

pittsburgh applause!

arts & entertainment newsletter

August Wilson Center In Foreclosure

The news is as expected as it is stunning: **Dollar Bank** is foreclosing on the struggling **August Wilson Center for African American Culture**.

Opened in 2009 and named in honor of Pulitzer Prize winning playwright August Wilson (1945-2005), the center presents performing and visual arts programs that celebrate the contributions of African Americans in the region.

Mark Belko of the *Pittsburgh Post-Gazette* posted the news

online on the afternoon of September 27.



The center hasn't made a payment on its \$7 million mortgage since January, reports the *Pittsburgh Tribune-Review's* Debra Erdly. In her September 28 articles, Erdly cites many area leaders who essentially describe the center as a

serious of lost opportunities --- but hopefully an institution that can be saved. "But it might be time to sit down and re-evaluate the mission and vision of the center and re-evaluate the audience they are trying to bring in," she quotes the Urban League's Esther Bush.

At press time, no date has been set for the sheriff's sale --- but even the center's gift shop and café are already closed.

Inside This Issue

| | |
|--|--------|
| The Children's Museum looks to expanding | Page 3 |
| Comcast makes major changes at NBC-Universal | Page 3 |
| A new online casting tool has been launched | Page 4 |
| Ken Gargaro's PMT buys their HQ building | Page 4 |
| Jim Richards releases new marketing book | Page 8 |

Pittsburgh A&E Group
643 Liberty Avenue #401
Pittsburgh, PA 15222
Ph (412) 325-7070
Fx (412) 325-7069

Pittsburgh Author Gets TV Series Deal

Pittsburgh native Michelle Dresbold has inked a deal to bring her book, *Sex, Lies and Handwriting* into a television series reports her representatives at the **Talent Network**.

A graduate of the United States Secret Service's Advanced Document



Examination training program, Dresbold is considered one of the nation's leading experts on handwriting analysis. She has spent the past decade consulting police and investigators

In *Sex, Lies and Handwriting*, Dresbold offers a primer on how

to understand what handwriting reveals about a person.

The television series will be a scripted drama and a joint production of **Lionsgate Entertainment** and **Studio Canal's** Tandem division. A press release describes the show as "a witty take on the crime series that follows the exploits of Leslie Bold, an accomplished artist and handwriting expert -- with her own newspaper column on the subject --- who is unexpectedly drawn into the world of crime-solving because of her extraordinary skills."

No casting or production dates have been announced, by scribe Annie Brunner (who wrote for "Saving Grace") will write the pilot script.

Take Your Music Career Seriously

"Every local, regional or even national band needs to read
[Marketing 101] and learn it and live it."

— Brian Doshy, President Doshy Entertainment

Marketing 101



A vital resource for musicians,
bands, singers and the
people who represent them.

James A. Richards

amazon.com
amazon

Children's Museum Considers Expansion

Once again, the **Children's Museum of Pittsburgh** is looking to expand --- only this time into a former library, reports Kelsey Shea of the *Northside Chronicle*.

Founded in 1983 and located within a historic, former post office building, the Children's Museum has seen expansions into the former Buhl Auditorium and a new structure. The museum is

now considering the space in the former Allegheny branch of the **Carnegie Library**, which shares the building with the **New Hazlett Theater**.

Lightening struck the library in 2006, causing considerable damage and was an impetus to the Carnegie to construct a modern facility nearby. The city has since made the necessary repairs.

"The museum has seen a large influx of visitors in the past several years," Shea explains and the 45,000-square-feet of space in the former library could help accommodate that growth.

AltarTV's New Studio

Local music video specialists **AltarTV** have announced the opening of their new studio.



AltarTV is an online network & discovery

platform with a focus on independent music based on the city's North Side. The company also shoots music performance videos, sparse unplugged session, off-kilter interviews and short-form documentary style features.

The basement studio features high-quality digital equipment and lighting system. To view their shows visit <https://www.youtube.com/user/ALTARTVnetwork>



by a Champaign celebration. The program was hosted by Tony Makris, a public relations professional who has worked with the NRA for three decades. The NBC Sports Network has announced that the show will not air again.

NBCU Exec Changes

After twelve years, Laura Zalaznick is leaving NBC-Universal, reports Josh Dickey in *TheWrap.com*.



Comcast operates Pittsburgh's cable television franchise and owns the entertainment giant NBC-Universal.

Zalaznick has been credited with the success of the company's cable channels, such as Bravo and Oxygen. In February a new position was created specifically for her.

"Those of you who know Lauren well know she is one of those rare executives that combine great creative instincts with a true business orientation," NBCU CEO Steve Burke wrote in an email obtained by *TheWrap*. "Her contributions to our company have been significant and far-reaching, from cable entertainment to Spanish-language broadcast, from digital initiatives to new marketing campaigns."

No specific reasons for the departure were given, although she is expected to consult with the company in the future.

This comes after a decision Comcast made earlier in September to place a television exec in charge of the Universal film unit.

Jeff Shell, who was focused on the company's international businesses, succeeds Ron Meyer who has been running the studio for nearly two decades. "By naming one of its own to succeed Mr. Meyer --- rather than promoting a Universal executive --- Comcast signaled that the movie studio is now firmly" embedded in the corporate structure, explains Brooks Barnes in the *New York Times*.

In other news, the *Los Angeles Times*' Meredith Blake reports that NBC's sports division is being criticized for a program depicting a member of the **National Rifle Association** (NRA) shooting and killing an African elephant.

The September 22 cablecast of the infomercial-like "Under Wild Skies" shows the stalking and killing of the elephant followed

SAG-AFTRA's First National Convention

Holding their first post-merger national convention, **SAG-AFTRA** has called the event a celebration of union solidarity.



SAG-AFTRA is a union representing film and television performers and was created as the result of a merger in 2012. The union has hundreds of members in the area and maintains a full-time office in downtown Pittsburgh.

New Online Casting Tool Launches

Pittsburgh has a new online casting resource.

That resource is called **TheCastingPitt** and was



designed by **University of Pittsburgh** alum Dillon Becker. In a press release, he explains that "directors, filmmakers, actors, models and more can now post and respond to casting opportunities in the 'Burgh without having to rely on a talent agency or a paid service."

Users of this free service can create and customize profiles be they seeking talent or are talent seeking work.

To learn more, visit www.thecastingpitt.com

"These days have been filled with reminders of what we do and why we choose to do it. We entertain and inform the world and our work can change lives," actor and union president Ken Howard said. "We must always keep our eye on the prize: we are here to serve, to consider, to advise, to decide and to lead --- for the members. Our guiding principle must always be what is right for the members; that which serves the members' interests."

But not all of the news was good. At about the same time, SAG-

AFTRA issued the results of a member survey revealing one-third of all respondents believed that casting directors, directors, and producers may be biased against lesbian, gay, bisexual and transgender (LGBT) performers -- and that more than half of LGBT performers had heard anti-gay comments on set. The LGBT respondents report that they feel that producers and studio executives that such performers are less marketable.

Pittsburgh Musical Theater Acquires HQ Building

"This is a watershed moment," **Pittsburgh Musical Theater** (PMT) founder Ken Gargaro told the *Pittsburgh Tribune-Review's* Alice T. Carter. That moment: PMT is buying its own building.

Founded in 1990, Pittsburgh Musical Theater provides



high-quality productions of musicals featuring local professionals at affordable prices to residents as well as educational programs for young aspiring performers.

PMT has already raised enough of its \$3 million campaign to purchase the James Center in the city's West End. The company has had its offices there for years, but the planned renovations include a 299-seat theater, classrooms and other facilities.

"A full center for the performing arts in the West End Village will not only transform the building, but will also transform our students and the surrounding community," Gargaro tells Carter. "The new center promises to become a beehive of youth-centric and artistic activity."



ReelQ.org
Pittsburgh **LGBT** film festival

Harris Theater
October 11-19, 2013

This is a still from the film
"Alice Walker: Beauty in Truth"





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



**Beware of hot dudes
bearing gifts.**

**Faraway
Hill**

www.farawayhill.net

Public Art Website Begins

A free, comprehensive, and interactive website designed to showcase public art and art venues throughout the region has been launched by the **Office of Public Art**.



The Office of Public Art is a public private partnership

between the **Greater Pittsburgh Arts Council** (GPAC) and the **City of Pittsburgh** Department of City Planning. They provide technical assistance and educational programs about public art in the Pittsburgh region. It is run out of the GPAC offices.

Visitors to www.pittsburghplaces.org will discover information for approximately 201 art places spanning the 13-county region of Western Pennsylvania. The site is designed to expand visitors' interest, pursuit and knowledge of art within our region, serving the public as not simply a promotional tool for the arts, but as a cultural concierge and public art archive.

GPAC expects the site to grow as more data is added.



Exhibit Causing Seizures Is Closed

An exhibit that is part of the **Pittsburgh Cultural Trust's** International Festival of Firsts has been closed, at least temporarily, by city officials.



The Pittsburgh Tribune-Review's Matthew Santoni reports that an installation on Liberty Avenue called "Zee" has been causing seizures among some visitors. The room-size, interactive exhibit uses a stroboscopic light as part of the experience.

Changes will be made before it reopens.

Sinclair Buys More TV Stations

TVNewsCheck reports that the **Sinclair Broadcast Group** is purchasing one low-power and seven-full power television stations.



Sinclair owns two television stations in Pittsburgh.

The transaction includes three stations in the Scranton market, one of which the company will need to turn around and sell per federal regulations. The other stations are in Florida.

"Through each acquisition we continue to capture operating efficiencies and scale, as well as increase our cash flow for ongoing opportunities," CEO David Smith explains in a statement.

Images

Celebrate Pittsburgh's arts & entertainment history and community.

This is a photo of Pittsburgh native George Northy, a screenwriter who penned the new film "G.B.F." which is being screened this month as part of the annual Reel Q film festival.

"G.B.F." will be seen at the Harris Theater on October 19 as part of the festival's closing night celebrations.

Northy is scheduled to appear at the theater. For more information, visit www.reelq.org



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

New Indie Movie Theater In Development

A group of local film lovers are attempting to bring a new one-screen cinema to the city's hip Lawrenceville neighborhood.

The goal is to open what they are calling **Row House Cinema** inside a former department store of Butler Street decorated like an old-time movie palace. "The Row House Cinema will create a landmark destination and regular neighborhood spot in an area of the city that's undergoing tremendous growth", general manager Geoff Sanderson explains in a press release. It will screen classic, cult and independent films.

A craft beer store will be installed next to the theater.

The group is using the crowd funding web site IndieGogo to raise the expected \$100,000 needed and have created an informational video at <http://rowhousecinema.com>



Richards' Marketing Book

James Richards, the publisher of *Pittsburgh Applause*, announces the release of *Marketing 101*.

Marketing 101 is a concise (less than 50-page) booklet to provide musicians, singers, bands and their representatives' marketing/promotion fundamentals.

The booklet retails for less than \$10 and can be ordered by logging on to http://www.amazon.com/Marketing-101-James-Richards/dp/1492748579/ref=sr_1_1?s=books&ie=UTF8&qid=1380646510&sr=1-1&keywords=marketing+101+james+a+richards

What a great place for your web site!

**RedOak
Hosting.com**

1-877-777-6961



Continuing through October 20 is the Pittsburgh International Festival of Firsts — an exciting program whose name

says it all.

SAT 5 Stop by the **Benedum Center** where Jerry Seinfeld tells funny stories about nothing.

SAT 5 The Penguins heat up the **Consol Energy Center** battling the Buffalo Sabres.

WED 9 The **ToonSeum** hosts a colorful party celebrating the birthday of the classic cartoon Hagar The Horrible.

FRI 11 Award winning actress and singer Selena Gomez sizzles on the **Petersen Events Center** stage with her upbeat pop songs.

FRI 11 Reel Q, Pittsburgh's lesbian, gay, bisexual and transgender film festival returns to the

Harris Theater with a double feature that includes a wild documentary about drag icon Divine.

MON 14 Come to the **Jewish Community Center** for the opening of a revealing new exhibition of images by Jewish-Finnish photographer Dina Kantor that studies what its like to be Jewish in a Nordic land.

THU 17 Celebrity chef Ina Garten delivers something delicious to her audience at the **Benedum Center**.

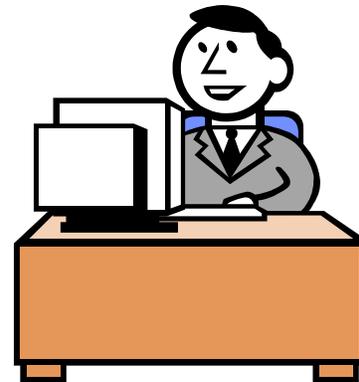
SUN 20 The Cleveland Browns hit **Heinz Field** to challenge the Steelers on their home turf.

WED 30 Experience a moment in history as **Bricolage** stages a new production of a radio classic: Orson Welles' "War of the Worlds" which caused a panic on a war-fearing populace more than fifty years ago.



Need help with the Zvents platform?

Then contact Jim Richards directly
(412) 325-7070
jim@james-richards.com.



C'mon Over, Neighbor!



The Pittsburgh Banjo Club is proud to be part of the North Side

Join us at our weekly rehearsal.
The admission is free and the atmosphere is lively as the audience sings along.

400 Cedar Avenue
(Next to Giant Eagle)
Call 412-321-1834
for Group Reservations

Every Wednesday
8 PM
ThePittsburghBanjoClub.com

National/World A&E News Round-Up

New York City Opera Shutters

Seven decades after being founded the venerable **New York City Opera** is closing down.

An urgent appeal for \$7 million necessary for the struggling company has failed, reports the *New York Times*' Michael Cooper.

The last several years have been especially difficult. A decade ago, City Opera stage 17 different operas; this year has been merely four. The company left its permanent home at Lincoln Center in 2011 to perform at different venues but attendance (and the revenue it provided) decreased. City Opera relied heavily on its endowment which is now all but decimated.

The end of City Opera means the death of an institution that introduced the American opera world to some the art form's brightest lights, including Beverly Sills and Placido Domingo.

Emmy News

This was another big Emmy year for **Time-Warner's** HBO unit.

First presented in 1949, the Emmy Award recognizes excellence in television and is presented by a trio of affiliated but independent organizations: the **Academy of Television Arts & Sciences**, the **National Academy of Television Arts & Sciences** and the **International Academy of Television Arts & Sciences**.

HBO walked away with 27 statuettes while **CBS Corporation** was a distant second with 16. To see the full list of winners, visit <http://www.emmys.tv/awards>

Peter's City Struggling

It was Peter I's dream city and Catherine II made establishing it as a cultural center, but now St. Petersburg's arts scene "hit an all-time low" reports *The Art Newspaper's* Sophia Kishkovsky.

She attributed that quote to Dmitri Ozerkov, who runs the contemporary art department at the legendary **Hermitage Museum**.

Ozerkov was participating in a panel discussion when he claimed that the decline originates for the lack of art market in Russia's second largest city. The result is that artists are re-locating to Moscow or even going abroad. "It is very difficult for those artists who have remained, because, even if they are brilliant people they . . . often [they] don't have any international contacts."

He also feels that the country's new anti-gay laws are having a negative effect.

Going Public In Atlantic City

Pittsburgh isn't the only city pursuing more public art. Atlantic City is also pushing its own program, reports Meredith Mendelsohn of *Art News*.

She explains that the city is using funds generated by the casinos to finance various projects called "Artlantic" that will phase in a series of public works over the next five years.

To learn more, visit <http://www.artnews.com/2013/09/24/gambling-public-art-in-atlantic-city/>

James Franco

Embraces Sal Mineo

Prolific actor/director James Franco's latest film project explores the efforts of actor Sal Mineo to make a come-back after his movie career fizzled.

Nominated for two Oscars and best known for 1955's "Rebel without a Cause," Sal Mineo (1939-1976) struggled with a Hollywood machine that repeatedly cast him in ethnic roles and was reticent about his homosexuality. Mineo was killed in a random act of violence near his apartment.

"Sal" is just the latest Franco project that involved a gay or bisexual storyline. Whatever their merit, the movie continues to fuel rumors about Franco's private life; he once told *TheDailyBeast* that "I wish I was gay."

TheWrap has posted a full article and the film's trailer at <http://www.thewrap.com/james-franco-film-sal-looks-at-rebel-without-a-cause-star-video/>. Another Franco film is being screened in Pittsburgh as part of Reel Q.

Hitting Sour Notes

The embattled **Minnesota Orchestra** --- which has been in a dispute with its musician's union --- has suffered a new blow: music director Osmo Vanska has suddenly resigned after a decade of leadership. Later the same day Aaron Jay Kernis resigned after 15 years as director of the orchestra's composer institute.

"I have personally never seen two sides that show such unwillingness to sit down together and attempt to tackle the major challenges that confront the orchestra," the *Minneapolis Star-Tribune* quotes Kernis,



I can help with your purchase or refinance!
I work seven days a week for my clients!

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: 412-523-4745
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

Show Jim That You Support Him!

Jim Richards does many things for Pittsburgh arts community --- most for free --- despite limiting health issues. So show your support in one or more of the following ways:

- * Purchase an ad in *Pittsburgh Applause*
- * Sponsor a project
- * Hire Jim to do your marketing
- * Give him free tickets to your show
- * Make a monetary donation

James A. Richards
Pittsburgh A&E Group
643 Liberty Avenue #401
Pittsburgh, PA 15222
www.james-richards.com

Pittsburgh Applause Editorial

Saving The August Wilson Center

By James A. Richards

As tragic as the foreclosure of the August Wilson Center is, no one should be too surprised.

For those of you who need a catch-up, I suggest reading the lead story in June's Pittsburgh Applause at <http://www.james-richards.com/PittsburghApplauseJune2013.pdf>

After that, scroll down to my editorial on page 17 where I made the case that the center can be saved through a merger.

That merger needs to happen now.

The ideal candidate is the Pittsburgh Regional History Center. They have strong management

and fundraising assets and --- just as important --- archives and collections related to the region's African-American community that can be the foundation for exhibits and other programs.

It would be both an embarrassment and a source of shame for that impressive facility to shutter. Now that the bank has begun foreclosure proceedings its future is in doubt. The center was purpose-driven project that would be hard to adapt to another use. That means the Pittsburgh Cultural District would be saddled with a large, vacant building.

Therefore, I am formally calling on Andrew Masich and his board to step up. They may be the best hope the August Wilson Center has to be the valuable part of the city that it was meant to be.

Support
Jim Richards
through
comp tickets,
advertising and
monetary gifts!

Linked



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

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

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



www.james-richards.com

www.pittsburghaebook.com

pittsburgh
applause!
arts & entertainment newsletter

Keep the Applause Coming

Everyone in our line of work loves receiving applause, but to keep *Pittsburgh Applause* coming your way, its important to support the newsletter through ad buys and monetary gifts to Jim Richards.

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

All ads need to be built-to-size and provided in a low-res JPG file format. All ads must be pre-paid with the check made payable to the Pittsburgh A&E Group.

For more information, contact Jim at jim@james-richards.com



www.james-richards.com

www.pittsburghaebook.com