

# pittsburgh applause!

arts & entertainment newsletter

## CAPA Teacher Arrested For Theft

A teacher at the Pittsburgh Creative & Performing Arts School (CAPA) has been arrested for theft.

Part of the **Pittsburgh Public Schools**, CAPA offers students in grades 6 to 12 an extensive art and theater education along with traditional subjects. The school is located in the Cultural District.

Philicia Barbieri, a 25-year-old substitute science teacher at

CAPA and other schools, has been charged with her boyfriend in a bank holdup, robbing a neighbor and has admitted to stealing 15 computers with a total value of over \$22,000. She and the boyfriend, Alvin Carter III, were arrested shortly in East Liberty after the bank robbery. *The Pittsburgh Tribune-Review's* Margaret Harding reports that school administrators confronted her with surveillance video showing her stealing a laptop from a classroom.

The crimes were allegedly used to finance a cocaine habit. Sadie

Gurman of the *Pittsburgh Post-Gazette* reports that Barbieri is to enter inpatient treatment for her addiction at Ellen O'Brien Gaiser Addiction Center in Butler County.

On a more positive note, the school has been named a finalist in the 2011 Race To The Top Commencement Challenge, a program of the White House to reward schools on how they prepare students for the future. The winning school will have President Obama deliver their 2011 commencement address. CAPA is using "Ready To Thrive" as their theme.

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### Pittsburgh A&E Group

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

## Richards Is Robbed

Local author and arts entrepreneur --- and publisher of *Pittsburgh Applause* --- James A. Richards has been the victim of a major theft.

Richards' father passed away after a long illness in December. His company life insurance check has been allegedly stolen and cashed by one of Jim's neighbors. The police are investigating and an arrest is expected. No details are being released until the investigation is complete.

"Like everyone working in the arts, every penny is important," Richards explains. The insurance company's bank has warned that it will likely be months before they know if restitution is possible.

The **Pittsburgh Banjo Club** and the **Allegheny Elks Lodge** have teamed up for a fundraiser to support Richards and his projects. It will be held July 8 at the lodge with a requested donation at the door. Richards is also opening up the event to area nonprofits to hold their own raffles. It is not uncommon for a Banjo Club show at the lodge to attract 100 to 200 people. "Of course, we're hoping for more on that night."

Those who cannot make the event are asked to support his projects by making a pledge on Kickstarter at <http://www.kickstarter.com/projects/930026876/pittsburgh-applause-pittsburgh-aande-book?ref=search>

# Confirmed: Next “Batman” Coming

The word hit just days after our April issue was published: “The Dark Knight Rises” will be shooting in Pittsburgh this summer.

The **Pittsburgh Film Office** (PFO) made the announcement April 5 quoting Mayor Luke Ravenstahl declaring “we are thrilled to be welcoming the Batman film to Pittsburgh and eager for the economic impact that our city will experience.” In the same press release, director Christopher Nolan said how impressed he is with the diversity of locations and architecture explaining that “we have been able to find everything we were looking for.”

Parts of “The Dark Knight Rises” will be shot in Europe and Los Angeles as well as Pittsburgh.

The total budget is expected to exceed \$100 million.

In addition to Christian Bale, who has starred in the two previous “Batman” movies, the cast will include Michael Caine as Alfred Pennyworth, Morgan Freeman as Lucius Fox, Anne Hathaway as Selina “Catwoman” Kyle, Gary Oldman as Commissioner James Gordon, Tom Hardy playing villain Bane and Joseph Gordon-Levitt taking the role of a special assignment police officer.

Shooting will take place over several weeks primarily in Downtown and Oakland, although exact dates have not been announced. There is some concern that parking may be adversely affected, reports the *Pittsburgh Post-*

*Gazette* but producers are expected to work closely with parking officials.

No details were available at press time regarding production offices, crew needs or casting searches. “That’s so far away,” Chip Eccles of the local **International Alliance of Theatrical Stage Employees** (IATSE) told the *Pittsburgh Tribune-Review’s* Review’s Jason Cato. “We normally find out weeks before [a production] shows up [to know what crew will be needed]. Right now, we’re months out.” When the Pittsburgh Film Office makes this information available we will publish them online at <http://www.linkedin.com/groups/Pittsburgh-Appause-3785902?mostPopular=&gid=3785902>

## Mustard Seed Productions

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

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## Couric To Leave CBS Newscast

As expected, Katie Couric has announced that she is stepping down as anchor of "The CBS Evening News" after five years in the job. She broke the news in an exclusive interview with *People* magazine.



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

Couric made a big splash when she took the famed seat in 2006 but then saw her ratings immediately drop to some of the lowest the broadcast has ever had. She also faced criticism for the changes the newscast attempted,

many of which were later abandoned; nevertheless, "Evening News" one three Emmy Awards last year.

There have been rumors that she will host her own syndicated talk show. "I'm looking for a format that will allow me to engage in more multi-dimensional storytelling," she tells *People* without going into specifics. *The New York Times* reported on April 12 that "60 Minutes" correspondent Scott Pelley has the inside track to replace her.

Meanwhile, CBS Corporation has named Doug Rousso as Chief Technology Officer. A newly created position, he will oversee all infrastructure technologies across the company's entire business portfolio. This comes just

after the company made an announcement that caused almost as much buzz as the talk around Couric: that CEO Leslie Moonves received nearly \$58 million in compensation for 2010 --- about 34% more than he did in 2009.

## PSO @ BBC Prom

For the first time since 2006, the **Pittsburgh Symphony Orchestra** (PSO) will perform at the prestigious BBC Proms.



Begun in 1895, The Proms is an eight-week music festival offering daily orchestral concerts held primarily in the historic Royal Albert Hall in London. The festival's name is short for "promenade concert" because audience members would originally promenade, or stroll, in some areas of the hall during the concert. It has been run by the **British Broadcasting Corporation** (BBC) since 1927. The BBC Proms is considered to be the biggest classical music festival in the world.

The PSO will perform at the festival on September 5 and 6 as part of their European tour, which includes stops in Berlin and Paris.

## First Lady Heads PCA

Susan Corbett, wife of Pennsylvania Governor Tom Corbett, has been named chairwoman of the **Pennsylvania Council on the Arts**.

Founded in 1966, the mission of the Pennsylvania Council on the Arts (PCA) is to foster the excellence, diversity and vitality of the arts in Pennsylvania and to broaden the availability and appreciation of those arts throughout the state. The PCA makes grants to nonprofit arts organizations, programs and projects.

Mrs. Corbett has served on the board for nine years and has



worked with arts groups in the past, including as executive director of literary organization **Pennsylvania Arts & Lectures**.

"I am extremely honored to have the opportunity to serve the citizens of Pennsylvania in this role," Mrs. Corbett says in a press release. "My years on the council have provided valuable knowledge of the state's arts and cultural programs. I am particularly interested in how the arts can be used to impact at-risk children."

The governor also appointed Mrs. E. Jeanne Gleason --- founder of the **Pennsylvania Rural Arts Alliance** (PRAA) --- to the board. The PRAA supports access to the arts in rural western Pennsylvania.

## Unions May Merge

At a forum in New York City in April, representatives of the **Screen Actors Guild** (SAG) and the **American Federation of Television & Radio Artists** (AFTRA) approved draft resolutions for their respective national boards and the formation of a task force to draw up merger plans.



Both unions have hundreds of members in the region and AFTRA maintains a full-time office in downtown Pittsburgh. A merger has been discussed on-and-off for years, but now looks like it will happen. "Each step we take together brings us closer to our crucial goal of becoming one union,"

SAG President Ken Howard said in a press release. Details can be found online at <http://www.aftra.com/oneunion.htm>

The unions have also announced a tentative agreement with the industry representatives on non-broadcast industrial/educational video productions. The agreement includes a 4.04% overall increase in minimum compensation instituted in two separate phases. It also includes a small increase in employer contributions to AFTRA's health/retirement fund and SAG's pension program.

Up next will be AFTRA negotiations for network television (which expires November 15) and sound recording (which expires December 31).

## New Channels Coming

When **Comcast** sought controlling interest in **NBC-Universal**, the company promised to support ten independent channels over the next eight years to help clear regulatory hurdles. Now it looks like the company is making good on that commitment.



In Pittsburgh, Comcast operates the city's cable television franchise.

According to MediaPost.com, the first channel will be a Latino-American owned program service debuting in mid 2012, followed closely by two owned primarily by African-Americans. Other minority groups will be represented in future channels.

NBC-Universal is also launching a company-wide initiative to boost ad dollars targeting Hispanic, women and other kinds of consumers. "Integrated buys are a premium sales program for marketers looking to buy specific audience segments as broadly as possible," NBC-Universal's Lauren Zalaznick told *Advertising Age*. "If you don't want a commodity play with a lot of wasted dollars, NBCU offers one place to come and reaches about 91% of Hispanics over age 18."

Meanwhile, Comcast has also struck deals to bring ABC and Fox shows like "Glee" to its on demand service and has launched what it considers the fastest residential speed available: a new tier called Extreme 105, which provides 105 mbps as opposed to formerly top speed of 6 mbps.

## More Digital Radio Coming

Clear Channel continues its push into digital radio by bringing its iHeartRadio app to the iPad and part of a long effort to extend the service's reach.



In Pennsylvania, **Clear Channel** owns 32 radio stations, with six stations in Pittsburgh.

The company's iheartradio is an interactive media social networking platform outlet that taps into its local radio brands, personalities and on-demand content including photos and videos. The Wrap.com reports that the latest app allows iPad users to better connect with their favorite station through Twitter feeds, preview upcoming songs and search for other Clear Channel stations that may interest them. More information is available at <http://www.iheartradio.com/new2/discover/index.html>

Clear Channel insists that digital radio is the future --- even though *Advertising Age* reports that it accounts for just 3% of all radio listening. "We have work to do," Clear Channel's Bob Pittman admitted to the magazine. "We actually have to make the digital revolution come to radio."

## GPAC Sets Meeting Date

A date has been set for the **Greater Pittsburgh Arts Council's** annual meeting. It will be held June 8 at 8:00 a.m. at the **August Wilson Center for African American Culture.**



The Greater Pittsburgh Arts Council (GPAC) is a non-profit organization that drives political, financial and professional support for the entire Pittsburgh arts community.

Leading non-profit researcher and management consultant Alan Brown will be the keynote speaker. His work focuses on understanding consumer demand for cultural experiences and on helping cultural institutions, foundations and agencies to see new opportunities, make informed decisions and respond to changing conditions.

GPAC has also announced a workshop for artists interesting in learning about creating public art. They will learn about a broad range of projects, budgeting and how to compete for opportunities. For more information, visit [www.publicartpittsburgh.org](http://www.publicartpittsburgh.org)

## Iron City Sold

One of Pittsburgh's most storied companies, **Iron City Brewing**, has been sold. But it remains to be seen what effect the sale will have on converting its historic facility into sound stages.

The *Pittsburgh Tribune-Review's* Jeremy Boren reports that a private equity firm called **Uni-World Capital LP** has agreed to purchase the brewery. Two years ago the firm moved operations to a contract brewer in Latrobe. An upstart company, **Iron City Studios**, is exploring the feasibility of transforming the complex into a film production center including stages.

With 20 buildings, the complex could be used for multiple productions. "We're still learning

what some of the complications are and what we need to do in terms of renovation," one of Iron City Studios' backers told Diana Nelson Jones of the *Pittsburgh Post-Gazette*. "But from an operating standpoint, we're pretty confident. We have relationships with lots of people in the industry."

Recently, part of the vacant Iron City plant was used to stage the popular "Art All Night" weekend festival.

Although actual production is in Latrobe, the brewer's corporate headquarters remain at the historic Pittsburgh site. The purchase price has not been disclosed.

## Images

Photos Celebrating Pittsburgh's Arts/Entertainment History & Community



*Echoing the ridiculous issue of President Obama's birth certificate, on April 29 the ToonSeum sought to lay to rest questions of Superman's legal status by releasing the Man of Steel's "original" certificate. The museum defends this "illegal alien" as nevertheless "a true superhero whose undeniable acts of patriotism speak louder than any mere piece of paper."*

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

**FRI**  
**6** This year's Silver Screen Film Festival bows at the **Harris Theater** with "I Am," a powerful look at discrimination in modern India. Visit the calendar's [special feature section](#) for the entire film schedule.

**FRI**  
**6** Grown ups can act childish tonight at a **Children's Museum** fundraiser.

**FRI**  
**6** The super sexy Josh Groban uses his classical training to perform great pop songs with a rich operatic style at **First Niagara Pavilion**.

**SAT**  
**7** Another sign that spring has arrived: **Kennywood** officially opens for the season.

**SAT**  
**7** Pittsburgh comic playwright George S. Kaufman comes home (sort of) for "Louder FASTER" at **City Theatre**.

**SAT**  
**7** The stars of cable TV's "Deadliest Catch" are at **Heinz Hall** to reel in everyone's fascination with their incredible tales of life on the high seas.

**MON**  
**10** Best selling author Nathaniel Philbrick is at the **Carnegie Library** with his new book about the outsized characters behind the famous Battle of Little Bighorn.

**TUE**  
**11** Oakland is full of happy families and smiling kids for this year's Pittsburgh International Children's Festival. Be sure to check out the calendar's [special feature section](#).

**TUE**  
**11** Superstar Usher delivers great R&B tunes at **Consol Energy Center**.

**THU**  
**12** Risk takers take over the **Kelly-Strayhorn** this weekend for the New Moves Contemporary Dance Festival.

**FRI**  
**13** Teenage artists invade the **Andy Warhol Museum** to showcase their creativity.

**FRI**  
**13** Comedian George Lopez takes a break from his hit cable TV show to perform stand-up at the **Benedum Center**.

**FRI**  
**13** The group exhibit "Neighbo(u)rhood" at **Mattress Factory** uses various media to explore the meaning of, well, neighborhood and neighbors.

**SUN**  
**15** The always exciting Pittsburgh Marathon sprints its way through the city today.

**SUN**  
**15** The award winning duo Sugarland is at **First Niagara Pavilion** with their pop-friendly country music.

**MON**  
**17** The gangs are all here for the latest incarnation of "West Side Story" being staged at the **Benedum Center**.

**SAT**  
**21** Discover who are the greatest hoofers in Pittsburgh's public schools at **Soldiers & Sailors Hall** as city teens kick up their heels for a night of competitive dance.

**TUE**  
**25** Famed violinist Itzhak Perlman joins the Pittsburgh Symphony Orchestra at **Heinz Hall** for a magical concert of

**TUE**  
**25** Gifted singer/songwriter Ryan Montbleau is at **Club Café** to perform his poetic blend of rock, jazz and folk music.

Keep an eye out for June's special feature sections on the web events calendar for Pride Month and the annual Three Rivers Arts Festival.



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# National/World A&E News Round-Up

## ABC Cancels Two Longtime Soaps

In a move that shocked many soap fans, ABC has cancelled two of its three daytime serials: "All My Children" and "One Life To Live".

There have been rumors that at least one soap was on the bubble, especially since ABC's parent, **Walt Disney Company**, is preparing to revamp its cable channel Soapnet into Disney Jr. They include reports that "AMC" has been routinely over budget. Both shows have seen ratings decline as the daypart's audience continues to change. They are being replaced by a pair of lifestyle shows.

"We are taking this bold step to expand our business," The Wrap.com quotes ABC's Brian Frons, "because viewers are looking for different types of programming these days." However, the Wrap.com also reports that the daughters of Frank and Doris Hursley, who created "General Hospital", are now suing saying that ABC owes them revenue from the show.

### Wildenstein Scandal

Many people in the art world have also been shocked with the news of one of the most storied families being involved in a major scandal.

The French police are investigating Guy Wildenstein and his family regarding the works they had on display in their institute --- about 30 of which were reportedly stolen from Jewish families by the Nazis during World War II. Ironically, the Wildensteins are themselves Jewish and have been one of

Europe's most prestigious families of art dealers for five generations.

This is not the first time **Wildenstein & Company** has been involved in scandal: over the years they have faced charges and claims of money laundering and tax evasion. There have even been lawsuits within the family.

### Bankrupt Orchestra

With dwindling operating funds and a structural deficit approaching \$15 million, the **Philadelphia Orchestra**, has filed for bankruptcy protection.

"We have made the difficult, but necessary, decision to enter into a reorganization process," Richard B. Worley, the orchestra's chairman, said in a press release. "Faced with such substantial financial challenges beyond the growing structural deficit and a lack of additional operational funds available to the Philadelphia Orchestra, the board of directors has chosen this path as the best means to help reset our financial obligations. This is a first step forward toward financial health and stability for this great Orchestra."

According to the *Philadelphia Inquirer*, this is the first time a major U.S. orchestra has filed for bankruptcy.

The orchestra insists it has sufficient funds to complete the current season and has launched a fundraising campaign called "Listen to Your Heart".

### Getting More Mad

After some protracted and public negotiations, the critically ac-

claimed cable TV series "Mad Men" will be back for a fifth season.

Produced by **Lionsgate** and airing on AMC, the series follows a group of New York advertising professionals during the changing world of the 1960s. A new contract reportedly pays creator Matthew Weiner to continue as showrunner for three more years. But the long negotiations mean that the season won't premier until sometime in early 2012.

Money was the sticking issue. Apparently AMC had been asking for a budget cut and shorter scripts (to allow for more ad time). Articles in trade magazines have hinted that "Mad Men" is a loss-leader for AMC and the network was trying to staunch the flow of red ink. The fifth season will tentatively bow next March.

### Bowing To Bertolucci

One of film's legendary figures, Italian director Bernardo Bertolucci will receive an honorary Palme d'Or at this year's Cannes Film Festival.

The director, 71, is best known for his landmark film "Last Tango In Paris" and the Oscar winning "The Last Emoporor". The controversial Bertolucci's films often deal with the themes of sex, politics and a love of movies.

His ceremony will be a highlight of this year's festival, being held May 11 to May 22.

## The Town Formerly Called Altoona

Welcome to the town POM Wonderful Presents The Greatest Movie Ever Sold, Pennsylvania -- or what was once known as Altoona.

As part of a publicity stunt for his new movie, filmmaker Morgan Spurlock has paid \$25,000 to the city of Altoona to temporarily (and, unofficially) change its name.

Financed entirely by sponsorship deals, Spurlock's documentary film, "POM Wonderful Presents The Greatest Movie Ever Sold" takes a few pokes at the use of product placement in media and entertainment. The film chronicles his efforts to persuade advertisers to pay him \$1.5 million to make the very movie the audience is watching. (**POM Wonderful, LLC**, a privately owned company founded in 2002 which markets

an eponymous brand of beverages and fruit extracts, is the naming sponsor).

Spurlock chose Altoona, reports *The Wrap.com*, because it is "a shining example of struggling cities across America."

Altoona certainly is. According to Wikipedia, the city's population peaked at just over 80,000 in the 1930s and has been shrinking ever since. It now stands at around 45,000. Founded in 1849 it was once a major railroad town. Today it is best known as the headquarters to the **Sheetz, Inc.** convenience store chain and the world's oldest wooden roller coaster. Sheetz is also among the film's sponsors.

Interestingly, the advertiser/sponsors are actually getting a kick out of their involvement,

even though the film is basically an extended critique on product placement. "We're all very pleased with where we netted out in it," an advertising executive with clients in the film told the *New York Times'* Stuart Elliott. "He's hit a cultural nerve."

According to the *Pittsburgh Tribune-Review's* Michael Machosky, the \$25,000 fee will be used to support the town's police department. The new name lasts until the end of June, when it will become Altoona once again.

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## Telefundraiser Behind On Fines

A company that has helped non-profits across the country — including local arts groups and public radio stations — has shut its Pittsburgh operations after admitting to violating state law.



**Outreach Associates** --- also known as Direct Advantage Marketing --- raised money for years from call centers first in East Liberty and later the South Side. But they did so by hiring convicted felons to solicit telephone donations.

The *Pittsburgh Post-Gazette* began an investigation more than a year ago that revealed that at least 26 Outreach employees should not have been hired. The state's Solicitation Of funds for Charitable Purposes Act forbids professional solicitors from having felony convictions. The newspaper's report forced the company to conduct the background checks on all their employees, something it should have done upon hiring. Not only were some felons, but some were registered sex offenders. Outreach fired 18 staff members as a result. The company received over \$20,000 in fines,

shut down its Pittsburgh office and folded its web site.

However, the *Post-Gazette's* Jonathan D. Silver recently reported that Outreach is behind on paying the fine, which they agreed to pay in installments. "The March installment and April installment have not been paid yet," Silver's April 16 article quotes a state spokeswoman. No longer having a local office, Outreach Associates could not be reached for comment.

## Jimmy Stewart Museum Embraces Technology To Lure More Visitors

As part of its efforts to turn around its declining attendance, the **Jimmy Stewart Museum** has introduced a new, self-guided audio tour.

Established in 1995, the museum is dedicated to the life

and career of Academy Award winning actor James Stewart (1908-1997), who was born and raised in Indiana, Pennsylvania where the museum is located. But that very location is proving a challenge: it is small town (population 15,000) far from major urban centers without a mass of cultural institutions surrounding it. A mere 5,000 people visited the museum last year.



The tour uses equipment made by the **Orpheo Group**, which specializes in audio guides and information systems for museums and cultural sites. For an additional \$5 (on top of the admission fee), visitors carry around a small unit that provides narration as they visit different displays reflecting the actor's life. More information on Orpheo Group can be found at <http://www.ophrvs.net>

It is hoped that the tour will help lure new visitors --- and new revenue --- as the museum's executive director, Timothy Harley, hopes. "For our younger guests who are so accustomed to hand-held devices with keypads," he told the *Pittsburgh Post-Gazette's* Julie Percha, "this tour may enthruse them to learn something

about James Stewart, who they might be unfamiliar with."

Like many institutions, the museum has lost all state financing and must rely upon donations, fundraisers and admission fees. For more specific information on the museum and the tour, visit <http://www.jimmy.org>

**Advertise!**

**See Page 17 For  
More Information.**

# Hearst & Burnett Sign Major Deal

Reality television producer Mark Burnett --- the man behind the hit shows "Survivor" and "Are You Smarter than a Fifth Grader?" --- has sold a major stake in his production company to **Hearst Corporation**.

## HEARST corporation

In Pittsburgh, Hearst Corporation owns ABC affiliate WTAE-TV. In addition to television and radio stations, the company publishes magazines such as *Good Housekeeping*, newspapers like the *San Francisco Chronicle* and web sites including RealBeauty.com

MediaPost.com reports that, along with buying a stake in his company, Hearst and Burnett have formed a joint venture that will capitalize on Hearst's brands --- like the magazines *Cosmopolitan* and *Esquire* --- for TV shows and

new media. Financial terms were not disclosed.

"The most successful companies are those that can surround the consumer with world-class content based on their brands," Hearst CEO Frank Bennack told the *Hollywood Reporter*. "We see this as a growth opportunity for us that diversifies our revenue stream and we are happy to have

Mark --- a visionary on the reality genre --- as a partner."

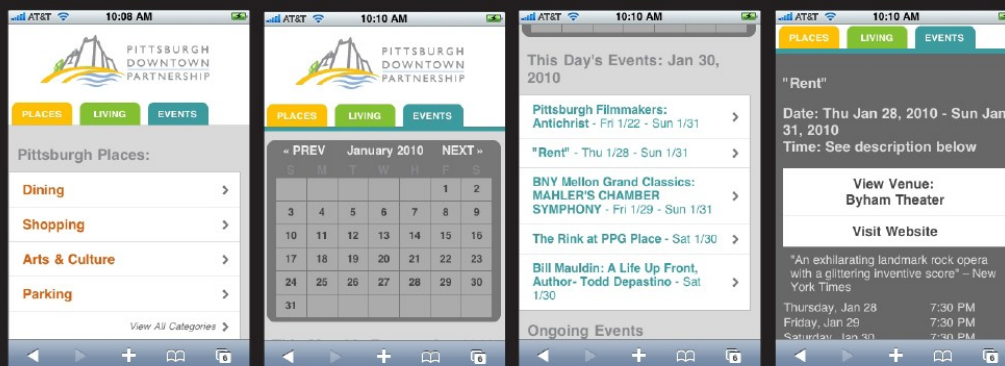
Locally, the *Pittsburgh Post-Gazette* reports that WTAE-TV's chief meteorologist Stephen Cropper is leaving after more than 16 years. Cropper has turned down offers at stations in other markets, preferring to stay in Pittsburgh. "I believe God has a plan, but he just hasn't emailed me the plan yet," he told the paper's Maria Sciuillo.

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## Patti LaBelle Coming For Pride

Award winning singer and actress Patti LaBelle headlines this year's "Pride in the Street" party as part of Pride Month in Pittsburgh.



June is Pride Month, when gay, lesbian, bisexual and transgender (GLBT) people throughout the U.S. celebrate their contributions, history and community. It is held nationally each June to remember the famous Stonewall Riots of June 28, 1969 which began the modern gay rights movement. Most of Pittsburgh's Pride Month

festivities are produced or coordinated by the **Delta Foundation**, which is dedicated to improving the quality of life and visibility of the region's GLBT community.

A native of Philadelphia, LaBelle will perform a 45-minute show on the outdoor stage at Liberty Avenue between 9<sup>th</sup> and 10<sup>th</sup> streets on Saturday, June 11. More information is available at [www.pittsburghpride.org](http://www.pittsburghpride.org) and a full schedule of Pride Months events will be available in late May at [www.post-gazette.com/events](http://www.post-gazette.com/events).

In other GLBT arts/entertainment news, over 200 local, national and international artists came together at the Montage Interior Design Studio on April 9 at a party benefiting the **Persad Center**, which strives to strengthen the physical and mental health of the GLBT community. "I am awed by the generosity of our contributing artists who give their magnificent creations to help us raise money," Persad's executive director, Betty Hill, says in a press release. "Many of them contribute to honor friends and family and fellow artists who have been lost to AIDS and in recognition of their gifts in our community."

## New President @ PDP

Jeremy Waldrup has been named the new president of the **Pittsburgh Downtown Partnership**. He succeeds outgoing president Michael Edwards and officially takes over May 16.



Founded in 1994, the Pittsburgh Downtown Partnership (PDP) represents community, business and residential leaders in downtown Pittsburgh. The organization manages downtown's business improvement district and regularly works with entities like the **Pittsburgh Cultural Trust** and produces the city's annual Light-Up Night holiday celebration. James A. Richards, editor and publisher of *Pittsburgh Applause*, was part of the PDP's original staff.

A graduate of the University of Colorado, Waldrup has spent

much of his career working with similar organizations in New York City through the city's Department of Small Business Services and other entities. "Jeremy has extensive experience managing the city of New York's 64 business improvement districts and working directly with small businesses," PDP's chairman Richard Beynon says in a press release. "Jeremy has many of the qualities we are looking for to lead this organization. We are quite excited to have someone with his experience who will bring fresh new ideas while remaining focused on our core issues of keeping Pittsburgh clean and safe."

It will be quite a change for Waldrup, his wife and two children, to move from Brooklyn to Pittsburgh. But in the same press release, he insists this is "an exciting time for my family and me to move here and experience all that Pittsburgh has to offer."

## Banjo Club "The Best"

On April 6, amid a standing-room-only crowd, the **Pittsburgh Banjo Club** was formally called one of Pittsburgh's best.

Founded in 1988, the Pittsburgh Banjo Club is a non-profit organization made up of men and women from all walks of life to encourage and preserve the banjo.

WQED-TV personality, chef and writer Chris Fennimore stopped by the Club's weekly show to present them with *Pittsburgh Magazine's* "Best of the Burgh" award for "Best Free Entertainment". Every Wednesday night at the Allegheny Elks Lodge, the Club opens its rehearsal to the general public at no charge.

For more information, visit [www.thepittsburghbanjoclub.com](http://www.thepittsburghbanjoclub.com)

## Fallen Heroes Memorial Created By Simon

Hundreds of people gathered in Bloomfield on April 4 for the dedication of local sculptor James Simon's newest and possibly most moving piece. Called the Fallen Heroes Memorial, the sculpture is to honor three Pittsburgh Police officers lost in the line of duty.

On April 4, 2009, three officers -- Eric G. Kelly, Paul J. Sciallo II and Stephen J. Mayhle --- were fatally shot while responding to a domestic disturbance in the city's Stanton Heights neighborhood.

The sculpture sits outside St. Joseph Catholic Church and is a

large, detailed rendering of St. Michael the Archangel. In Christian, Jewish and Muslim tradition, Michael is one of God's "chief princes" who leads God's armies against Satan's forces. Simon describes his version of Michael as a protective warrior.

Simon told the *Pittsburgh Post-Gazette's* Marylynn Pitz that he felt "privileged that they [the committee] wanted me to do it." The newspaper offers a slideshow documenting the sculpture's creation online at <http://www.post-gazette.com/pg/11093/1136640-491.stm>

## ToonSeum's Hotel Room

Imagine sleeping with a superhero.



The Wyndham Grand Pittsburgh (formerly the Hilton Pittsburgh) has collaborated with the **ToonSeum** to create "The ToonRoom," a guest room decorated with a comic and cartoon theme.

Housed in a Cultural District storefront, the ToonSeum is dedicated to cartoon art and presents a regular program of exhibits, screenings and lectures.

Guests of the ToonRoom will enjoy original art on the walls featuring comic strips, animation and comic book art. The room even has a drawing desk and sketchbook so that guests can leave behind their own creations to share with future guests. All of

the pieces were selected by the ToonSeum's executive director, Joe Wos.

"We are extremely proud to partner with the ToonSeum to provide a space that is an imaginative haven for artists, a mini-museum for cartoon fans and an incomparable overnight destination," the hotel's general manager, Robert Lepore, says in a press release.

In other news, the ToonSeum has awarded its Nemo Award to cartoonist Dick Locher. The award is a museum program that recognizes contributions to the cartoon arts. The 81-year-old Locher is a syndicated cartoonist who worked with the legendary Chester Gould (1900-1985), who created "Dick Tracy," and later took over writing and drawing the strip. He is a winner of the Pulitzer Prize and retired earlier this year.

## Concert TV Series Comes To Pittsburgh

TV's legendary "Saturday Night Live" has been showcasing the hottest bands for almost four decades. Starting May 14, late owls in Pittsburgh can continue to enjoy top acts in a new series following "SNL" on WPXI-TV called "PromoWest Live".



Begun in 1983 and based in Columbus, **PromoWest Productions** is the largest full-service, independent entertainment company in the Midwest. They own and operate five venues, including Stage AE near Pittsburgh's north shore. WPXI-TV is owned by **Cox Enterprises**.

The first incarnation of "PromoWest Live" debuted in 2009 on a Columbus TV station airing concert segments taped at one of their Ohio venues. It continues and, like the Pittsburgh version, airs after "SNL" on the NBC affiliate. Each episode features performances by three bands along with interviews. The Pittsburgh variation will be taped at Stage AE.

"In Columbus, we've shot everyone from My Morning Jacket to Spoon," PromoWest's Amy Cooper told Scott Mervis of the *Pittsburgh Post-Gazette*. "For the bands, it's like free advertising."

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## A Happy New Turn

Local film company **Happy Cloud Pictures** has announced that production will commence this spring on their sixth full-length feature.

Departing from the stylized, zombie-theme films of their past, "Razor Days" is a grim horror story of survival and revenge set in the real world. It is the tale of three women, each the survivor of horrific violence, who bond together for support --- and then get revenge on those who harmed them.

"We've been developing this script for six or seven years now," says writer-director Mike Watt in a press release. "Originally, we pitched it as 'what happens after the end of the Texas Chain Saw

Massacre,' focusing on how survivors of such things [like mass murder and cannibals] could possibly put their lives back together and how violence infects all parts of someone's life. As the script evolved, we moved away from the notion of the fantastical inbred mutants that are the hallmarks of these types of stories and chose to present the majority of the take through the eyes of the victims. The cannibals are really the least of their problems."

At press time, there was no word on budget or specific shooting schedule. "Razor Days" is expected to reach theaters in November. For more information, visit [www.happycloudpictures.net](http://www.happycloudpictures.net)

## Teen Artists @ AABC

At a standing-room-only crowd on April 22, the **Associated Artists of Butler County** announced the winners of its annual high school art exhibit contest.

### *The Associated Artists of Butler County*

Begun in 1928, the mission of the Associated Artists of Butler County (AABC) is to encourage, promote and foster the arts in Butler, a rural county of some 180,000 people northwest of Pittsburgh.

218 young artists submitted over 400 works to be judged by Heather Hertel, an associate art professor at **Slippery Rock University**, who commented on how impressive the pieces were. She

especially praised the students at Butler Immediate High School for their collaboration in creating a large sculpture on display in AABC's front window.

Jesse McKinnis of Butler Senior High School won Best of Show; Maggie Myers of Butler Intermediate won first place in Drawing; Alexa Seibert of Mars Area High School won first place in Painting and Photography; Emma McKee of Seneca Valley won first in sculpture and Sartah Holzer of Seneca Valley won first in Mixed Media. The first place winners in each category received a free membership to AABC.

For more information, visit <http://www.aabcartcenter.com>

## Peters Coming To IUP

**Indiana University of Pennsylvania** (IUP) has announced that award-winning actress, dancer, singer and humanitarian Bernadette Peters will be their Helwig Distinguished Artist for their 2011-2012 "Lively Arts" season.



Established in 1875, Indiana University is a public university in rural Indiana County about 55 miles northeast of Pittsburgh. The Helwig Distinguished Artist program was created in 1987 with an endowment by Florence Lattimer Helwig in honor of her late husband, Wilfred E. Helwig, a successful Indiana County businessman. "Lively Arts" is the umbrella program for all performances and exhibits offered to the public at IUP.

Bernadette Peters made her Broadway debut in 1967 and later went on to win Drama Desk and Tony awards. Her 17 feature films include "The Jerk" with Steve Martin and, most recently, "It Runs In The family" with Michael Douglas.

Peters will perform various songs, including classic Broadway tunes, on September 8 at the university's Fisher Auditorium. For more information, visit [www.iup.edu/livelyarts](http://www.iup.edu/livelyarts)

## 2011 Hip-Hop Awards

Rap crew Formula 412 was among the big winners at this year's Pittsburgh Hip-Hop Awards. For the complete list, visit [www.pittsburghhiphopawards.com](http://www.pittsburghhiphopawards.com)

The award program is a project spearheaded by concert promoter Dwayne Muhammad of **360 Entertainment** to shine a light on a segment of Pittsburgh's music community that otherwise gets little mainstream attention. Past winners include current national artist Wiz Khalifa and Jasiri X.

In his blog, the *Pittsburgh Post-Gazette's* Scott Mervis shares Muhammad's reflections on the program's last five years, espe-

cially its most famous name. "We remember seeing a 17- or 18-year-old Wiz still in high school coming to the show and winning those two awards. Now he's the No. 1 artist in country on Billboard. I'm proud of that."

Not everyone is so positive about the program. An online debate continues on the region's leading hip-hop web site ([www.reppghhiphop.com/2011/03/11/the-great-pittsburgh-hip-hop-awards-debate/](http://www.reppghhiphop.com/2011/03/11/the-great-pittsburgh-hip-hop-awards-debate/)) with a complaint about the "gradual decline in attendance, the sloppiness, the terrible performances" over the years.

## In Brief . . .

**Apple Box Studios** has hired Daniel Filipek as Senior Production Manager and Michael Wiegand as Producer/Project Manager . . . Local event producer **JPC Event** was awarded an ACE Award at this year's Catersource Conference & Trade Show in Las Vegas . . . The band Big House Pete can be heard on the soundtrack for the locally made horror film "River of Darkness" . . . An anonymous donor is making it possible for the **Pittsburgh Ballet Theatre** to perform "Peter Pan" with a live orchestra . . . **Cine-mark** has announced that it is building a new 12-screen movie theater in McCandless.

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# Pittsburgh Applause Editorial

## Losing More Than Popular Shows

By James A. Richards

And now there are four.

When ABC announced that it was canceling two long running soaps, it leaves a genre down to just four shows on three networks. Fans of those "All My Children" and "One Life to Live" are in mourning. But I have a different concern.

You can learn a lot in a formal classroom --- and that should *never* be dismissed --- but in show business some training is done by doing. That lesson was learned in vaudeville, when talented people discovered their style and voice in third-rate houses before moving up to the big time. It was in small-time vaudeville that the Marx Brothers learned that their song &

dance act wasn't working, and turned to comedy.

During Hollywood's Golden Age, cheap B-movies did the same thing for actors, writers, directors and cinematographers. Theater still has Off-Broadway, even though it is becoming almost a second Broadway itself.

But since the rise of television, the best training ground has been daytime serials. It gave young people in various disciplines --- in front of the camera as well as behind it --- the chance to develop their craft side-by-side with skilled professionals who made their careers in that genre. A few have even become stars.

The demographics of daytime have been changing, making

cheaper, more casual programming such as game shows and talk shows a better economic choice. I understand and appreciate that. But unfortunately, that means losing a valuable place for the next generation of creative people to develop and to learn by doing.

And that is something to really mourn.

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

They may be edited for publication.

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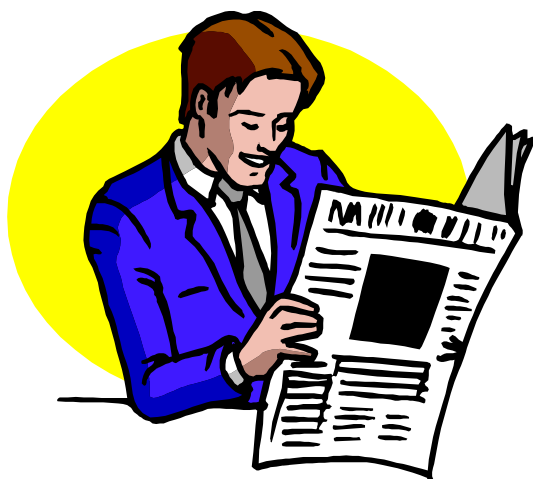
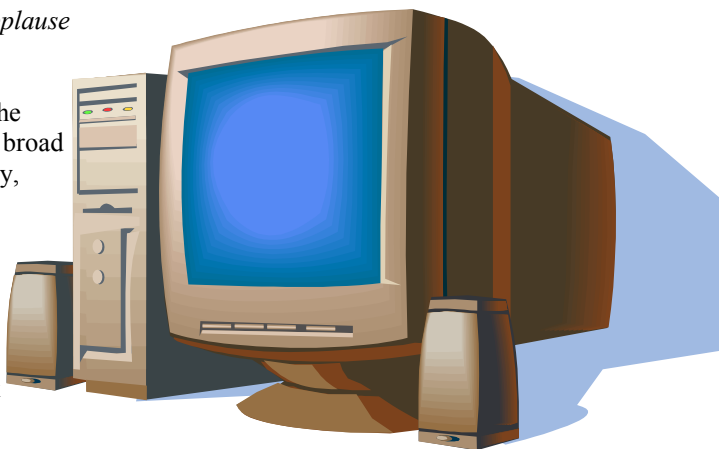
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Jim hopes to eventually bring *Pittsburgh Applause* back to the real world!

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

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

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