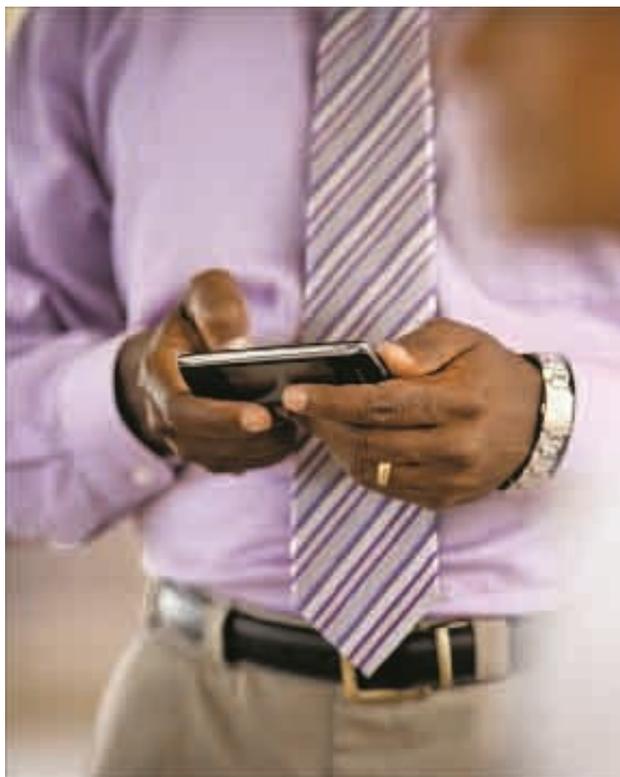
## Crew News

Crews are being sought for a pair of films being shot in town.

"Out of the Furnace" stars Christian Bale as an ex-con who decides to get revenge on the people who murdered his brother. General information can be found at <http://www.imdb.com/title/tt1206543> Crew resumes should be sent to [outofthefurnace@gmail.com](mailto:outofthefurnace@gmail.com)

"Promised Land" stars Matt Damon as a salesman who experiences life-changing events after arriving in a small town. General information can be found at <http://www.imdb.com/title/tt2091473> Crew resumes should be sent to [promisedlandpgh@gmail.com](mailto:promisedlandpgh@gmail.com)

**Mosser Casting** is handling extra casting for both. Visit [www.mossercasting.com](http://www.mossercasting.com)



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# Warhol Museum Names New Curator

Nicholas Chambers has been named as the Milton Fine Curator at the Andy Warhol Museum.

CARNEGIE | MUSEUMS  
OF PITTSBURGH

The Andy Warhol Museum, a component of the **Carnegie Museums of Pittsburgh**, is the largest museum in the United States dedicated to single artist. The position Milton Fine Curator is named in honor of businessman and philanthropist Milton Fine, who was associated with the Carnegie for 25 years. It was made possible due to a sizable grant from the Fine Foundation in 2007.

A native of Australia, Chambers holds art degrees from the **University of Sydney** and was most

recently a curator at the **Queensland Art Gallery** in Brisbane. In 2007, he was lead curator of a large exhibition of Andy Warhol's work displayed at the Queensland. The exhibit was created in collaboration with the Warhol Museum.

In a press release, the Warhol's director, Eric Shiner, praised Chambers. "Not only is he a deeply talented curator with a far-sweeping world view, but his international background, keen intellect and affable personality will add to Pittsburgh's ever-growing arts scene in countless ways." Before being named the museum's director, Shiner was the Milton Fine Curator.

Not start date has been announced, but the *Pittsburgh Post-Gazette's* Marylynn Pitz reports that Chambers and his wife are in the process of moving to Pittsburgh.

## Arts Groups Asked To Meet State Legislators

Members of the non-profit arts community are being encouraged by **Citizens for the Arts in Pennsylvania** to make a trip to Harrisburg.

Formed in 1979, Citizens for the Arts in Pennsylvania (CAP) is Pennsylvania's only statewide multi-disciplinary arts organization to speak on behalf of the arts.

CAP is inviting arts professionals to the state capital on April 30 to meet with their legislators one-on-one. The goal is to encourage continued --- if not increased --- state funding for non-profit arts groups. CAP is offering an orientation/networking event to begin the day and have provided an online tool for identifying legislators at <http://capwiz.com/artsusapa/state/main/?state=PA>

## CBS Profits Off B-Ball

College basketball fans may be enjoying March Madness, but it is **CBS Corporation** who's laughing all the way to the bank.



In Pittsburgh, CBS Corporation owns two television and four radio stations, most notably KDKA. CBS' sports division and three **Time-Warner** cable networks --- TNT, TBS and TruTV (through the company's Turner Broadcasting division) --- have been airing the games.

But what has gotten the industry's attention isn't the traditional advertising revenue (which is substantial), but the digital income the games have generated. According to a report in *Advertising Age*, digital revenue for both CBS

and Turner is nearing the \$60 million range. Compare that with 2009, when web streaming ads brought in \$32 million.

It is all part of an effort by CBS to embrace the new without abandoning traditional media. Mediapost.com quotes CBS' Ezra Kucharz as saying that monthly average unique visitors to CBS' local media sites grew 43% from 2010 to 2011. The latest project is a new iPad app offering content from local TV and radio stations in 24 markets, including Pittsburgh. More information is available at <http://cbsyourday.cbslocal.com/>

## Water Damage Hits ToonSeum Archives

Comic book fans nationwide have come to the aid of the **ToonSeum** after a leaky roof damaged or destroyed hundreds of items.



Located in a pair of storefronts in the Pittsburgh Cultural District, the ToonSeum is one of only three museums in the United States dedicated to the cartoon arts. The damage was limited to an off-site warehouse and not the museum itself.

Publishers from across the country sent donations of books and a storage company is donating a climate-controlled secure facility to replace the North Side ware-

house. In addition, an anonymous donor has established a \$5,000 matching fund. Gifts can be made online at [www.toonseum.org/waystogive.html](http://www.toonseum.org/waystogive.html)

### The Pittsburgh A&E Book

[www.pittsburghaebook.com](http://www.pittsburghaebook.com)

## Bradshaw Series Coming To PCNC

Former football star Terry Bradshaw's show "Today in America" has been picked up by **Cox Enterprises'** Pittsburgh Cable News Channel (PCNC).

Bradshaw played 14 seasons with the **Pittsburgh Steelers** and helped the team win four Super Bowl titles. "Today in America" is taped at various locations around the country. A press release describes the show as covering "subjects of interest to an audience of educated professionals."

The series begins April 7 on PCNC.

*Daffadilleas* a boutique of handmade baby gifts and other sassy things

[www.etsy.com/shop/daffadilleas](http://www.etsy.com/shop/daffadilleas)

## Updates On Local A&E People

Here is some brief news about people in the local arts/entertainment community.

Local artist Richard Claraval won the Juror's Award at the **Associated Artists of Pittsburgh** exhibition "Void, Absent, Empty". The award was for his compressed charcoal drawing, "Pollock Not Paintings (Michaeljackson 28)".

The Pittsburgh-based **American Cable Association** (ACA) has announced the addition of three new board members. These include Kate Adams of James Cable, John Conrad from Liberty Cablevision and Dave Keefe of Atlantic Broadband.

## Hustlebot's TV Show

Local comedy troupe **Hustlebot** is a finalist in a contest being conducted by **Viacom's** Comedy Central cable network.

They are part of the network's Short Pilot contest, a nationwide competition with the winner receiving \$7,500 and a development deal. Hustlebot's pilot is called "Three Stoners & A Time Machine". One of the troupe's members, David Fedor told the *Pittsburgh Tribune-Review's* William Loeffler that the show mixes the geeky science of TV's "The Big Bang Theory" with the stoner humor of the movie "Bill & Ted's Excellent Adventure".

The winner will be announced in April.

Local production company **Apple Box Studios** has named Michael Kadrie as their new vice president of the firm's interactive division; Dan Brettholle as Art Director; Dan Filipek as Director of Production & Operations; and Pamela Gerlowski to head Client Experience & Innovation.

**Duquesne University** student and teaching assistant Andrey Nemzer has been named a winner of the **Metropolitan Opera's** national council auditions in New York City. Nemzer is one of the five singers to receive \$15,000. "He has a beautiful sound," his teacher, Claudia Pina, told the *Pittsburgh Tribune-Review's* Mark Kanny. "It's really very voluptuous, a big sound not characteristic of countertenors."

WTAE-TV, owned by **Hearst Corporation**, has hired Andrew Del Greco as its new general assignment editor. He will also contribute to special reports including political coverage.

KDKA-AM, owned by **CBS Corporation**, has named Paul Rasmussen as permanent morning news anchor. He had been anchoring the afternoon broadcast. CBS' WDSY-FM has also added popular radio personality Jimmy Roach to their morning team.

KQV-AM has announced the retirement of long-time news director Frank Gottlieb. He joined the all-news station, owned by **Calvary, Inc.**, in 1985.

## Images

Photos Celebrating Pittsburgh's Arts/Entertainment History & Community



Here is a still from the 2011 film "Pariah" starring Kim Wayans and Adepero Oduye. It is the powerful and engaging tale of an African-American family facing issues of religion, sexuality and identity.

"Pariah" is being screened on April 22 at the Harris Theater by the Pittsburgh Lesbian & Gay Film Society. Source: Focus Features

To have an image considered, email Jim Richards at [jim@james-richards.com](mailto:jim@james-richards.com)

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Email: [LMB@mustardseedproductions.biz](mailto:LMB@mustardseedproductions.biz)

Online CV: [lisamariebruno.webstarts.com](http://lisamariebruno.webstarts.com)

Facebook: [facebook.com/lisamariebruno.msp](https://facebook.com/lisamariebruno.msp)

Twitter: [www.twitter.com/wardrobebabe](https://www.twitter.com/wardrobebabe)

LinkedIn: [www.linkedin.com/pub/lisa-marie-bruno/129a777s](https://www.linkedin.com/pub/lisa-marie-bruno/129a777s)

Lisa Marie Bruno  
Mustard Seed Productions  
PO Box 99483  
Pittsburgh, PA 15233

***Lisa Treats Every Production Like An Award Winner!***

- TUE 3** Based on the hit Disney movie, the delightful musical “Beauty & the Beast” bows at **Heinz Hall**
- THU 5** You know spring has sprung when **PNC Park** comes alive with the Pirates!
- SUN 7** Spring is also a time for endings, with the Penguins ending their season tonight at **Consol Energy Center**.
- SUN 7** **The Carnegie Museum of Art** unveils a famous multi-panel piece by French master artist Henri Matisse.
- THU 12** Travel “Around The World In 80 Days” without leaving the **O’Reilly Theater** in this adaptation of the Jules Verne novel.
- THU 12** A group of talented vocalists join the Pittsburgh Symphony Orchestra at **Heinz Hall** to perform some great Broadway tunes.
- FRI 13** The Pittsburgh Ballet performs a charming version of the children’s tale “Coppelia” at the **Benedum Center**.
- FRI 13** Check out the “Hear/Now” experimental music fest at the **Kelly-Strayhorn**.
- FRI 13** Some of author Eric Carle’s beloved children’s tales have been transformed into a family musical at the **Byham Theater**.
- SUN 15** Take in a free concert at **Carnegie Mellon University** with the CMU All University Orchestra.
- MON 16** A week of programming begins at the **Kelly-Strayhorn** celebrating the colorful culture of Brazil.
- THU 19** Relive the hedonistic heyday of *Playboy Magazine* with cool cartoonist Doug Sneyd and an even cooler party at the **ToonSeum**.
- FRI 20** The legendary, rowdy performance troupe Sister Spit is at the **Andy Warhol Museum** with their wild multimedia show.
- SAT 21** The Pittsburgh Jazz Orchestra debuts a new piece at the **August Wilson Center** by master composer Benny Golson.
- SAT 21** The four dudes in the child-centered band Imagination Movers rock out the **Benedum Center**.
- SUN 22** The powerful, critically acclaimed indie film “Pariah” gets a special screening this afternoon at the **Harris Theater**.
- SUN 22** Award winning photographer Annie Griffith shares tales of adventure in a multimedia show at the **Byham Theater**
- WED 25** Canadian rock band Nickelback is back at the **Consol Energy Center** doing what they do best.
- WED 25** Laugh it up at the **Byham Theater** for award winning comedian and actress Lily Tomlin.
- FRI 27** The Pittsburgh Symphony Orchestra brings some French style to **Heinz Hall** performing works from Paris’ musical revolution.
- SAT 28** **The Carnegie Museum of Art** exhibits filmic “portraits” by noted Irish artist Duncan Cambell.



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[www.post-gazette.com/events](http://www.post-gazette.com/events)

# National/World A&E News Round-Up

## “Hunger Games” Gobbles Up BO

Thanks to an extensive media blitz, “The Hunger Games” set a box office record over the March 23 weekend, taking in a whopping \$155 million in North American ticket sales.

The film is based on the first installment of the young adult adventure novels by Suzanne Collins. The books are set in a near future after the destruction of the United States. In the remaining society, a young boy and girl from each district are sent to the capital city to participate in television death matches. Prior to the *Hunger Games* trilogy, Collins was primarily known as a television writer for children’s shows such as cable’s “Clarissa Explains It All”.

The New York Times’ Brooks Barnes reports that analysts expect the film to take in over \$500 million globally.

### Beyond The Famous Smile

Even after more than five centuries, Leonardo da Vinci’s famous painting “Mona Lisa” can still surprise even the most seasoned art experts. Thanks to a series of articles published by TheArtNewspaper.com, the **Louve** has changed the official dating of the painting. Originally it was believed that “Mona Lisa” was painted between 1503 and 1506. But recent evidence suggests that da Vinci probably finished it a decade later.

These new findings suggest that the long-held theory that the painting’s subject was Lisa del

Giocondo, who was married to a wealthy Florentine merchant, is probably not true.

### Hitting The Pavement --- Again

For the second time in less than 18 months, TV pundit Keith Olbermann has been fired.

He was let go from Current TV as of March 30. In a statement, the company (legally called **Current Media** and owned in part by former vice president Al Gore), claims that their values “are no longer reflected in our relationship” with Olbermann. For his part, Olbermann released his own statement insisting that money played a key role claiming that the company “finally thought it was more economical to try and get me out of my contract”. He also hinted that legal action may be taken.

Olbermann was let go from MSNBC in early 2011 after a series of issues surrounding his actions that the network felt violated their policies. These included making donations to political candidates during the 2010 election season.

### Fat Kid Rules SXSW

Among the big winners at this year’s South by Southwest (SXSW) is “Fat Kid Rules the World,” the directorial debut of actor Matthew Lillard (best known for the “Scooby Doo” movies).

First held in 1987, SXSW is a set of film, interactive and music festivals that take place in Austin, TX. It is owned by trade show firm **SXSW Inc.**

“Fat Kid” is the story of a suicidal obese teen who befriends a washed-up guitarist who encourages him to form a band, transforming both of their lives. It is based on the novel by Kelly Louise Going.

Other winners included a documentary on singer/songwriter Paul Simon and a film about a ventriloquist who uses puppets to deal with her emotional crisis. Details can be found online at [www.sxsw.com](http://www.sxsw.com)

### A Taxing Proposal

Taking a lead from places like Allegheny County, the **Detroit Institute of Art** (DIA) has received permission to ask voters to approve a tax to finance local arts.

According to report in the *Detroit Free Press*, the Wayne County Commission has appointed a nine-member art authority to write the proposal and set a date. The museum is asking residents in Wayne and two adjacent counties to pay 0.2 mill in property taxes. For a home worth \$200,000, that would mean \$20 added each year to their current tax.

DIA officials hope that the new tax will replace what the museum used to receive in state funds. In recent years, DIA has laid off staff and curtailed programs. The millage could raise \$20 million a year for the museum.

# PDP Launches Project Pop Up

A new initiative has been launched in part by the **Pittsburgh Downtown Partnership** (PDP) to dress up vacant retail windows in the city center.



Founded in 1994, the PDP develops and implements programs that enhance and promote downtown as a neighborhood. The organization also manages downtown's business improvement district.

The initiative is called Project Pop Up and provides free space for local talent to transform downtown vacant storefronts into quirky, fun and innovative art and retail displays. These include a sci-fi themed robot repair shop to an

ice cream store that serves dreams.

This is not the first program to fill downtown's vacant windows with displays. During the 1990s, one of the PDP's original staff members, James Richards (now editor/publisher of *Pittsburgh Applause*) coordinated a holiday program called Sparkle Sites. During November and December, local non-profit organizations and artists would create exhibits in vacant windows across the Golden Triangle.

"There were multiple goals to Sparkle Sites," Richards explains. "One was to support area creativity, another was to dress up downtown a little more for the holidays and the last was to show potential

tenants the value of these empty spaces."

Project Pop Up has the same goals, but more detailed and on a longer scale. These displays are often very innovative and many will be in place for a year. In a press release, Mayor Luke Ravenstahl said that "this collaborative initiative takes our storefront programs one step further to advance Pittsburgh's Third Renaissance."

The displays have been slowly rolling out over the last few months. A total of 11 will be up and running by summer. For more information, including a printable map, visit <http://www.downtownpittsburgh.com/project-pop-up>

## EMBRACE THE SWEETEST MUSIC IN THE WORLD!



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## Grant Deadlines

For non-profit organizations looking for grants, *Pittsburgh Applause* has determined the foundations with deadlines coming up soon. Be certain to visit their web sites to see if your group or program fits their respective missions and objectives.

### Beaver County Foundation (May 1)

<http://www.beavercountyfoundation.com/>

### Buhl Foundation (May 18)

<http://www.buhlfoundation.org>

### Community Foundation of Green County (June 15)

<http://www.cfgcpa.org/>

### EQT Foundation (May 1)

<http://www.eqt.com/comminit/foundation.aspx>

## Foundation Center Holds Classes

The local branch of the **Foundation Center** has a series of valuable workshops coming up for area non-profit organizations.



Founded in 1956, the Foundation Center provides information and services to philanthropists and grant seekers. The local branch is

housed inside the **Carnegie Library of Pittsburgh**.

On April 11 the workshop will be about financial health; the April 19 session focuses on the responsibility board members have regarding fundraiser; and a working session on April 23 will discuss media relations.

For more information, visit <http://www.clpgh.org/locations/>

### Grable Foundation (Letter of inquiry: May 1; Application: June 1)

<http://www.grablefdn.org/>

### PNC Charitable Trusts (May 1)

[http://www.pncsites.com/pncfoundation/charitable\\_trusts.html](http://www.pncsites.com/pncfoundation/charitable_trusts.html)

### Roy A. Hunt Foundation (April 15)

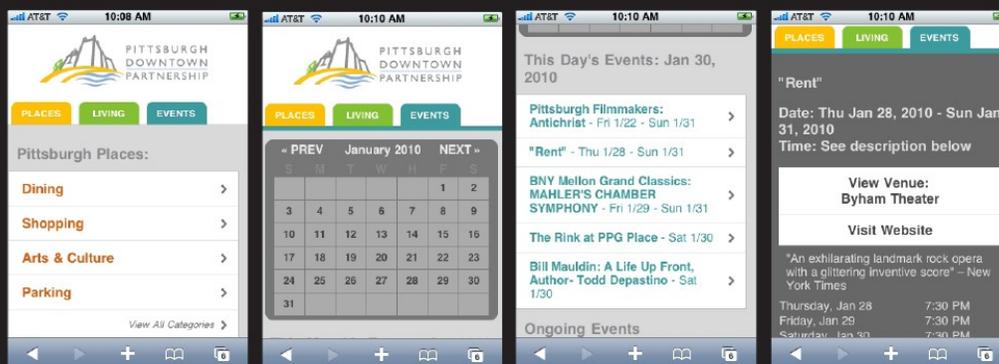
<http://rahuntfdn.org/>

### Stanton Farm Foundation (June 1)

<http://www.stantonfarm.org/>

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[www.DowntownPittsburgh.com/events/suggest](http://www.DowntownPittsburgh.com/events/suggest)

## Costume World Hits “Today Show”

Talk about the best in free publicity: the impressive costume collection owned by **Costume World** got a high-profile visit last month by NBC’s “Today Show”.

With a key division in Pittsburgh, the Florida-based Costume World rents and sells costumes for both theatrical and private use. Many are extremely detailed. The company also owns historic pieces from more than a century of Broadway productions, which they keep on permanent display in Florida. They include costumes from such legendary shows like “The King & I,” “The Music Man” and “Hello Dolly”.

NBC News’ Jenna Bush Hager interviewed owner Marilyn Wick and her daughter Kimberly on March 22 as they led a tour of the display. “This is more than a Broadway exhibition,” the senior Wick explained, “we celebrate a collection of more than 100 years of authentic Broadway costume design history.” To see the segment, visit <http://allday.today.msnbc.msn.com/news/2012/03/21/10793379-jenna-bush-hager-and-sara-haines-two-corn-fed-girls-with-broadway-dreams>

## Tower Sold

The 30-story Regional Enterprise Tower is going to be converted to housing, according to a report by Mark Belko in the *Pittsburgh Post-Gazette*.

Formerly the headquarters for **ALCOA**, it became the Regional Enterprise Tower (RET) when the corporate giant moved to the city’s North Side. As the RET, it housed numerous non-profit organizations including several arts groups. But as issues with the building mounted, tenants began leaving. As a result, the building’s owners were unable to pay the mortgage. It was sold in a sheriff sale last year. **PMC Property Group** later acquired it.

“Invigorating and optimistic” — Ann Hornaday, *Washington Post*

# { Pariah }

Starring Kim Wayans (TV’s “In Living Color”)



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# Pittsburgh Applause Editorial

## Three Cheers For Steeltown

By James A. Richards

This year marks my 25<sup>th</sup> anniversary working in Pittsburgh, with most of that time devoted to organizations, companies and projects in Pittsburgh's arts and entertainment industry. The irony is that throughout that time I have had to argue over and over again that there *is* an industry, one that is composed of non-profit groups, businesses of various sizes, independent professionals and students. Even people who work *in* the industry don't believe it.

Fortunately, others have joined in this quest. These include Carl Kurlander and his Steeltown Entertainment Project. Founded in 2003, Steeltown's mission is to nurture promising talent and to incubate meaningful and commercially viable entertainment projects in Southwestern Pennsylvania.

The organization is currently holding its third annual screenwriting contest, in which local writers (most of them aspiring) submit 12-page scripts with the winner receiving up to \$30,000 to turn it into a short film. On March 17 -- St. Patrick's Day --- the twelve quarter-finalists made their pitch to the audience and got helpful feedback from the panelists.

These panelists were Eric Gold, a producer and talent manager whose credits include "Scary Movie" and represents artists such as Ellen DeGeneres; his wife, writer/actress Marcy Kaplan and professional screenplay analyst Asher Garfinkel. Both Gold and Garfinkel are Pittsburgh natives.

One of the highlights of the afternoon was the screening of the short film "Pre-Nup" written by and starring Kaplan. Inspired by her own experience, it was a smart comedy about a woman who gets a surprise from his wealthy fiancé --- a massive, 102-page prenuptial agreement.

Everything about the day reminded of my 25-year argument: that Pittsburgh *has* an A&E industry and the capacity of being on par with New York and Los Angeles --- but only if everyone acknowledges this reality and works to develop it. The submissions were so good that Gold --- who fields script proposals for a living --- commented to the (I'm estimating) 250 or so people in the audience that were on par with what he sees in LA.

My hat is off to Carl for the Steeltown Entertainment Project and its programs. And I encourage everyone in the creative community to support them.

Letters to the editor are welcome via email to [jjm@james-richards.com](mailto:jjm@james-richards.com)

They may be edited for publication.

# Linked



Join the *Pittsburgh Applause* group on [www.linkedin.com](http://www.linkedin.com).

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Membership is free, but you must have a LinkedIn profile to participate.



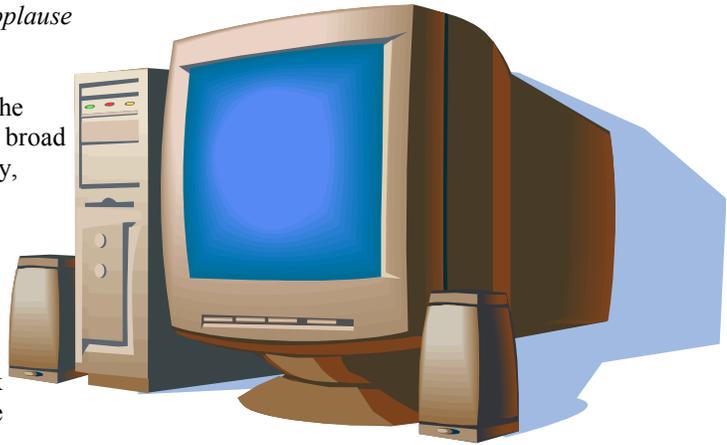
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Jim hopes to eventually bring *Pittsburgh Applause* back to the real world!

The goal is to produce 10,000 full-color print copies each month distributed primarily through Crazy Mocha coffee shops.

But Jim needs a collection of advertisers willing and able to commit to at least six months of advertising. For more information, contact him at [jim@james-richards.com](mailto:jim@james-richards.com)

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