

pittsburgh applause!

arts & entertainment newsletter

Losses: Pinsker, Early Pass Away

Pittsburgh's arts & entertainment community has lost two of its most respected and popular members.

On March 3, actor Allan Pinsker died at the age of 94. Pinsker was an active and visible member of the region's theater scene for seven decades. "He was the grand old man of Pittsburgh theater," the *Pittsburgh Post-Gazette's* theater critic Christopher Rawson said, as conveyed in an article by

his college Mackenzie Carpenter. "[Pinsker was] an old-timer who linked back to the fondly remembered days of the Pittsburgh Playhouse's past, when it was an essential cultural and social center with a national reputation." Pinsker was still auditioning for roles until just a few months before his death.

Actor and educator David Early died on March 23. He was 74.

Early was very active in local film and television projects, including as a teacher at **Pittsburgh Film-maker/Pittsburgh Center for**

the Arts. He appeared in some of noted director George Romero's films including 1978's "Dawn of the Dead" and 1982's "Creepshow". He also appeared in the Academy Award winning 1991 film "Silence of the Lambs" and various TV shows, ranging from "Quincy M.E." in 1981 to "The West Wing" in 2002.

The *Pittsburgh Post-Gazette's* Barbara Vancheri wrote his obituary for the paper. You can read it at <http://www.post-gazette.com/stories/local/obituaries/obituary-david-early-longtime-pittsburgh-actor-on-stage-screen-681000>

Inside This Issue

Once again, a late night TV host war seems to begin. **Page 3**

Pop star Adam Lambert has been booked for event. **Page 3**

CBS buys a 50% stake in cable's TV Guide Network. **Page 6**

Learn about several local artist opportunities. **Page 10**

Pittsburgh
A&E Group

643 Liberty Avenue Suite 401
Pittsburgh, PA 15222
Ph (412) 325-7070
Fx (412) 325-7069

Jazz Radio Returning

An organization that includes former WDUQ-FM staffers has acquire a radio station to bring jazz back to local broadcast listeners, reports Adrian McCoy of the *Pittsburgh Post-Gazette*.

In 2011, after WDUQ's new owners changed the station's format to all-news, a nonprofit called **Pittsburgh Public Media** (PPM) launched an online station to stream jazz music. Now that group has received permission from the Federal Communications Commission to acquire **Bethany College's** radio station.

Bethany College is a private, West Virginia liberal arts college

founded in 1840. The station, currently with the call letters WVBC-FM, is licensed as West Virginia but is considered at the edge of the Pittsburgh media market.

McCoy reports that PPM paid \$135,000 for the frequency and signal, using money raised through donations. No date has been set for the switch, but PPM's Chuck Leavens told McCoy that "we want to get on the air as quickly as possible."

See the editorial on page 13.

Mustard Seed Productions

When you can't afford an ON-SET costumer, why not hire an ON-LINE costumer!



Experienced costume designer, supervisor and dresser Lisa Bruno provides independent filmmakers, community/school theatre departments, students, advertising agencies, music video producers and other clients with quality costuming within their budget.

She's available for both on-set and on-line services!

Web Site: www.mustardseedproductions.biz

Email: LMB@mustardseedproductions.biz

Online CV: lisamariebruno.webstarts.com

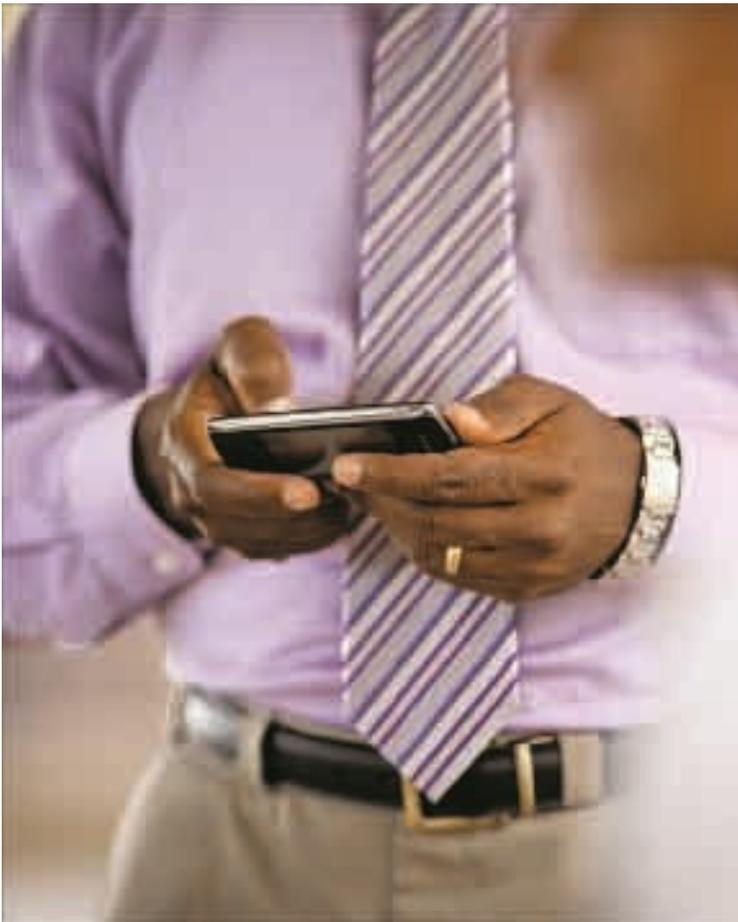
Facebook: facebook.com/lisamariebruno.msp

Twitter: www.twitter.com/wardrogebabe

LinkedIn: 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!



We deliver for those who want to stay connected

The Pittsburgh Post-Gazette is your link to local, regional and national news, weather updates, sports scores and more. Visit our mobile website for the day's stories, or download one of our iPhone apps – PG Reader, Ice House or Steeler Nation or PGSelect, our iPad app – for Pittsburgh news or all the latest news about our region's championship-winning sports teams. Wherever you go, the Post-Gazette delivers for you.

Pittsburgh Post-Gazette®
post-gazette.com

Late Night History Repeats Itself

Rising comedy star Jimmy Fallon is to be the next host of NBC's iconic "Tonight Show," succeeding Jay Leno --- and Leno isn't happy about it.



NBC-Universal is a major division of **Comcast**, which operates Pittsburgh's cable television franchise.

In a *Hollywood Reporter* article, Kim Masters writes that "an internal debate among key players regarding the timing" of the switch is underway. The move would pit Fallon against Jimmy Kimmel, host of "Jimmy Kimmel

Live" on **Walt Disney Company's** ABC.

But the debate isn't as internal as NBC execs would like as Leno keeps making on-air jokes about the situation. "Did you hear about this?" he asked as part of his March 19 monologue. "A 28-year-old woman from Serbia has a rare brain condition where she sees everything upside down. The good news? She's now been given a job at the White House as President Obama's economic adviser. Isn't that crazy? It's unbelievable. She sees everything upside down. In fact, she thinks NBC is at the top of the ratings."

Supposedly the argument is that Fallon can deliver the network not only larger audiences, but the younger ones advertisers covet.

"Tonight" will even be moved back to New York (where the show originated from 1954 to 1972) to accommodate Fallon. However, Tim Molloy of TheWrap.com reports that Leno's "Tonight" is #1 overall and tops with viewers age 18 to 49. However, his lead drops starting with those in their thirties. "They don't want young viewers to form a Kimmel allegiance that could last for years," Molloy explains.

Leno certainly has his fans. *Variety* columnist Brian Lowry headlined one piece with the words "Jay Leno for Life!"

Lambert To Share Pride

Singer, songwriter and actor Adam Lambert has been named the lead performer for this year's Pride in the Street.



Pride in the Street is an outdoor party held in the Pittsburgh Cultural District as part of the city's annual PrideFest celebration of the lesbian, gay, bisexual and transgender community. It is produced by the nonprofit **Delta Foundation** and will be held on June 15.

Although he's been performing since high school, Lambert came to national attention as a contestant on the television series

"American Idol." His debut album, 2009's "For Your Entertainment," peaked at #3 on the *Billboard* chart. The openly gay artist is known for his flamboyant performing style and androgynous appearance. Lambert has a powerful, multi-active tenor voice he uses to deliver engaging pop songs.

Lambert's Pride in the Street show is scheduled to last 90 minutes and includes a full band. PrideFest 2013 coincides with the final days of this year's Three Rivers Arts Festival as well as Pittsburgh's hosting of the **Americans for the Arts** annual conference.

New Tix Deal

Locally ticketing company **ShowClix** has announced a new partnership with **the International Association of LGBTI Pride Organizers**.



Also known as InterPride, the association was founded in 1982 to represent organizations that stage pride events for the lesbian, gay, bisexual, transgender and intersex people. Its leaders include Pittsburgh businessman Gary Van Horn.

All InterPride member organizations that sell tickets with ShowClix will receive a special discount rate, as well as free account setup and free ticket scanning hardware.

CMU Students Honored

Two students at **Carnegie Mellon University** (CMU) have been honored by the **United States Institute for Theatre Technology**, reports Alice T. Carter of the *Pittsburgh Tribune-Review*.



The United States Institute for Theatre Technology (USITT) is a professional association for those working in performing arts design, production and technology. USITT held its annual conference in Milwaukee last month. Nine up-and-comers each received a USITT Young Designers & Technicians in the Performing Arts Award. These included CMU

students Albulena Borovci and Erik T. Lawson.

“The goal of the awards is to find young people who have incredible artistic ability to express something,” USITT’s David Grindle told Carter. “They are the best of what’s coming forward in our industry.”

In other news, CMU has announced that student Madelyn Glymour has won the **Association of National Advertisers’** (ANA) screenwriting contest.

Founded in 1910, ANA represents marketing professionals at over 400 companies. Glymour won \$2,500 for her script titled “Nuclear” about a family lawyer who helps her clients get the most out of their divorces while dealing with her own dysfunctional family.

Local Pic Released

Local film company **North Shore Pictures** has released its full-length feature film “Death From Above”.

The film is an action thriller about an ancient demon who seeks to rule the world through a millennium of darkness. The cast includes former Olympic wrestler Kurt Angle, make-up expert Tom Savini and even the punk band Anti-Flag.

In a press release, North Shore believes that everyone will enjoy the “featured fight scenes, which includes druid killer monks and female mud wrestlers.”

“Death From Above” is being released direct-to-video and is available at major retailers such as **Walmart** and **Barnes & Noble**.



It is still a great time to refinance!
Ask about our no cost and low cost loans.

FEDERATED MORTGAGE CORP.

JOHN MAGGIO
Mortgage Consultant

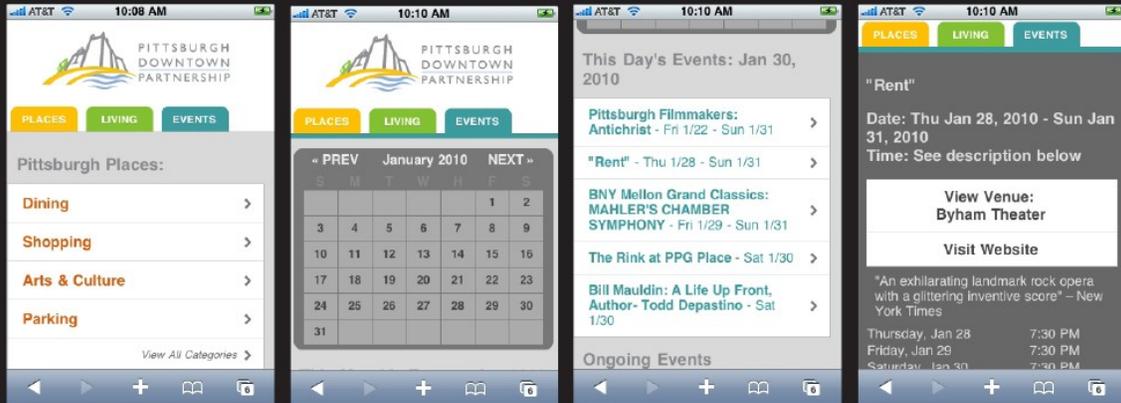
1301 Grandview Avenue
Suite 100
Pittsburgh, PA 15211
www.fedmc.com

Phone: 412-390-3530 x 116
Cell: 412-721-5474
jmaggio@fedmc.com
PA License # 26784

Licensed by the PA Department of Banking LICENSE #21198

Free Calendar Listing for Downtown Events

Make patron experiences easier with Parking, Dining and Events all in one place



Submit your event at:

www.DowntownPittsburgh.com/events/suggest

Daffadilleas

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



www.etsy.com/shop/daffadilleas

CBS Buys Into TVGN

In a March 26 press release, **CBS Corporation** announced that it has acquired the 50% stake of TV Guide Network owned by a division of investment firm **JP Morgan Chase & Company**.



In Pittsburgh, CBS Corporation owns two television and four radio stations, notably KDKA.

TV Guide Network (TVGN) began in 1981 as an extension of the magazine *TV Guide* initially as an onscreen program service for cable systems. It has since evolved into a programming channel. The

remaining 50% is owned by **Lions Gate Entertainment**. The deal includes the web site tvguide.com but not the magazine, which is now owned by a separate entity.

The press release explains: “the venture will combine CBS’ programming, producing and marketing assets with Lions Gate’s resources in motion pictures, television and digitally delivered content.” The channel is to be re-branded TVGN. Some observers are speculating that CBS will expand the channel’s celebrity gossip programming.

Museum Causes Monument To Move

A 90-year-old war memorial outside the **Westmoreland Museum of American Art** is to be moved, reports Bob Stiles of the *Pittsburgh Tribune-Review*.

Opened in 1959, the Westmoreland Museum was created by the estate of a Greensburg art lover to promote American art with an emphasis on the art of southwestern Pennsylvania. It is housed in a handsome, redbrick Colonial-style structure in downtown Greensburg.

The monument in question dates even earlier than the museum. It was installed in 1925 to commemorate veterans of the U.S. Civil War (1861-1865) and World

War I (1914-1918). The monument is an impressive bronze soldier flanked by four cannons. However, it is in the way of the museum’s planned expansion.

But there was another reason for the move. “We [need] to move it to a place that’s more visible,” community leader Sam Wian told Stiles, “because Civil War history is dying.” Although no battles were fought in Westmoreland County, several residents volunteered for service.

A committee estimates that it will cost about \$100,000 to move the monument to the city’s Court-house Square. Donations and grants are expected to finance the project.

Reuben Nominees Named

Three nominees for the prestigious Reuben Award have been named by the **National Cartoonist Society**, according to a **ToonSeum** press release.



Founded in 1946, the National Cartoonist Society is the professional association for American cartoonists. Their annual award dinner will be held in Pittsburgh this May with the support of local cartoon arts museum ToonSeum.

The Reuben Award is named after innovative illustrator and engineer Reuben “Rube” Goldberg (1883-1970), who is famous for drawings that depict complex gadgets performing simple tasks in indirect, convoluted ways. The award is presented at a black-tie dinner to the year’s outstanding cartoonist.

Nominated are comic strip artists Brian Crane (“Pickles”), Rick Kirkman (“Baby Blues”) and Stephan Pastis (“Pearls Before Swine”). Information on these and other honorees can be found online at <http://www.reuben.org>. Additional information is available by calling Joe Wos of the ToonSeum at (412) 232-0199.



Film Pro Event In Philly

Area filmmakers and aspiring filmmakers are welcome to travel east to a networking reception being held by the **Pennsylvania Film Industry Association**.



The Pennsylvania Film Industry Association (PaFIA) has a mission to promote the film, television and commercial industry in Pennsylvania and address issues in business and government circles. Its president is David Haddad of Pittsburgh transportation firm **Haddads, Inc.**

PaFIA is encouraging individuals to come not only to network but to show support for new state laws aimed at improving working conditions for child actors. It is open to non-members as well as members are welcome to the Four Season Hotel in Philadelphia on April 14. For more information contact Candace Kilstein at Candace.kilstein@pafia.org

The
Pittsburgh
A&E Book

www.pittsburghaebook.com

Film Contest Goes On

The next step in this year's Film Factory Competition took place at the **University of Pittsburgh** on March 23.



This short film screenplay competition is a signature program of the **Steeltown Entertainment Group**, a nonprofit organization that connects entertainment professionals with southwestern Pennsylvania to projects, people and partnerships in the Pittsburgh area.

More than 250 scripts were submitted and read by professionals

in Pittsburgh, New York and Los Angeles. The ultimate winner receives up to \$30,000 to shoot their script.

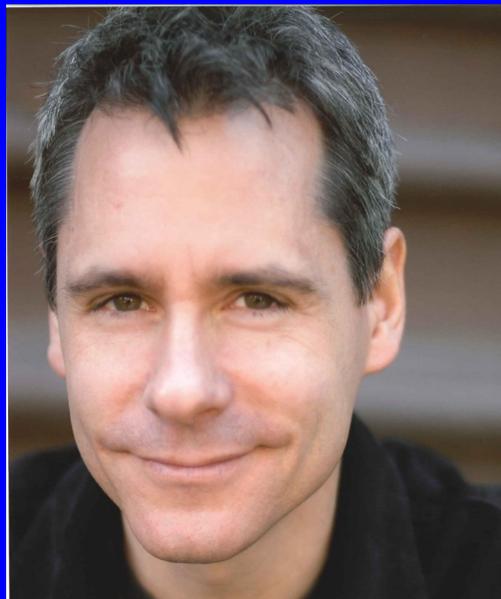
The entrants who made their pitch included radio host Randy Baumann and graduate student Laci Corridor; the five winners from this round will be announced soon and move on to the second round April 20 at **Point Park University**.

For more information on the competition, visit <http://www.steeltownfilmfactory.org>



Images

Photos Celebrating Pittsburgh's
Arts/Entertainment History & Community



*This is a photo of Bruce Norris, whose Pulitzer Prize winning play "Clybourne Park" is being staged this month at the O'Reilly Theater.
Source: Pittsburgh Public Theater.*

To have an image considered, email Jim Richards at jim@james-richards.com

- | | | | |
|---|---|---|---|
| <p>MON
1</p> |  | <p>SAT
13</p> | <p>SUN
21</p> |
| <p>THU
4</p> | <p>Art and flowers combine at the Carnegie Museum of Art for the annual “Art In Bloom” event.</p> | <p>Author Catherine Johnson appears at the Andy Warhol Museum to share her fascinating new book about the people Warhol has inspired.</p> | <p>See the best in local creativity at the Carnegie Museum of Art with the annual Associated Artists of Pittsburgh show.</p> |
| <p>FRI
5</p> | <p>Life (and art) is a drag at the Byham Theater where the all-</p> | <p>MON
15</p> | <p>SUN
21</p> |
| <p>-male dancers of Les Bellets de Monte Carlo parodies ballet clichés.</p> | <p>Life (and art) is a drag at the Byham Theater where the all-</p> | <p>Former US Senator Olympia Snowe is honored at a special event at Chatham University.</p> | <p>The always dazzling Harlem Globetrotters deliver awe at the Consol Energy Center.</p> |
| <p>FRI
5</p> | <p>The popular anime convention Tekko-shoon returns to the David Lawrence Convention Center.</p> | <p>TUE
16</p> | <p>FRI
26</p> |
| <p>SAT
6</p> | <p>Stage AE shudders with Canadian musician Jeff “Excision” Abel performing his aggressive, electronic hip-hop.</p> | <p>Cole Porter’s marvelous musical “Anything Goes” sets sail at the Benedum Center.</p> | <p>The Pittsburgh Symphony Orchestra honors local businessman and philanthropist Richard P. Simmons by debuting an original composition at Heinz Hall.</p> |
| <p>SAT
6</p> | <p>A pair of British legends — Eric Clapton and the Wallflowers do it big at the Consol Energy Center.</p> | <p>THU
18</p> | <p>SAT
27</p> |
| <p>TUE
9</p> | <p>The voice of Canadian pianist and singer Diana Krall echoes through Heinz Hall with her wonderful jazz.</p> | <p>The Pulitzer Prize winning play “Clybourne Park” bows at the O’Reilly Theater with its smart and funny tale of race — and real estate.</p> | <p>Howard University’s impressive a capella jazz group Afro Blue is at the August Wilson Center.</p> |
| <p>FRI
12</p> | <p>Just a few nights later Heinz Hall welcomes sexy violinist Joshua Bell to perform with the Pittsburgh Symphony Orchestra.</p> | <p>FRI
19</p> | <p>SAT
27</p> |
| | | <p>Local singer/dancer Vie Boheme brightens the August Wilson Center celebrating the beauty of African-Americans through music and movement.</p> | <p>Head over to the Consol Energy Center for the Penguins’ final home game of the season.</p> |
| | | <p>The Benedum Center goes romantic with the Pittsburgh Ballet’s production of “Cinderella”.</p> | <p>SUN
28</p> |
| | | <p>He still writes the songs: Barry Manilow inspires everyone to sing at the Consol Energy Center.</p> | <p>TUE
30</p> |
| | | <p>The classic rock band Clutch will grab you at Stage AE with their bluesy sound.</p> | <p>The Byham Theater welcomes a live version of the popular children’s TV show “Super Why”.</p> |
| | | | <p>Fergie and the rest of the energetic Black Eye Peas do their hip-hop best at Consol Energy Center.</p> |



The City’s Best Online Calendar Can Be Found At
www.post-gazette.com/events

National/World A&E News Round-Up

In Turmoil, Museum Names Leader

One of the west coast's leading arts institutions is in turmoil, reports the *New York Times*' Patricia Cohen. That institution is **the Fine Arts Museums of San Francisco** (FAMSF).

FAMSF's permanent collection has an estimated value of over \$1 billion and is housed in two famous facilities, the M. H. de Young Memorial Museum and the Palace of the Legion of Honor.

The institution has been without a leader since John Buchanan died almost a year and half ago. Then, last November, acclaimed curator Lynn Orr was fired after nearly three decades with the FAMSF. Staff members have leaked internal emails. "They are in a state of Orwellian dysfunction," one arts leader tells Cohen.

Most observers are blaming Diane B. Wilsey, the board president, whom critics have called too powerful. But on March 27, TheArtNewspaper.com reported that veteran art historian Colin B. Bailey has been named its new director.

Focus On The Hamm, Not The Sausage

Award winning actor Jon Hamm is asking everyone to stop thinking about what's in his pants.

Several bloggers and tabloid web sites have been commenting on how the 42-year-old likes to go "commando" (i.e., not wear underwear). Some have gone as far as posting

close-up photos of his crotch and legs. He is not nude in any of them. It has reached the point where bisexual actor and writer Jonah Falcon --- reputedly having the world's largest penis at 13.5 inches --- is offering advice through the Huffington Post. Hamm is asking everybody to stop focusing on his package. "They're called 'privates' for a reason" he told *Rolling Stone* magazine.

Meanwhile, two underwear companies have indicated an interest in Hamm becoming their paid spokesman.

Springfield Mourns

Don Payne, an award winning writer/producer for TV's "The Simpsons" has died, reports the *Los Angeles Times*. He was 48 and suffered from bone cancer.

Payne won four Emmys for his work on "The Simpsons" before moving on to scripting hits like 2006's "My Super Ex-Girlfriend."

No More Talk

After more than two decades on the air, **National Public Radio** is dropping the show "Talk of the Nation."

Brian Stelter reports in the *New York Times* that the network is responding to the requests of its largest member stations. They want something more like the popular "Morning Edition" and "All Things Considered."

To that end, NPR has made an agreement with Boston station WBUR-FM to move their "Here and Now" program from **Public Radio International** to NPR.

The new "Here and Now" will expand to two hours and incorporate NPR's existing staff. It is scheduled to start on July 1.

Expensive Creativity

Artist Kristian von Hornsleth has been found guilty of copyright infringement by Danish court, reports TheArtNewspaper.com.

The issue is a collage von Hornsleth created featuring a female arts journalist combined with a graphically sexual scene. But to do so he used a copyrighted image owned by photographer Lizette Kabre.

He will need to pay around €7,000 in restitution and court costs.

Hitting The Wrong Notes

Broadway is upset with the Federal Communications Commission (FCC) reports the *New York Times*' Edward Wyatt.

The FCC wants to reassign the part of the radio spectrum theaters currently use for the wireless microphones that performers wear. It is believed that the FCC could raise billions of dollars auctioning them off to mobile device companies.

But many audio professionals are concerned. The proposed new part of the spectrum is considered less desirable and it is believed that it will adversely affect various productions, especially musicals.

Opportunities Are Everywhere

Pittsburgh Applause has become aware of various opportunities for area artists.

The Silver Eye Center for Photographer has issued a call-for-entries for an event called 8 x 8 Photo Party. The event will feature and exhibition and sale of hundreds of 8" x 8" photographs with proceeds benefiting the center. The deadline is May 4. Contact Juliana Zipay at (412) 431-1810 for details.

A new film festival (this is its second year) in Washington, Pennsylvania is seeking submissions. Being produced by the **Highland Ridge Community Development Corporation**, the festival will feature independent films and screenplays as well as a diverse group of professional

filmmakers speaking. For more information, call Karen Fleet at (724) 678-4225.

The volunteer-run fundraising organization **Pittsburgh Party for a Purpose** is looking for a new purpose. They are seeking nonprofit organizations to support through their events. These are generally theme parties at bars and nightclubs. To learn more, <http://pghparty.org>

Local event company **Life's A Beach** is looking for artists to appear at Kennywood Park this summer. Artists who are hired will provide guests with services such as face painting, hair wraps, glitter tattoos and airbrush tattoos. Call (800) 928-7568 for details.

The Center for Organ Recovery & Education (CORE) is welcoming submissions for a film festival they will be holding at the Melwood Screening Room in June. Founded in 1977, CORE is a nonprofit organ procurement organization. They are looking for films that "entertain, enlighten and inspire viewers" to become a registered organ donor. Send questions to Lynda Staylor at Lstaylor@core.org

Union Extends Talks

Toward the end of March, **SAG-AFTRA** announced that it was extending the negotiation period for a new commercials contract.



Formed through a merger in 2012, SAG-AFTRA is a union representing over 160,000 film and television performers. The union has hundreds of members in the Pittsburgh and Cleveland areas and maintains a full-time office in downtown Pittsburgh.

Union negotiators have been meeting with a group of advertising industry representatives called the Joint Policy Committee since February. They are trying to hammer out a new comprehensive

agreement for actors appearing in both television and radio commercials.

No reason was given for the extension. In a press release, SAG-AFTRA announced that both parties "look forward to continued productive negotiations under the mutually agreed upon and previously announced media blackout still in effect."



Support Jim Today!

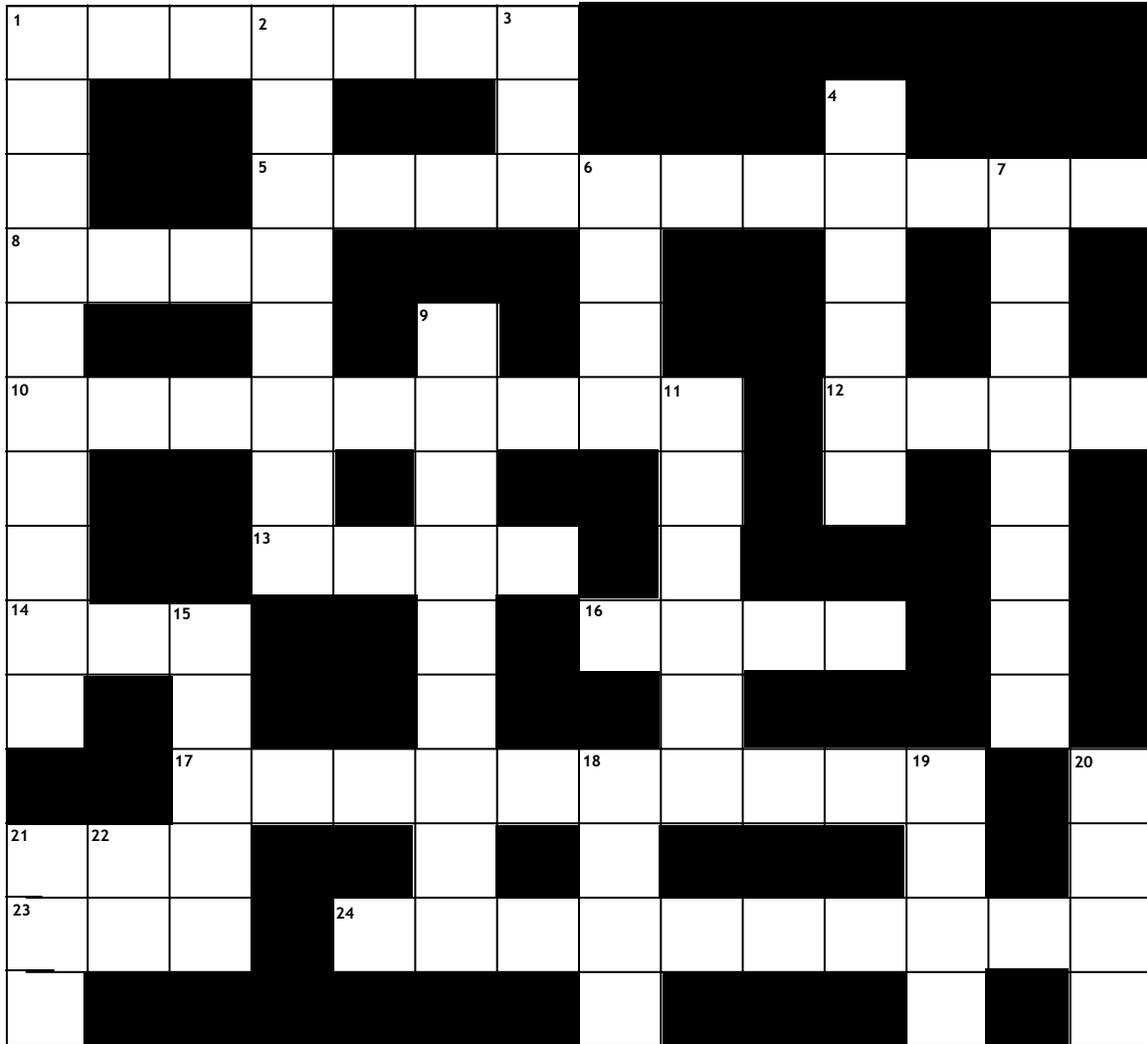
Jim Richards does many great things for Pittsburgh's arts & entertainment community with little or no compensation and despite health issues. You can show your support through comp tickets, cash gifts and advertising in *Pittsburgh Applause* among many other ways.

James A. Richards
Pittsburgh A&E Group
643 Liberty Avenue #401
Pittsburgh, PA 15222

(Sorry, but gifts are not tax deductible.)

THE APPLAUSE PUZZLE

“National Poetry Month”



Across

1. Local literary radio show
5. Regional publisher
8. Shakespeare’s king
10. Foundation for African-American poets
12. Eve’s husband
13. Half of a famous Shakespearean phrase
14. 16-Across, to friends
16. He founded the International Poetry Forum
17. Local literary lane
21. Singer Gold, to pals
23. Go ahead and flick it
24. Award winning poet who teaches at Pitt

Down

1. Poet who lectures at Chatham University
2. Pitt Press’ poetry prize is named for her
3. Not me
4. Stein’s apparent lover
6. Not less
7. Poetic politico
9. She hosts 1-Across
11. Angora fur
15. 1998 movie: “Practical ___”
18. Nickname for singer Tameka Cottle
19. Sightseeing event
20. Arnaz’s first wife
21. Mr. Lincoln, to friends
22. Pulitzer Prize winning poet Galway Kinnell grew up there (abbr)

Last Month’s Solution

A	U	G	U	S	T	W	I	L	S	O	N		C	
		A		I		M		O					I	
	F	R	A	N	K		P	D					T	
S	A	G				B	R	O	A	D	W	A	Y	
S	T	A	R	S			O							
T		R		R			V	E	R	D	I			
	S	O	L	O						U				
	O				O			K		E				
C	U	E			P	R	I	M	E	S	T	A	G	E
	T				E			L				G		
	H		B	R	I	C	O	L	A	G	E			
	E				L			Y				N		
	R				L							T		
	S	T	R	A	Y	H	O	R	N					

EMBRACE THE SWEETEST MUSIC IN THE WORLD!



The acclaimed Pittsburgh Banjo Club brings the sweetest music in the world to the Allegheny Elks Club on the city's north side every Wednesday — and at your event, fundraiser or festival.

For more information, visit www.thepittsburghbanjoclub.com or call Frank Rossi at (412) 364-4739.

What a great place for your web site!

**Red Oak
Hosting.com**

1-877-777-6961

Pittsburgh Applause Editorial

Getting Jazzed About Radio Station

By James A. Richards

I was very happy to hear that Pittsburgh will once again have a jazz radio station. As much as I enjoy NPR (I find myself listening more to WESA-FM than I did to WDUQ-FM), I agree that having a jazz station in a city steeped in jazz history is important.

Unfortunately, it does not change the underlying problem facing jazz: the inability or unwillingness of the jazz arts community to take marketing seriously. Even today, in 2013, most of Pittsburgh's jazz performers don't have a web site or know how to create a press kit or write a press release or any other basic skills. Jazz's audience keeps shrinking as a result. These very talented

people need to take seriously the "business" part of "show business".

Marketing isn't just about sales, it's also about outreach

As I have stated before, too much responsibility is set on the shoulders of one man: Tony Mowod. This wonderful, generous person has given his life to Pittsburgh jazz. He is not only the head of the Pittsburgh Jazz Society, but part of the team buying a college radio station [see page 1].

Even the new station is problematic: it is licensed out of state and can barely be heard in Pittsburgh. Still, it is a welcome development.

But for jazz to survive, much less thrive, jazz artists, venues and their representatives need to get real.

Letters to the editor are welcome via email to jim@james-richards.com

They may be edited for publication.

The
Pittsburgh
A&E Book
www.pittsburghaebook.com

Linked



Join the *Pittsburgh Applause* group on www.linkedin.com.

As a member of this group, you'll be able to connected with your A&E peers in Pittsburgh!

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



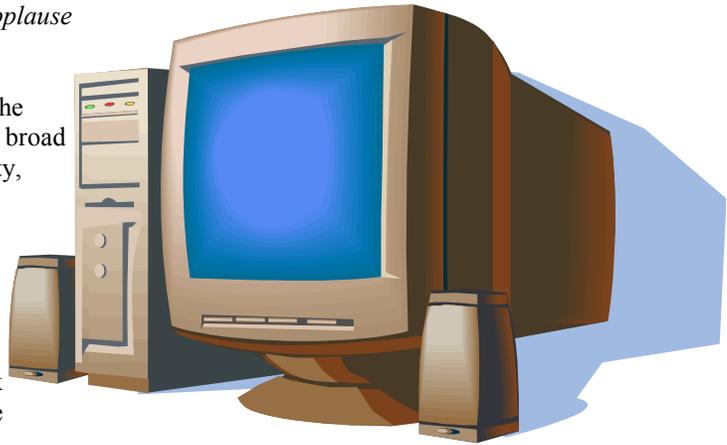
Keep The Applause Coming!

Advertise in the digital version of *Pittsburgh Applause* and reach over 1,000 readers each month!

The list of subscribers is culled primarily from the *Pittsburgh A&E Book* database and represents a broad swath of the area's arts/entertainment community, both non-profit and commercial.

Full page (8" wide x 10" high): \$100
Half-page (8" wide x 5" high): \$75

Each ad should be built to size and be in a JPG format. All ads must be pre-paid, with the check payable to the Pittsburgh A&E Group. For more information, contact Jim Richards



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

pittsburgh
applause!
arts & entertainment newsletter