

pittsburgh applause!

arts & entertainment newsletter

Arts Groups Worry About Gov't Cuts

Now under Republican control, the US House of Representatives has voted to significantly cut federal funding for the arts --- and to defund the **Corporation for Public Broadcasting**.

Some people see the cuts as ideological. Many Republicans --- especially Tea Party followers --- insist public broadcasting has a liberal bias. "They [**National Public Radio**] violate the based tenants of neutral journalism"

Dan Gainor of the conservative **Media Research Center** told McClatchy Newspapers.

About 15% of public broadcasting comes from federal sources. That is significant enough to cause concern. **WQED Multimedia**, for example, has joined a national effort called the 170 Million Americans Campaign to harness the enthusiasm of people who enjoy public service media each month. "Federal funding represents about 12% of our operating budget," CEO Deborah Acklin said in a statement. "Operating funding from the Commonwealth of Pennsylvania was totally eliminated in 2010. Individual contributions have always been our major source of funding, and that individual support is more important than ever." In the current budget, the state has reduced grants to arts organizations by 23% and eliminated them completely to museums.

One part of the proposed budget, sponsored by a Republican from suburban Tennessee named Tim Walberg, would reduce **National Endowment of the Arts** (NEA) funding to 2006 levels.

Walberg insists his intentions are purely fiscal. "As a patron and former finance chair of a local arts organization, I appreciate and support the arts," Walberg said in a statement published in the *Jack-*

son Citizen Patriot. "This funding cut would return the NEA to a funding level that it has previously operated from and yet allow it to remain an active participant in supporting the arts." A counter amendment proposed by Scott Garrett, a Republican from rural New Jersey, would have completely defunded the agency.

President Obama's proposed budget calls for serious reductions to social and arts programs. Although not as deep as those supported by Republican House members, it is still significant: 13% would be cut to NEA and the **National Endowment for the Humanities** (NEH).

"Everybody in the charitable sector is concerned about what this year's budget will do in both federal and state support they receive", Todd Owens of Dewey & Kaye told the *Pittsburgh Business Times*' Patty Tascarella. Dewey & Kaye is a division of **McCrorry & McDowell** that provides consulting services to nonprofits.

It remains to be seen just how deep the reductions in federal support will ultimately be; as of press time neither President Obama and the Democrats nor the Republicans seem prepared to compromise on the budget. Nevertheless, many non-profits, especially arts groups, are looking for ways to either increase revenue or cut expenses or both.

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Pennsylvania's film tax credit is at risk in new budget. **Page 2**

The future of jazz on WDUQ may be in doubt. **Page 4**

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Corbett May End Film Tax Credit

Pennsylvania's film industry is waiting nervously to see if Governor Tom Corbett will continue the Pennsylvania Film Production Tax Credit Program in his proposed budget, which he will make public on March 8.

Enacted in 2007, the Pennsylvania Film Production Tax Credit Program offers a 25% tax credit for film expenses incurred in the state. This is available for feature films, TV shows and commercials intended for a national audience. A minimum of 60% of the total production expenses must be incurred in Pennsylvania to qualify.

The credit has been valuable not only to filmmakers, but to the state's economy especially to the cities of Philadelphia and Pittsburgh. It has been estimated that the 100+ films made in the Pittsburgh area over the past 20 years

have pumped \$565 million into the local economy. The tax credit has been cited for part of this success, especially the recent uptick in production that included major motion pictures such as "Love & Other Drugs" starring Jake Gyllenhal and Anne Hathaway.

But that could change. "If the tax goes away, the incentive goes away," Ross Eccles of the **International Alliance of Theatrical Stage Employees** (IATSE) told KDKA-TV. "They [film companies] won't be here and we will not get that money."

David Haddad, whose company provides transportation services to visiting productions, told the *Pittsburgh Post-Gazette's* Barbara Vancheri that as many as four productions could leave the state unless their applications for in-

centives are approved. "There are 44 states that compete for film work, there are 44 states that have film incentives," Haddad tells Vancheri and insists that "everyone who leaves Pennsylvania is headed to Georgia."

Haddad is also chairman of the **Pennsylvania Film Industry Association** (PFIA), a 900-member group that advocates for the industry.

Conservative groups like the **Commonwealth Foundation** call the tax incentive "corporate welfare". Corbett, a Republican with Tea Party support, is trying to address a \$4 billion budget deficit.

A web site has been established for those who wish to show support for the credit: <http://www.supportpafilmtaxcredit.com>

Batman May Be Coming To Town

Christian Bale may be driving the Batmobile around Pittsburgh.

Rumors have been flying that "The Dark Knight Rises," the latest big screen Batman film, may be shot here. "I've heard more than just rumors, but I just can't talk about it," Chip Eccles from the local chapter of the **International Alliance of Theatrical Stage Employees** (IATSE) told the *Pittsburgh Tribune-Review's* Jason Cato.

Certainly director Christopher Nolan is lining up an impressive cast, no matter where the film will be made. These include Anne Hathaway as Selina "Catwoman" Kyle and Joseph Gordon Levitt

(who, in some reports, will be playing Richard "Robin" Grayson).

His behind-the-scenes team is expected to including many pros who have worked with him in the past, including cinematographer Wally Pfister and art designer Nathan Crowley.

Pittsburgh's film industry has been busy the last couple of years and this is expected to continue throughout 2011. "I've got five features looking at coming into Pittsburgh this spring and summer," Dawn Keezer of the **Pittsburgh Film Office** told the *Pittsburgh Post-Gazette's* Barbara

Vancheri. "But nothing's definite yet."

"The Dark Knight Rises" is scheduled for a 2012 release.

Check The Book

www.pittsburghaebook.com

Paul Jacobs Wins First Grammy

At the annual Grammy Awards, everyone was talking about Lady Gaga (aka Stefani Germanotta) who arrived at the ceremony in a giant egg. But for Pittsburgh's music community, the big news was a little known artist named Paul Jacobs.

Famous within classical music circles (but few other places), organist Paul Jacobs won the first Grammy awarded for Best Instrumental Solo Performance.

"I was stunned," he told the *Pittsburgh Post-Gazette's* Andrew Druckenbrod in a February 15 article. "I never would have thought that a very intense, yet magnificent organ music [recording] could be honored alongside pop stars like Lady

Gaga." The record was his album of music by French composer Olivier Messiaen (1908 -1992). Messiaen's music is considered rhythmically, harmonically and melodically complex.

Just 34 and a native of Washington, PA, Jacobs has been impressing audiences since his early twenties and has performed throughout the US, Europe, Asia and South America. He is the youngest faculty member ever appointed to the prestigious Julliard School. Jacobs explained to Druckenbrod that his mission is to build a bridge between pipe organ and the greater music world.

The band Lady Antebellum won Record Of The Year; the band

Arcade Fire won Album Of The Year, Lady Gaga was named Best Female Pop Vocal Performance, Bruno Mars for Best Male Pop Vocal Performance and Esperanza Spalding as Best New Artist. The complete list of winners is available online at www.grammy.com

There were also more people watching the February 13 telecast than in recent years. The Grammys (originally called Gramophone Award) have been awarded in different categories since 1958 by the **National Academy of Recording Arts & Sciences**. *Advertising Age* reports that after years of declining ratings, the 2011 broadcast was the most watched since 2001 and marked a seven-year high among 18-to-49-year-olds.

Experience A Special Moment In Time

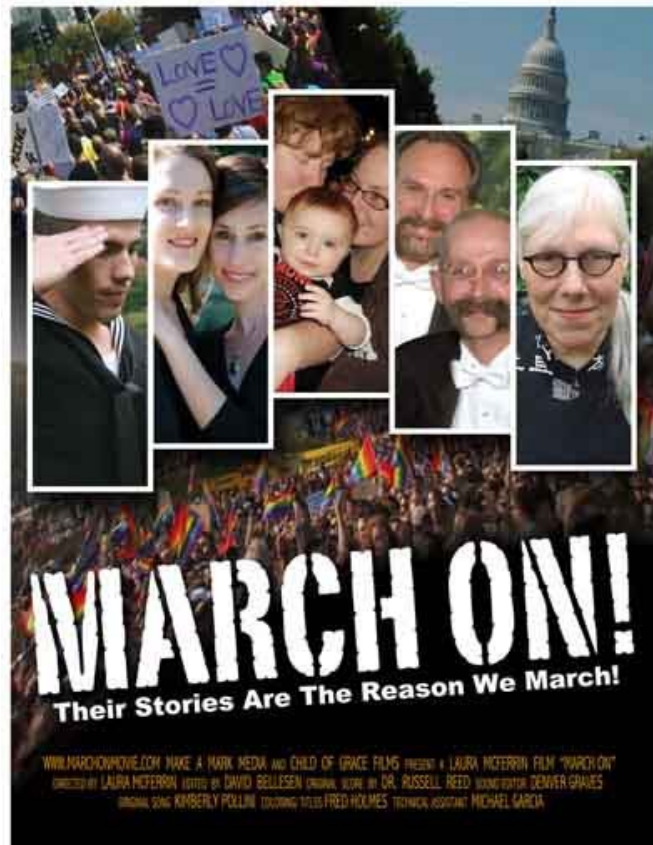
"March On!"

The film that documents the historic 2009 Equality March.

SouthSide Works Cinema
March 3, 7:00 p.m.

**PITTSBURGH
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FILM SOCIETY**

www.pilgff.org



PSO Announces Exciting New Season

The upcoming season will be a big, busy one for the **Pittsburgh Symphony Orchestra** (PSO).

Pulitzer Prize winning composer Steven



Stucky has been named the orchestra's Composer of the Year. He began studying music at age 9 and has a long association with the **Los Angeles Philharmonic** and has taught composition to some impressive talents including critically acclaimed Chinese composer Fang Man.

Stucky has been commissioned to compose a new work commemorating the 50th anniversary of the groundbreaking book *Silent Spring* by Rachel Carson (1907-

1964). The book made environmental concerns national concerns.

The PSO will also be appearing at **Lincoln Center** for the first time in more than twenty years with famous violinist Hilary Hahn as the guest soloist.

In related news, Edward M. Stephan has been named as the PSO's new principal timpanist. Stephan grew up in the region and has been performing with the **Dallas Symphony**. "I'm thrilled to be coming back," he told the *Pittsburgh Tribune-Review's* Mark Kanny. "The [Dallas] orchestra has been good to me. But the tug of coming home and performing with the world-renowned Pittsburgh Symphony was very diffi-

cult to overlook." He will begin full-time in August.

New Eatery

The **Pittsburgh Cultural Trust** has announced an agreement with chef and restaurateur Richard DeShantz to start a new eatery where Café Zao was once located. Café Zao closed in August 2010.

DeShantz owns the restaurant **Nine on Nine** just a few blocks away. "The concept for the new space is currently being refined. Our goal is to open later this spring," he says in a press release.

New WDUQ: Jazz Or News Station?

Concerns are being raised regarding the pending sale of WDUQ-FM.



Operated by **Duquesne University** since it began as a laboratory project in 1949, the university has agreed to sell the public radio station to Essential Public Media, a partnership between another local public station --- **WYEP-FM** --- and **Public Media Company**, an organization that supports public radio. According to a posting on the station's blog, the agreed sales price is \$6 million.

But a recent article in *Pittsburgh City Paper* written by Chris Young has raised some concerns.

He reports that none of WDUQ's existing staff has been promised employment after the sale, nor is it certain that the station's signature jazz programming will continue. One possibility the article raises is that the station may become more news-oriented.

WDUQ's blog does quote WYEP chairman Marco Cardamone as saying that "through WDUQ, Essential Public Media has an amazing opportunity to transform local journalism, offer reliable news and information, spark civic conversation and shed light on important issues." But it also quotes WYEP's general manager, Lee Ferraro who made clear that they "look forward to working with the community of jazz lovers in Pittsburgh as well,"

Meanwhile, WYEP has announced a new online venture to increase its coverage of local news. It is being financed by grants from the **Pittsburgh Foundation** and the **John S. & James L. Knight Foundation**.

Check The Book

www.pittsburghaebook.com

ShowClix Signs MoMA, Adds Services

It is a busy time for local ticketing firm **ShowClix**, which has announced an important new partnership and a high-profile client.



That client is the **Museum of Modern Art** (MoMA) in New York City, whose 140,000 members will now have the ability to easily purchase and reserve tickets to the 1,500 films screened at MoMA each year.

ShowClix --- which sells tickets both on the phone and online --- provides other museums and exhibitions with a ticketing system that allows them to easily manage and track daily admission, membership and special event ticket-

ing. MoMa joins the **Andy Warhol Museum** in Pittsburgh, the **Leonard Da Vinci Museum** in Los Angeles and the **Emily Dickinson Museum** in Massachusetts as clients.

But the company's biggest news is the re-launch of their core service which offers more social media integration along with a partnership with collective buying web site **Groupon**.

The new version offers venues, promoters and event organizers with several new features that make better use of **Facebook** and **Twitter** to market their shows. The partnership with Groupon offers a discount ticket option. "Our clients are always looking for new ways to promote and sell tickets to their events," ShowClix

CEO Joshua Dziabiak says in a press release. "By introducing these new features and seamless integrations, we're providing our clients with increased exposure for their events, new customers, word-of-mouth promotion and measurable marketing tools."

The social media tools will make it easy for consumers to view ticket pages and tweet about shows to family and friends. ShowClix describes the partnership with Groupon as the only one of its kind with a ticketing company. Additional features in the re-launch include advanced user permission settings, recurring event and timed ticketing support, an integrated email marketing system and support for third-part accounts.

New Web Show Airs

A new locally produced web series, "Baristas," has debuted.

Set in and taped at a coffee shop in Bellevue, "Baristas" is an ensemble comedy about a group of twentysomethings and their interlocking lives. Each episode is about six minutes long and is posted every Monday at www.thebaristas.com

The series is financed with the help of **Kickstarter.com**, an online pledging system for funding creative projects including independent film. Operated with **Amazon**, projects post their information on the site to ask for donations. Kickstarter takes a 5% commission and Amazon a 2% fee.

Images

Photos Celebrating Pittsburgh's Arts/Entertainment History & Community



These days the Pittsburgh Cultural District is teaming with students and artists. But that wasn't always the case.

At left is an undated photo of the McCormick Building, which was built in 1894 at 635 Liberty Avenue. It originally housed merchants who shipped food stuffs and related merchandise throughout the city. It later became home for various businesses, including the arcade you see.

The building was demolished in 1985. Part of what is now called EQT Tower.

Source: Library of Congress American Memories Project.

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

WED
2

March is Women's History Month and the good folks at the **Kelly-Strayhorn**

Performing Arts Center are offering up the first Sunstar Music Festival — four nights of performances by female artists.

THU
3

The OBIE Award winning play "Circle Mirror Transformation" makes its

Pittsburgh debut at the **O'Reilly Theater** with its hilarious and revealing tale set in a community center's drama class.

FRI
4

The state's largest toy and pop culture event, "Steel City Con," is back at the

Monroeville Convention Center welcoming hundreds of vendors and Adam "Batman" West.

SAT
5

You've probably seen him on cable TV's "Tosh 2.0," now comedian Daniel Tosh

is at the **Benedum Center** for a night of outrageously offensive humor.

SUN
6

Enjoy a big Adventure with this North Carolina band at **Stage AE** blending

pop with the electronic sound drawn from classic video games.

TUE
8

Dancer and choreographer Nora Chi-paumire is joined by

a group of Zimbabwean artists at the **August Wilson Center** for a night mixing music with movement.

THU
10

Marvin Hamlish leads the Pittsburgh Symphony Orchestra in a **Heinz Hall**

concert of music . . . composed by Marvin Hamlish

FRI
11

One of the landmarks of American theater, "The Glass Menagerie" is staged

at the **New Hazlett Theater** with a talented cast of young people in a tale about living with your illusions.

SAT
12

It's always easy to be green as the city's colorful St. Patrick's Day Parade struts

through **Downtown Pittsburgh**.

SUN
13

Stop by **Schenley Park** this morning and join volunteers with the Pittsburgh Parks

Conservatory to help beautify this special community space.

TUE
15

Embrace your inner ogre at the **Benedum Center** for "Shrek: The Musical," the fun

family show inspired by the hit animated movies.

THU
17

The Pittsburgh Ballet shows up at the **Byham Theater** to perform a night of

sophisticated dance set to the Broadway tunes of legendary composers George and Ira Gershwin

FRI
18

Those six talented ladies known as Celtic Woman are at the **CONSOL Energy**

Center to perform everything from traditional Irish folk tunes to favorite pop songs.

SAT
19

Throw off those grown-up shackles for the "UPMC Children's Ball" at

the **Carnegie Science Center** where you can do those fun things that only the kids are allowed.

SUN
20

Country music superstar Dierks Bentley performs his potent hybrid of

honky-tonk and bluegrass at **Stage AE**.

WED
23

Sir Elton John is at the **CONSOL Energy Center** to for a flashy, energetic concert of

his biggest hits drawn from an amazing 30 year career.

FRI
25

Over at the **August Wilson Center**, the ancient tale of Oedipus gets a cool

retelling in opera "The Gospel at Colonus".

SAT
26

Featuring legends like Katarina Witt and sexy newcomers such as Evan Lysacek, the

"Smucker's Stars On Ice" light-up the **CONSOL Energy Center**.

THU
31

Comedian Adam Carolla combines his signature rage bits with funny videos

from fans in a wild, raucous show at the **Byham Theater**.

National/World A&E News Round-Up

A Royal Night At The Oscars

As many Oscar watchers predicted, "The King's Speech" was named Best Picture at the 2011 Academy Awards.

Filmdom's top accolade has been bestowed by the **Academy of Motion Picture Arts & Sciences** since 1929.

"The King's Speech" also won Best Directing, Best Actor and Best Original Screenplay. Natalie Portman won Best Actress for "Black Swan", Melissa Leo got Best Supporting Actress for "The Fighter" and Christian Bale received Best Supporting Actor for "The Fighter".

One of the things people talked about was actress Melissa Leo, who let slip an obscenity while accepting her Best Supporting Actress statuette. She immediately began to apologize backstage.

Cultural Damages In Egypt

As the world watched Egypt's youth lead a revolt against a long-time dictator, something far less wonderful was going on: thefts and vandalism of that country's heritage.

The British Broadcasting Company reported on February 13 that the nation's Antiquities Minister, Zahi Hawass, had confirmed that 18 items have disappeared from the Egyptian Museum. These included a statue of King Tutankahum.

Two mummies were taken from glass cases, reports TheArt-Newspaper.com, with their skulls taken off.

Authorities are vowing to restore damaged items and be proactive in retrieving stolen items.

Baldwin v Costner

Stephen Baldwin, best known for movies like 1994's "Threesome," is suing Oscar winner Kevin Costner over an investment deal.

In 1995, Costner purchased oil separation machinery company **Ocean Therapy Solutions** (OTS) from the US government. During the 2010 oil spill crises in the Gulf of Mexico, energy giant **BP** leased a number of OTS' machines. Baldwin and another company had a joint agreement to market the technology. They claim that Costner had a secret meeting with BP that resulted in the multi-million dollar deal --- and then convinced Baldwin to cash out his shares before the deal was made public cutting them out of the lucrative agreement. "Mr. Costner represented something one way, when the facts were different," the Los Angeles Times quotes Baldwin. "Myself and my partner are only seeking what is legitimately owed to us."

At press time, Costner had declined to issue a public statement.

Mafia Drives Out Museum Head

In an interesting move, an Italian museum director has told **Agence France-Presse** (AFP) that he plans to seek asylum in Germany.

Antonio Manfredi, director of the **Contemporary Art Museum**, says he has been facing death threats from Mafia figures. The museum is located in an impoverished, crime-ridden town called Casoria in southern Italy not far

from Naples. The country's mafia organization, called the Camorra, has long had a strong presence in the town. He began receiving threats after staging exhibitions about the Camorra.

He also blames the central government in Rome for a lack of financial support.

A native of Casoria, Manfredi founded the museum in 2005 in an attempt to resuscitate his home town but is now planning to pack up its collection of some 1,000 works. "I wanted to start something in this dead town," he told AFP. "There are dark forces at work here that want things to remain static. It's not necessarily a mafia guy turning up with a gun, it's more subtle than that but if you're from here you get the message loud and clear."

The museum was almost entirely funded by private sources.

Buy A Blockbuster

As many expected, **Blockbuster** has put itself up for sale; the company is already in bankruptcy.

The one-time mega chain has been battling a changing business environment, including the rise of online retailers like Netflix and Overstock.com as well as in-home services such as video on demand and digital video recorders.

It remains to be seen how the new owners will be able to turn around the company.

CBS Makes Changes

CBS has announced major changes in its news and sports divisions. They take effect immediately.



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

Sean McManus has been promoted to chairman of CBS Sports, from which he will oversee all of CBS's sports operations. He has been running CBS News since 2005.

The company has also announced a rebranding of CSTV, the cable sports network it acquired in 2005. It is delivered into some 20 million homes and broadcasts college sports programming 24 hours a day including 250 live events annually. The channel will now be called the CBS Sports Network and will now be run by former ESPN executive David Berson. MediaPost.com speculates that the change is part of an effort to expand the channel's scope.

CBS Sports has also made an agreement with **Time-Warner's** Turner Sports division to share coverage of the 2011 NCAA Men's Basketball Championships. They will air across four networks: CBS, TBS, TNT and truTV.

Jeff Fager, most recently executive producer for "Sixty Minutes," has been named as McManus' replacement with the newly created position Chairman of CBS News. He will be leading a reorganized management team as the network's "CBS Evening News with Katie Couric" and the "CBS

Early Show" continue to lag behind NBC and ABC in the ratings. "Jeff Fager represents all that is great about CBS News," CBS President Leslie Moonves said in a press release. "He is one of the most accomplished and trusted journalists in the world . . . we're asking him to bring that vast wealth of experience, passion and judgment to the challenges and opportunities that face our stories news division."

The company's television distribution division has also signed a two-year, non-exclusive agreement with **Netflix** to stream program's from the company's library, including "Star Trek" and "The Twilight Zone."

In other CBS Corporation news, the company has announced profits went up 32% in the fourth quarter of 2010. Every division saw double-digit growth including Simon & Schuster despite the publishing industry's challenges in recent years. "Our strategy of producing and distributing the best content is proving to be highly successful in a multi-platform world," the Wrap.com quotes Moonves. "Our performance gets better and better and better."

CBS Cans "2 1/2 Men"

In late February, CBS and Warner Bros. (a unit of **Time Warner**) announced that production of the hit sitcom "Two and a Half Men" would cease for the rest of the season in light of star Charlie Sheen's troubling actions and statements.

Sheen is supposed to be in rehab, but instead appears to be partying at home with models and has been calling into talk radio shows to rant about everything from series producer Chuck Lorre to **Alcoholics Anonymous**. "Based on the totality of Charlie Sheen's statements, conduction and condition, [we] have decided to discontinue production," both companies said in a joint statement. Sheen responded with an email to TMZ.com attacking his bosses and calling Lorre "a contaminated little maggot."

Series director and Pittsburgh native James Widdoes was in town recently for a **Steeltown Entertainment Project** program. He is quoted in an article by *Pittsburgh Post-Gazette's* Rob Owen that everyone with the show has been concerned for more than a year.

Logan Recovering

CBS News announced on February 11 that chief foreign correspondent Lara Logan and her team were "surrounded by a dangerous element amidst the celebration" during the revolution in Egypt and soon found herself separated from the CBS crew to suffer "a brutal and sustained sexual assault and

beating before being saved by a group of women and an estimated 20 Egyptian soldiers." Logan has been safely returned to the U.S. where she is recuperating.

President Obama called Logan to express his personal condolences.

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Public Art Project Grant

The Heinz Endowments has awarded a \$65,650 grant to **Point Park University** to support a design team for a proposed public art project.

THE HEINZ ENDOWMENTS

Howard Heinz Endowment • Vira I. Heinz Endowment

The university is partnering with **Riverlife Pittsburgh** (formerly the Riverlife Task Force) to create a public art installation designed to provide a stronger pedestrian connection between Point Park's downtown campus and the new Mon Wharf Landing.

Riverlife's mission is to reclaim, restore and promote Pittsburgh's riverfronts. The Mon Wharf Landing is a former five-acre parking lot located on the downtown side of the Monongahela River that has been converted into a trail and

linear park. It now features flood-resistant native plants, water steps for river access and an improved infrastructure to better handle the flooding that had often caused the parking lot to close after a heavy rain or snow.

Point Park and Riverlife have engaged the **Pittsburgh Office of Public Art** to manage the artist selection process. The office is a joint effort of the city and the **Greater Pittsburgh Arts Council**. Artists who are interested have until March 7 to submit their qualifications. For more information, visit

www.publicartpittsburgh.org

New LinkedIn Group

Members of Pittsburgh arts and entertainment community --- both non-profit and commercial --- are being encouraged to join a new group on **LinkedIn**. It has been formed by local author and arts entrepreneur James A. Richards, publisher of *Pittsburgh Applause*.



Launched in 2003, LinkedIn is a business-oriented social networking web site used primarily for professional networking with more than 90 million registered members.

Before circumstances forced him to shut down Managerie in 2008, Jim Richards offered a variety of ways to encourage local network-

ing including special chat rooms, blogs and events like receptions connected with the *Pittsburgh A&E Book* professional directory. "There are very few regular places for local A&E professionals to connect," he explains. "I am hoping that this makes a difference."

A basic LinkedIn membership is free. Once a member has completed his profile he can search for the Pittsburgh Applause Group and request to join it. Members will be able to post news about their projects, calls for casting and artists, funding opportunities, etc. "It will take a little time to build," he explains, "but the group should eventually benefit a wide range of people."

Lit Center Gets Funds

City of Asylum Pittsburgh

(COA/P) has been awarded a \$50,000 Space for Change Planning & Development Grant to transform a one-time nuisance bar into a literary center on the city's north side.



Founded in 2004, COA/P provides sanctuary to writers escaping from extreme persecution in their home countries. The organization also provides a cultural bridge to help these artists acclimate to life in the United States while delivering literary events to the schools and the public.

The grant is provided by the **Levitating Investments in Creativity (LINC)**, a ten-year national initiative to improve the conditions for artists working in all disciplines. COA/P is one of twelve organizations receiving grants. "These grants invest in the vision of compelling projects that will ultimately benefit not just artists," LINC's Judile Reed says in a press release, "but a larger geographic community as well."

COA/P is converting a bar and house on Monterey Street to become one unified space and include a café, bookstore and other facilities. Several local foundations have also provided funding.

AFTRA Sound Contract Extended

In early February, members of the **American Federation of Television & Radio Artists** (AFTRA) who work in sound recordings have ratified an 18-month extension on the 2007 National Code of Fair Practice for Sound Recordings.



AFTRA has hundreds of members in the Pittsburgh area and maintains a full-time office in downtown.

The vote was held by telephone to extend the agreement, which technically expired last July, through the end of 2011. As part of the agreement, record labels will, among other things, increase their contributions to AFTRA's health

and retirement funds. A committee will continue negotiating with industry representatives while the extension is in force.

In related news, the union has announced Michael Huppe as president of **SoundExchange**.

SoundExchange is an independent non-profit performance rights organization that collects royalties on the behalf of sound recording copyright owners (generally record labels) and featured artists for non-interactive digital transmissions, including satellite and internet radio. It is controlled through a partnership of organizations and companies that includes AFTRA and has been run by musician John Stimson, who an-

nounced his intention last year to return to creative work.

"I'm passionate about SoundExchange: who we are, what we've done and where we're going," Huppe said in a press release. "We've grown from a legislative experiment to a major player in the music industry and that growth has brought with it a host of new challenges. There are exciting opportunities ahead and I'm proud and honored to be at the helm for the next part of our journey."

The organization has considerable grown in importance since its founding in 2000 as online and satellite radio has become more popular.

IATSE Urges Speedy Canada Change

As copyright concerns grow globally, representatives of the **International Alliance of Theatrical Stage Employees** (IATSE) appeared before a parliamentary committee in Canada that is reviewing that country's Copyright Modernization Act.



IATSE has hundreds of members in the Pitts-

burgh area and represents technicians, artisans and crafts persons in the entertainment industry, including live theatre, motion picture and television production, and trade shows.

The representatives, John Lewis and Paul Taylor, expressed concerns that proposed changes in the law will not have the desired effect. The goal of the revamped

law would be to update it for the new digital world while providing a balance between personal use and intellectual property rights. They also urged speedy passage of any changes, as Canadian national elections are looming. If parliament is dissolved before a modified law is approved, the changes may be dead for the near future.

In other news, the IATSE Political Action Committee has announced that they raised nearly \$14,000 at a recent Las Vegas event. "The results of the 2010 mid-term elections were disappointing for labor and working families across the U.S." IATSE President Matthew D. Loeb said in a press release. "We are now facing greater challenges and must remain involved in the po-

litical process and build up our political action committee to be able to support real friends of working families as we head into the 2012 elections."

SAG Oks New Deal

In national voting completed on February 22, members of the **Screen Actors Guild** (SAG) approved a new, three-year contract covering basic cable live action programming.

SAG represents over 200,000 principal film and television performers including several hundred in the Pittsburgh area.

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CMU Professor's Online Film Debuts

He has always wanted his huge drawings to be seen in movies. Now local college professor Doug Cooper has made his dream come true --- by making his own mini-movie and posting it on the web site Vimeo.

Douglas Cooper is an architecture professor at **Carnegie Mellon University** (CMU) whose large scale, black & white murals have been on display from Philadelphia to Germany. Locally, he has a mural on permanent display at the **Senator John Heinz Regional History Center**

The movie, "Pinburgh," features actors from one of CMU's student theater troupes and follows a dancer from a streetcar to a bar and other locations in what is, in a sense, a city-wide pinball game. Throughout, Cooper's murals are used as backdrop and a source of animation.

"With the movie, there was a version of [a mural] that was photographed before putting those other layers in there," he told the *Pittsburgh Tribune-Review's* Kurt Shaw. "So that the students that

worked with me were able to develop a 3-D model version of the streetcar and put it into what amounts to an empty stage."

The result is an impressive merging of different elements to create a unique visual work that was created with the help of **Pittsburgh Filmmakers**.

WIFM Classes

The local chapter of **Women in Film & Media** (WIFM) is offering a day of valuable classes on March 12 at the downtown offices of **Donna Belajac & Company**.



Open to both genders, WIFM is dedicated to improving the status and portrayal of women in film, video and other screen based media with an emphasis on education.

Starting at 9:00 a.m., the classes will explore digital storytelling, developing a unique style for various media and how to break into professional acting. They will be taught by local producer Suzanne Mauro and WIFM's founding president Faith Dickinson. Combined, they are designed for individuals to launch or add new momentum to their on-screen career.

Details and registration is available online at www.wifmpit.com

Top Ten Museum

They're not kidding around: *Parents* magazine has named the **Children's Museum of Pittsburgh** (CMP) one of the top ten children's museums in the country.

**children's
museum**
PITTSBURGH

First published in 1926, *Parents* is the oldest parenting publication in the U.S. with a monthly circulation of two million. It is owned by the media conglomerate **Meredith Corporation**.

An article in the magazine's March issue explains how editors used 30 questions and worked with the 300-member **Association of Children's Museum**. CMP ranks at seventh place, citing the inspiration provided by TV legend Fred Rogers, the museum's

Curiosity Lab (where kids disassemble everyday items) and the stage where kids can put on a show with their friends.

The top ranked institution is the Children's Museum of Houston. The complete list is available online at www.parents.com

Check The Book
www.pittsburghaebook.com

NBC May Cut Olympics

Since its earliest days, NBC Sports has been famous among TV viewers for its coverage of high-profile events --- it was the exclusive broadcaster of the World Series for a quarter century --- but that may change, hints the new CEO of **NBC-Universal**.



NBC-Universal is primarily owned by **Comcast**, which has the franchise to provide Pittsburgh's cable service.

The newly installed chief, Steve Burke, said in a conference call that the company will initially focus on the profitable cable channels rather than the unprofitable broadcast network. He is quoted by StudioBriefing.net that

it will be 'three, four, five years' before NBC will enjoy a turnaround. And while he praised the company's news division, sports is another matter: the company regularly loses money on sports including over \$200 on the 2010 Vancouver Olympics. Burke hinted that with Comcast now in control, NBC Sports may not bid on future games if they keep losing money.

In related news, Comcast has announced that NBC Sports and cable channel Versus will share coverage of professional hockey. According to MediaPost.com, the broadcast of games will also be seen on select Comcast SportsNet channels.

Co-Op May Go In Theater

The **Urban Redevelopment Authority** (URA) has given the developer of North Side's Garden Theater a 90-day extension to secure an anchor tenant for the project.

According to the *Northside Chronicle*, the hope is that the **East End Food Co-Op** will open up shop as an integral part of the redevelopment, which includes transforming the classic film theater-turned porn showplace into a multi-use performance space. A market study is currently being conducted to see if a co-op would succeed on the north side.

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Pittsburgh Applause Editorial

Welcome To The New Applause

By James A. Richards

Welcome to the revived *Pittsburgh Applause*.

For those of you unaware, I published *Pittsburgh Applause* in hard copy nearly every month from 2003-2007. It was (and is again) the only periodical in the region that covers the business side of Pittsburgh's arts and entertainment community; embracing nonprofit and commercial equally.

I should probably introduce myself as well. My name is Jim Richards. For more than two decades I have been a player in Pittsburgh's A&E scene, from launching PGHevents: The Pittsburgh Events Web Site in 1999 (which is now the online calendar for the

Pittsburgh Post-Gazette) to working with film festivals. Among my signature project is *The Pittsburgh A&E Book* (www.pittsburghaebook.com), the region's only arts/entertainment professional directory.

After the original *Pittsburgh Applause* was forced to cease publishing, I was often asked to bring it back. But financing a print newsletter is neither easy nor cheap. It is also a lot of work. Nevertheless, I want to bring it back if the ad support will materialize.

Hence, this new digital version, which I hope will entice enough support to bring *Applause* back to the real world. My goal is to revive the print version with at least 10,000 copies a month distributed

primarily through select Crazy Mocha coffee shops.

To do this, I need six companies or organizations to commit to at least six months of full-page, full-color ads (the more advertisers, the better). So, if you are interested then please contact me at jim@james-richards.com

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

They may be edited for publication.

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.



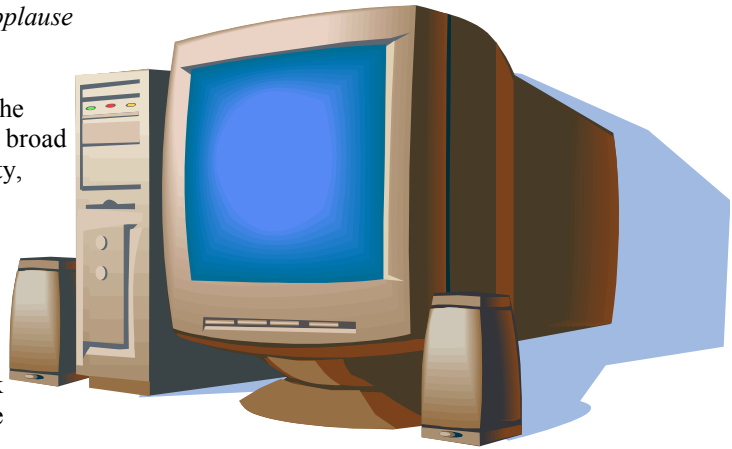
Keep The Applause Coming!

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

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