

pittsburgh applause!

arts & entertainment newsletter

WDUQ To Reduce Jazz Programming

With the deal nearly completed, the new owners of WDUQ-FM have announced that the station's iconic jazz programming will be reduced in favor of more news.



On July 1, **Essential Public Media**, a joint venture between Pittsburgh station WYEP-FM and Colorado-based Public Media Company will be assuming full ownership from **Duquesne Uni-**

versity. In preparation, they announced on May 25 that the station's format will change along with its call letters. Currently, WDUQ airs some 100 hours of jazz each week --- which will drop to a mere 6 with the new format.

The formal announcement, made on the station's blog (<http://wduqnews.blogspot.com/2011/05/program-format-on-wduq-to-change-this.html>), makes clear that the presence of National Public Radio will be significantly increased. The posting quotes WYEP's Lee Ferraro as saying that "increasing service to a full-service news station is going to generate a lot of enthusiasm, is going to generate additional listenership. We see that happening in Columbus, Ohio, Milwaukee, Wisconsin . . . places smaller than Pittsburgh." Jazz will still be made available on the station's web site as a stream as well as a high definition radio channel.

Needless to say the jazz community --- especially jazz fans --- is very unhappy. "It's draconian," Evan Pattack tells the *Pittsburgh Post-Gazette*'s Adrian McCoy. Pattack chairs a group called Jazz Lives In Pittsburgh who calls the change "a blow to this city's cultural and artistic diversity. I can't imagine any jazz fan who would find it acceptable." No decision has been made yet regarding local programming such as "Rhythm Sweet & Hot".

Adrian McCoy provides an informative summary of the process that brought WDUQ to this point, which can be read online at <http://www.post-gazette.com/pg/11149/1149764-67-0.stm>

See the editorial on page 14.

Merger Off

Although mergers among arts/entertainment organizations continue [see articles on page 3], one expected coupling will not occur: the **Pittsburgh Glass Center** (PGC) will not be absorbed in **Pittsburgh Filmmakers/Pittsburgh Center for the Arts** (PF/PCA).

In a press release issued on Memorial Day, the PGC announced that negotiations have been terminated and no merger will occur.



Discussions between the two nonprofits began in October 2010 with committees meeting on a biweekly basis through April. The release says that "PGC analyzed how this merger would impact its artist, patrons and broader arts community and delivered to the PF/PCA a description of concerns and recommendations for continuing the due diligence process for merging the two organizations. PF/PCA rejected the concerns and recommendations and terminated discussions."

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Pittsburgh A&E Group

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Group Fighting State Budget Cuts

A developing coalition of non-profit organizations called the **Greater Pittsburgh Nonprofit Partnership** (GPNP) is seeking public support to fight state budget cuts to the arts.

On May 24, the Pennsylvania House of Representatives passed by 53.7% the governor's proposed budget which includes major cuts to the arts along with those to schools, health and human services for vulnerable people. A full analysis has been posted online at <http://www.pennbpc.org/analysis-house-republican-budget-proposal> by the nonpartisan **Pennsylvania Budget & Policy Center**

The GPNP has launched an initiative called Why Cut What Works (<http://whycutwhatworks.myfastsite.net>) to bring public awareness to the issue, especially since it has been revealed that the state may actually have a surplus. Nevertheless, the House's Republication leadership defends the budget, with a video posted on YouTube (<http://www.youtube.com/user/GPNPPgh?feature=mhee#p/a/f/0/7sOc4VnlHZI>) of Rep. Mike Turzai on the chamber floor speaking.

For more information on the GPNP, visit <http://www.forbesfunds.org/gnp/>

Feds Join Lawsuit Against EDMC

Bloomberg News has reported that the United States Department of Justice has joined a lawsuit against the **Education Management Corporation** (EDMC).



Founded in 1926 and headquartered in the K+L Gates Center in downtown Pittsburgh, EDMC operates career-focused schools around the country including the Art Institute of Pittsburgh. They employ 19,000 people in faculty and staff positions and had an estimated 160,000 students enrolled in the fall of 2010. It is the second largest operator of for-profit colleges, behind the University of Phoenix, operated by the **Apollo Group**.

The lawsuit, filed by a former employee, contends that the company fraudulently obtained student loans and other federal financial aid by using aggressive recruiting tactics and tying recruiter compensation to the number of new student enrollments.

The company denies the claims insisting that its compensation plan was based on the advice of counsel and complies with federal law.

Meanwhile, the University of Phoenix has settled a similar lawsuit for \$78.5 million.

31st Street Studio Finds A Buyer

A former Pittsburgher, Chris Breakwell, is returning home to run his newest enterprise: the **31st Street Studios**, which he has just purchased.

The 31st Street Studios is a complex of warehouses in the Strip District being converted to and being used as sound stages. It was originally called Mogul Mind Studios. The huge facility has the space needed to produce even big-budget productions making Pittsburgh very competitive for various film and television projects.

Mogul Mind's John Yost spearheaded the industrial complex's redevelopment but lost its lease on July 5, 2010 for failure to pay rent. The owner, David Kowalski, told the *Pittsburgh Business Times*' Tim Schooley at the time that his "main goal is to find somebody to take over the studio as a tenant or buyer." That somebody turned out to be Breakwell's company, **Gateway Entertainment Studios**, which paid about \$2 million.

"Breakwell has been involved in promoting sports and entertainment in St. Louis," Breakwell's attorney told Sam Spatter of the *Pittsburgh Tribune-Review*. "[He] is well acquainted with movie folk on the West Coast." Those connections are expected to be especially helpful.

AFTRA Hires New ED; Merger Talks

The local chapter of the **American Federation of Television & Radio Artists** (AFTRA) has announced that John Hilsman has been named as their new executive director, succeeding John Haer, who is retiring.



The local chapter is based in Pittsburgh and serves members in Pennsylvania, Ohio, Indiana, Kentucky and West Virginia. Haer has been executive director for ten years.

Recently, Hilsman was a regional director for the **International**

Alliance of Theatrical Stage Employees (IATSE) in Florida, where he was responsible for all activities representing members in a 22-state area. As head of the AFTRA local, Hilsman will serve as the lead negotiator for the union's contracts covering television and radio stations in the region.

The change comes as the long-awaited merger between AFTRA and the Screen Actors Guild (SAG) looks more and more likely to happen. Last month, AFTRA voted to form a special committee to work with their SAG counterparts to develop a merger plan. Currently, AFTRA represents primarily broadcast talent such as television journalists and radio disc jockeys. SAG represents actors in filmed entertainment. But there has always been

cross-over, such as soap opera actors. The merged union would include nearly all professional performers, broadcasters and sound recording artists. The two committees are to begin meeting no later than June 30 and have a plan ready for both unions to consider by January.

Meanwhile, SAG has launched a new way for short film producers to become signatories: online. Becoming a SAG signatory makes it possible for these producers to hire professionals who are obligated to only work on SAG-sanctioned productions. For more information, visit www.sag.org/productioncenter.

Kelly-Strayhorn, Alloy Talk Merger

Two leading arts organizations --- the **Kelly-Strayhorn Theater** and the **Dance Alloy Theater** --- have announced their intention to merge.



Mergers among non-profits have become more common in recent years, as the economy has made it a challenge to cover expenses, attract new audiences and secure reliable revenue streams. These include the **Pittsburgh Cultural Trust** absorbing the **Three Rivers Arts Festival** and the **Pittsburgh International Children's Theater** as well as the combina-

tion of **Pittsburgh Filmmakers** with the **Pittsburgh Center for the Arts**.

Formed in 1976, the Dance Alloy is a theater company and school specializing in modern dance. Their facility is one of the largest and best equipped dance centers in the state. The Kelly-Strayhorn is a multi-purpose performance space originally built in 1919 as a silent movie theater and renovated in the 1990s. It is named in honor of two legendary Pittsburghers: actor/choreographer Gene Kelly (1912-1996) and composer Billy Strayhorn (1915-1967).

According to a May 23 press release, a joint negotiating committee has been formed to work out the details of a process that is expected to take months. "We are

prepared to have discussions until each side is satisfied we either have a plan to move forward or we don't." Cabot Earle, vice chairman of the Dance Alloy told the *Pittsburgh Tribune-Review's* Mark Kanny. "However short or long that takes, both sides are committed to honest and forthright conversations."

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Comcast Criticized Over Promises

While celebrating an impressive jump in income as the new majority owner of **NBC-Universal** (NBCU), **Comcast** (which operates Pittsburgh's cable franchise) has been taking some hits.



Media advocacy group **Free Press** has issued a report claiming that Comcast filed misleading information with the Federal Communications Commission (FCC) regarding its commitment to local programming. Oddly, the report became public only days after Comcast announced plans to launch 24-hour local news channels in key markets. Free Press has also raised questions about the role of a former FCC commissioner who has since been hired

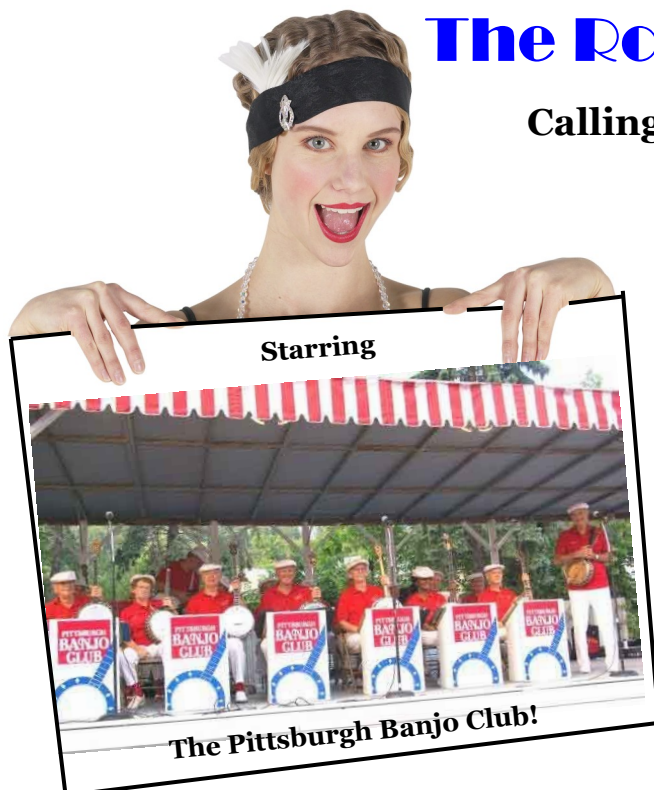
as the company's top lobbyist. However, *Wrap.com*'s Brent Lang quotes former commissioner Meredith Attwell Baker saying "I have not participated or voted any item, not just those related to Comcast or NBC Universal, since entering discussions about an offer of potential employment."

The web site Politico is reporting that **Bloomberg LP** is claiming that Comcast is refusing to place Bloomberg TV on an equal footing with Comcast channels on the company's cable systems. Comcast has strongly denied the claims.

Another blow is the surprise resignation of iconic NBC Sports chief Dick Ebersol, who has run the division since 1989. According to a story in the *Hollywood Reporter*, there has been consider-

able tension between Ebersol and Steve Burke, the new CEO of NBCU, especially over "Ebersol's free-spending ways for sports rights and Comcast's priority that sports should not be a deep loss leader."

Meanwhile, Meredith Viera is leaving the network's highly profitable "Today" morning program. Although happy working on "Today" for the past five years, the *New York Times* reports that her husband's multiple sclerosis was a consideration. News reader Ann Curry will succeed her.



The Roaring 20s Bash

Calling all you guys and dolls!

Get a wiggle on and make a date with the Pittsburgh Banjo Club at the North Side's finest juke joint for a night of musical whoopee.

It'll be the bee's knees!

Friday, July 8
Doors Open @ 7pm | Concert
Starts @ 8pm
Allegheny Elks Lodge
400 Cedar Avenue (North Side)

Admission is a suggested \$10 donation at the door.
 Alcohol & nonalcoholic beverages will be available.
 The cover will benefit projects supporting
 Pittsburgh's arts & entertainment community.
 Raffles will benefit participating
 non-profit organizations.

CBS Revenues Up; Kutcher A “Man”

Thanks largely to professional basketball's March Madness games and the company's developing revenue outlets, **CBS Corporation** boasted \$202 million in net income for the first quarter of 2011 --- compared with a loss of \$26 million for the same period in 2010.



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

“Across the board, this was an exceptionally strong quarter for CBS,” the company's CEO, Les Moonves, said in a press release. “Our first quarter performance was driven by strong underlying

advertising revenue growth and increases in non-advertising revenue streams, as we continue to maximize the value of CBS' world-class content.”

Meanwhile, the producers of the network's #1 sitcom, “Two and a Half Men,” have announced that actor Ashton Kutcher has been signed to replace the departed Charlie Sheen and Scott Pelly has been named as the new anchor to the “CBS Evening News”. The network has also announced that its 16-year association with the Hallmark Hall of Fame is not being renewed. Hallmark began in 1951 on NBC, later moving to PBS and finally CBS. *Variety's* Brian Lowery suggested in a May 6 article that with the network having so many successful series,

it has little room for Hallmark's well-regarded TV movies. Indeed, CBS will be launching just five new shows this fall.

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John Cigna Dies

Popular local radio celebrity John Cigna died on May 20 at the age of 75.

Born in Brooklyn in 1935, Cigna moved to Pittsburgh in 1969 to become the sports anchor and morning news director at WJAS-AM. In 1973, he was hired by KDKA-AM where he spent the next three decades as one of that station's signature personalities. Most of that time he co-hosted the station's morning show “John Cigna and the K-Team”. He retired in 2001.

The station has set-up a special page on its web site dedicated to Cigna, which is available at <http://pittsburgh.cbslocal.com/tag/john-cigna/>

Images

Photos Celebrating Pittsburgh's Arts/Entertainment History & Community



One of the music world's most accomplished and honored singers, Patti LaBelle, will be performing at Pride In The Street on June 11. Here she is at a 2008 concert. Source: Wikipedia.

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

June is Pride Month when the lesbian, gay, bisexual and transgender (LGBT) community celebrates its legacy and future. As in past years, the calendar has a special feature section with official and unofficial events.

THU
2

Award winning musician/singer Big Freedia brings some bounce to the

Shadow Lounge.

FRI
3

The Three Rivers Arts Festival returns today, and brings with it a sister event:

the first-ever Pittsburgh JazzLive International Festival. We have special sections on both in the calendar.

FRI
3

Local artist David V. Matthews is one "Profitable Cute Kid" with an exhibit at the

Garfield Artworks of his meticulous drawings.

FRI
3

The duo Panic At The Disco calmly takes over Stage AE to perform their baroque

-influenced rock songs.

SAT
4

Bodiography delivers up some impressive contemporary dance at the Byham Theater

in a charity recital.

MON
6

CitiParks' popular annual outdoor movie series returns tonight with the Will Ferrell

comedy "The Other guys" at Schenley Park.

THU
9

Some funny folks induce laughs at the Rex Theatre for a fundraiser benefiting

Pittsburgh's increasingly popular ToonSeum.

FRI
10

The Pittsburgh Symphony Orchestra wraps up their season at Heinz Hall by

welcoming Grammy winning pianist Emanuel Ax to join them in performing Beethoven.

FRI
10

He's sexy as sin: Michael Buble croons at the Consol Energy Center.

SAT
11

The legendary Patti LaBelle belts out her biggest hits tonight as part of Pride In The

Street in the Pittsburgh Cultural District.

SUN
12

The Pittsburgh Cultural District continues to wave the rainbow flag for this year's

Pride Fest.

TUE
14

A musical version of the classic tale "Jekyll & Hyde" bows at the Benedum Center with

its timeless tale of inner evil.

THU
16

Comedian and actor Aziz Ansari takes a break from his hit TV show to offer up some

insightful humor at the Carnegie Library Homestead about being Muslim in America.

THU
16

The always cool Elvis Costello performs his signature bluesy rock tunes at the

Ampitheatre At Station Square.

FRI
17

The classic 80s band Devo whips it good at Stage AE with their

groundbreaking New Wave music.

SAT
18

The stage at Stage AE can't seem to cool down, as it welcomes country superstar Taylor Swift.

SAT
18

Meanwhile, Sade brings some class to the Consol Energy Center.

TUE
21

Don that lei as Jimmy Buffet performs his famous island music at the First Niagara

Pavilion.

THU
23

Pop star Katy Perry takes over the Petersen Events Center.

THU
23

The former boy band Boyz II Men offer a grown-up charity concert at Heinz Hall.

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National/World A&E News Round-Up

City Opera Says Bye To Lincoln Ctr

After 45 years, the **New York City Opera** has announced that it is leaving its home at the **Lincoln Center for the Performing Arts**.

The company was founded in 1943 by New York Mayor Fiorello La Guardia (1882-1947) as "the people's opera" and has been a major component of Lincoln Center since 1966.

On Friday, May 20, City Opera revealed plans to reduce its budget starting this fall and to abandon Lincoln Center's recently renovated David H. Koch Theater. Like many non-profit arts groups, City Opera has been hurt financially during the recession. They are facing a \$5 million deficit for the 2010-11 season. Leaving Lincoln center will save the company an estimated \$4.5 million annually, but it remains unclear just where they will go.

Singing A New Tune

A deal has been struck for the sale of **Warner Music Group**, the third largest record company in country. The buyer, in an auction, is **Access Industries**, a company better known for investments in real estate and natural resources. The price: \$3.3 billion.

Created in 1958 as the recording division of Warner Bros Studios and later a division of **Time-Warner**, it was spun off as its own publicly-traded company in 2004. Access' chairman and primary stockholder is Len Blavatnik, who is also a Warner Music

board member. He is also a friend of Warner CEO Edgar Bronfman. As part of the privately held Access, Warner Music shares will no longer trade publicly.

Broadway News

The Tony Award nominations have been announced, and the musical "Book of Mormon" leads the pack with 14 nods.

Since 1947, the Tony Award has recognized achievement in live Broadway theater and is presented jointly by the **American Theatre Wing** and the **Broadway League**. The award is named in honor of Antoinette Perry (1888-1946), an actress, writer and co-founder of the American Theatre Wing. The 65th annual ceremony will be held on June 12 and aired on CBS-TV. The full list of nominations are available online at www.tonyawards.com

In related news, the Broadway League Awards for achievement in touring shows were presented on May 10. A week later, the Broadway League issued its latest demographics report, *The Audience for Touring Broadway 2009-2010*, which tracks and analyzes audiences across the country. Details regarding both are available at www.broadwayleague.com

Will Gazoo Be There, Too?

He's known for pushing the envelope with hit animated TV shows like "Family Guy" and "American Dad," now Seth MacFarlane is turning his attention to reviving the show that made his career possible: "The Flintstones".

The original series was the first popular prime time animated show, airing from 1960-1966 on ABC-TV. Patterned somewhat on the sitcom "The Honeymooners," it centered on a working class family in the prehistoric town of Bedrock. It has been revived many times since, first in 1971, including two live-action feature films. It was produced by Hanna-Barbera Productions (which is now part of **Time-Warner**), where MacFarlane worked early in his career.

The new version remains in early development, and is not expected to debut until 2013.

Getty Gets New Leader

After years of instability, including a state investigation and the sudden death of its leader, the **J. Paul Getty Trust** has surprised the art world by selecting James Cuno as its new president and CEO.

Established by oil tycoon J. Paul Getty (1892-1976) in the 1950s, the J. Paul Getty Trust is the world's wealthiest art institution with an endowment exceeding \$4 billion.

Cuno is currently director of the **Art Institute of Chicago** where he oversaw a major fundraising campaign to build an acclaimed new wing. He begins with Getty in August.

Crime Hits A&E Community

An arrest has been made in the murder of Art Institute of Pittsburgh student Malachi Urbini, just one of many stories involving the authorities and the area's arts community.

Taivion Lamont Cunningham, 19, has been charged with homicide, robbery and conspiracy. Cunningham allegedly shot Urbini after agreeing to trade an iPad for heroin.

In other news:

Aspiring hip-hop artist Eric Brewer, who has family in Pittsburgh, has been sentenced to five years in prison for possessing about 75 packages of crack cocaine. Some people feel the sentence is too harsh. "I know people who have shot someone and gotten less than five years in jail," Brewer's mother told Vivian Ne-

reim of the *Pittsburgh Post-Gazette*. This is apparently the third time Brewer has pleaded guilty to drug possession.

The U.S. Department of Justice has closed its investigation in the 2010 beating of Jordan Miles, a former student at the Pittsburgh High School for Creative & Performing Arts. Miles says that three city police officers attacked him as he walked to his grandmother's house in Homewood. The officers claim he was acting suspiciously and though he had a concealed weapon. The investigation concluded that there was insufficient evidence to pursue a civil rights violation charge.

Robert Paul Moore has been arrested for allegedly stealing an insurance check meant for James A. Richards, publisher of *Pittsburgh Applause*. He goes before a

judge on July 19. The **Pittsburgh Banjo Club** and **Allegheny Elks Lodge** have joined forces for a fundraiser on July 8 to benefit Richards and his various arts/entertainment projects.

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“Dark Knight” Starts

Wrap.com’s Joshua L. Weinstein reports that the latest Batman film, “The Dark Knight Rises,” has started principal shooting in London. Director Christopher Nolan is using IMAX cameras more heavily in this installment than the previous Batman movies. Eventually, the crew will come to Pittsburgh to film and unknown number of scenes. An article in the *Pittsburgh Post-Gazette* by Ed Bouchette gives credit for landing the Caped Crusader --- to the **Pittsburgh Steelers**.

Thomas Tull, the president of **Legendary Pictures**, is a part owner of the Steelers. Bouchette reports that Tull used his connections to encourage Warner Bros. (part of **Time-Warner**) to come to town.

As of press time there was no news on local crew and casting opportunities. People who are interested are recommended to regularly visit the Pittsburgh Film Office web site (<http://www.pghfilm.org>) and the *Pittsburgh Applause* group on LinkedIn (<http://www.linkedin.com/groups/Pittsburgh-Applause-3785902?mostPopular=&gid=3785902>)

In other news, Fox has decided not to pick-up “Locke & Key” for its fall schedule. The proposed series’ pilot was shot in Pittsburgh. There is a possibility that it will be picked-up for midseason. If it does get a green-light, it will be the only weekly prime time series produced in Pittsburgh creating hundreds of jobs.

PNC Expands Services

On May 16, **PNC Financial Services Group** announced the launch of a new group within their PNC Equipment Finance division that will serve the needs of sports and entertainment businesses.



Tracing its history back to 1852, the Pittsburgh-based company is best known for PNC Bank, the nation’s sixth largest bank by deposits. The division provides financing to broadcast, cable, film, audio and video production as well as other industries such as aviation and energy.

According to the press release, the new group will focus on equipment financing for sports with an emphasis on golf. However, it

will also offer services for sports and entertainment venue technologies including score boards and video screens. “PNC Equipment Finance is well positioned to help sports and entertainment customers achieve their objectives with a full range of financing options,” the release quotes vice president Paul Vecker.

More information on the division is available at <https://www.pnc.com/webapp/unsec/CorpMicrositeHPlog.do?siteArea=/pnccorp/pnc/home/corporate+and+institutional/equipment+finance/pnc+equipment+finance+home>

Hines Ward Wins “Dancing”

The Pittsburgh Steelers wide receiver, Hines Ward, has a new title: the winner of TV’s “Dancing with the Stars.”

Debuting as “Strictly Come Dancing” in 2004 in the United Kingdom, “Dancing with the Stars” is a franchise reality show with versions airing in over 30 countries. The series pairs celebrities with professional dance partners in a multi-week completion. The American version has aired on ABC-TV since 2005.

Ward and his partner Kym Johnson hoisted the show’s mirror ball trophy on the May 23 broadcast. “My whole life has been [people] saying what I can’t do,” the *Pittsburgh Tribune Review* quotes him. “It seems like year in and year out I’ve been proving people wrong. Nobody gave me credit, didn’t think I’d last this long. I owe it all to Kym.”

Before dancing with Ward, Australian Kym Johnson performed at singer Elton John’s 50th birthday party and appeared in the 1992 film “Strictly Ballroom”. She was also a contestant in the Australian version of “Dancing”.

Among the millions who watched the pair samba to victory were some 500 fans gathered at Stage AE to watch the show live on a giant video screen.

ShowClix Hires Lucas

What's old is new again, at least in the ticketing world.

Pat Lucas, best known in Pittsburgh for his long tenure with Ticketmaster, has joined Pittsburgh-based **ShowClix** as Director of Sales.



"We're very excited to have someone with such extensive experience joining our management team," CEO Joshua Dziabiak says in a press release. "Pat's passion for live entertainment, along with his experience in ticketing, venue

operations and management should prove to be a great asset in leading our growing sales force."

Of his 20 years experience, 16 of them were spent as general manager of Ticketmaster's Pittsburgh office before moving on to **Pro-moWest**, which operates Stage AE on the city's north shore. Ticketmaster was bought by **Live Nation Entertainment** in 2010.

ShowClix, whose headquarters are in Shadyside, has seen impressive growth in its short life. The company reports a 650% growth in tickets sales and over 275% growth in new clients since 2010.

High School Students Shine At Kelly Awards

In a glitzy production at the Benedum Center on May 28, the 21st annual Gene Kelly Awards for Excellence in High School Musical Theater was held.



Named in honor of actor/choreographer Gene Kelly (1912-1996), the awards honor the best high school musicals and the young people who make them happen. The program is run by the **Pittsburgh CLO** and the **University of Pittsburgh**.

Among the big winners were Luke Halferty of Central Catholic and Kirsten Hoover of North Hills

who were named Best Actor and Best Actress, respectively. They will represent Pittsburgh at the National High School Musical Theater Awards in New York City.

The winners for Best Musical (divided in three budget categories) were "Seussical" at Pittsburgh Schenley, "West Side Story" at Hampton and "Phantom of the Opera" at Woodland Hills.

For more information, visit <http://www.pittsburghclo.org/pages/gene-kelly-awards>

New Faces At WTAE, Symphony & Apple Box

There are some other new faces in Pittsburgh's A&E world, in both commercial and non-profit areas.

Hearst Television, which owns WTAE-TV, has promoted Suzanne Grethen to Vice President, Promotion & Marketing. She has been with the company since 1993 working mostly with stations in Wisconsin including WISN-TV in Milwaukee.

Lorna McGhee has been named Principal Flutist at the **Pittsburgh Symphony Orchestra** (PSO), succeeding Robert Kangevin who is now with the **New York Philharmonic**. A native of Scotland, she has been with the BBC Symphony Orchestra and begins with the PSO in January.

And over at **Apple Box Studios**, Pamela Gerlowski has been named as Marketing Specialist. A graduate of **Duquesne University**, she has had a varied career working for **Westinghouse Electric Company** and even the United States Secret Service.

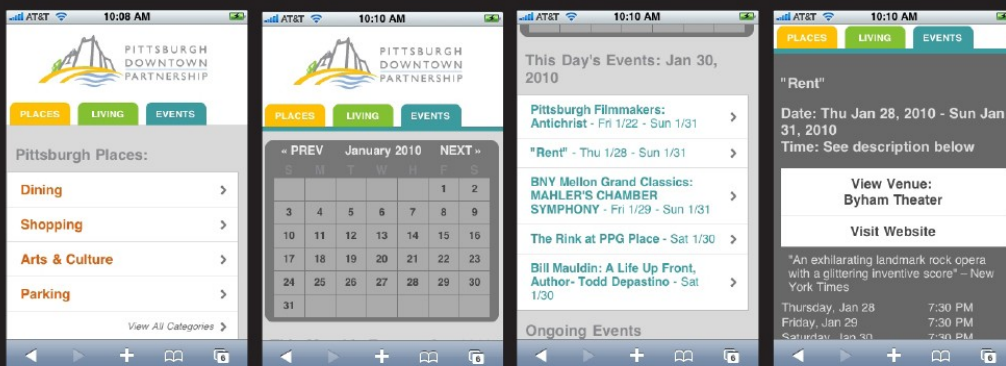
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Developer Takes Over Garden Block

A team lead by **Zukin Development Corporation** has assumed ownership of the blighted North Side block that is home to the Garden Theater.

The block's three main structures are the Garden Theater, Masonic Hall and the Bradberry. The Garden was built in 1915 as a neighborhood movie house and has seen few changes to its interior or its façade. Built in 1895, Masonic Hall is a handsome Romanesque Revival originally used as a fraternal meeting house and later retail stores. The plan is for it to again become a site for shops and restaurants. The Bradberry is a Renaissance Revival constructed in the early 1900s as an apartment building.

A small building at the corner of West North Avenue and Federal Street will be demolished and replaced. Although built in the 1880s, almost nothing of its original design remains intact. All of the other buildings will be saved and renovated. Part or all of the Garden Theater could become a new branch store for the **East End Food Co-Op**.

The city's economic development agency, the Urban Redevelopment Authority (URA) spent an estimated \$5 million to acquire the parcels, including paying over \$1 million to the Garden Theater's former owner, who had used it for years to screen pornographic movies.

However, the URA is taking a short-term loss, selling it to Zukin

for a mere \$250,000. But the agency expects the city to benefit in the long-term through future tax revenue. "This is what the URA does," spokeswoman told the *Pittsburgh Tribune-Review's* Diana Nelson Jones. "We're about putting money in the city's tax coffers, helping to create jobs and more concerned about the long-term effect on the neighborhood."

Or, as Arthur Ziegler, president of the **Pittsburgh History & Landmarks Foundation** told the *Pittsburgh Tribune-Review's* Jeremy Boren, "it takes a significant write-down of some kind to make these things work."

Details can be found online at <http://www.gardentheaterblock.com>

Enterprise Tower Sold

The Regional Enterprise Tower -- the former ALCOA headquarters and since 1998 the home for many non-profit organizations --- has been sold.

The sale price: \$1,706.

The 30-story, 58-year-old skyscraper went to **First Commonwealth Bank**, the only bidder at a sheriff's sale on May 2. The previous owner, the **Southwestern Pennsylvania Regional Corporation** (SPC), was unable to keep up on the \$10 million mortgage, after key organizations began departing the building. Dennis Davin, of the county's Department of Economic Development, explained the tower's woes to *Pittsburgh Post-Gazette's* Mark Belko: the elevators don't work well, the water pressure is bad and

there are issues with the electrical system. The bank says it is committed to keeping the building operational.

Meanwhile, the SPC is trying to put the best face it can on the situation. "Now we can all get back to focusing on our mission: long-range transportation planning and local economic development" board chairman Charlie Camp told the *Pittsburgh Tribune-Review*.

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Pittsburgh Applause Editorial

WDUQ & The Real Jazz Problem

By James A. Richards

I have repeated some things so often that they are becoming cliché. The announced changes at WDUQ-FM, reminds me of one of them: “jazz is not dying, jazz is committing suicide.”

Pittsburgh’s jazz community and their fans are bemoaning the station’s new owners, who will eliminate nearly all jazz programs from the station. But it’s not hard to understand why. In 2009, the National Endowment For The Arts released a study reporting that a mere 7.8% of Americans attended a jazz performance. That was a six year low. The jazz audience has shrunk 58% since 1982.

This brings me to another common Richards cliché: “music

has the most incompetent marketing people in show business, with jazz the most embarrassingly incompetent.”

It is shameful how amateurish jazz artists, especially Pittsburgh’s jazz artists, are when treating their career as, well, a *career*. Hardly any of them have basic marketing skills, like writing copy or talking to media. Even worse, in this internet age when using the web is considered the leading marketing tool, most members of the Pittsburgh’s jazz community don’t have their own web site. Try and Google a big local star like Etta Cox and you’ll find little or nothing about them.

Another Richards cliché: “there is always a new audience.” No one is so famous that this will never

apply to them. It doesn’t matter whether you are a non-profit or a commercial entity, an actor or a musician or a filmmaker or a painter: developing new audiences is vital to survival, not to mention growth. This means engaging fundamental marketing tools. The music industry, especially in Pittsburgh, is terrible at this with jazz and hip-hop artists the worst.

One more Richards cliché: “it’s called show *business*, not show hobby.” It is long past time for Pittsburgh’s jazz artists to realize this.

Letters to the editor are welcome via email to jim@james-richards.com. They may be edited for publication.

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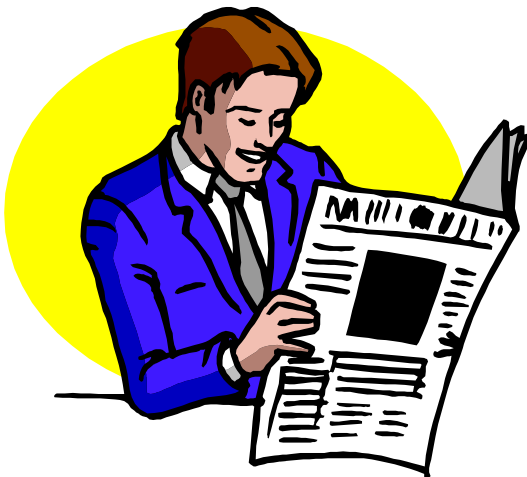
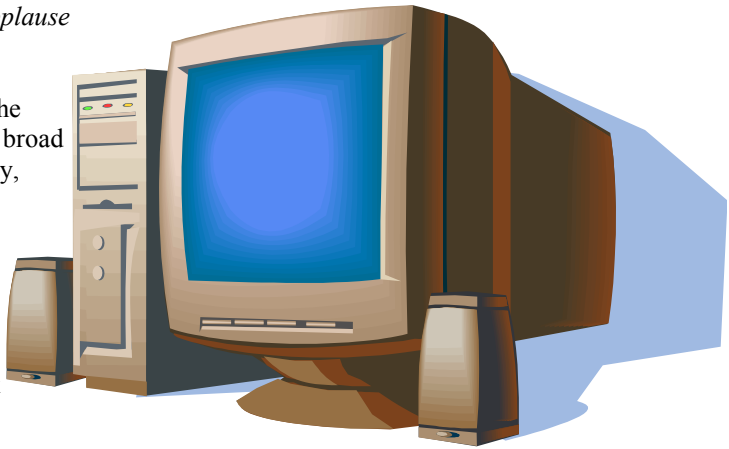
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