

pittsburgh applause!

arts & entertainment newsletter

“One Shot” To Start Shooting

Production is scheduled to begin this month for the film version of bestselling novel *One Shot*.

One Shot is part of British author Lee Child’s series of novels about a former US Army officer named Jack Reacher who served as a military policeman and is now a drifter investigating crimes he encounters in his cross-country travels. Tom Cruise has been cast in the lead.

Crew resumes should be submitted to:

resumes.jackreacher@gmail.com
Nancy Mosser Casting is looking for photo doubles. Specifics have been posted on the **Pittsburgh Film Office** web site at <http://pghfilm.org/hotline.jsp?pagelid=2161392240601287511677038>

The Pittsburgh Tribune-Review’s Kellie B. Gormly reports Cruise, his wife Katie Homes and their daughter Suri, were seen paying a visit to **Soergel Orchards** on September 25. Soergel is a family-owned farm, garden center and specialty market in suburban Franklin Park.

Katie Morrison, one of the Soergel family, told Gormly that the Cruises’ were joined by two friends for a private wagon ride through the orchard. Later, little Suri took part in children’s activities with other kids visiting the farm. “They were out together for an afternoon as a family,” Morrison explained, “and we tried to just let them enjoy that.”

Shooting is expected to take place in and around the city through the end of the year. The film is scheduled for a 2013 release.

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The PSO expects to post a large loss this fiscal year **Page 9**

Pillow Project heads to Paris for a series of shows **Page 9**

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“Elixir” Shooting

Shooting has begun in Pittsburgh for the ABC Family musical “Elixir”.

The cast includes Jane Seymour, Tom Wopat, Chelsea Kane and Sara Paxton. It is the tale of a choreographer (played by Seymour) who travels to Italy for her daughter’s wedding. After sustaining an injury, she drinks an elixir that is supposed to ease the pain of an old injury --- but is, instead, magically made 30 years younger.

“Elixir” is the cable network’s first musical. ABC Family, part of the **Walt Disney Company**, has posted details on the movie at <http://abcfamily.go.com/site/news-details/get-ready-abc-familys-first-movie-musical/854397>

Crew resumes should be submitted to elixir919@gmail.com

“Elixir” is expected to air sometime in 2012.

QED, Steeltown, Launch Incubator

WQED Multimedia has partnered with the **Steeltown Entertainment Project** to create an incubator to be a catalyst in the development of Pittsburgh as a hub for television production. The first project to be funded will be



one for actor/director (and Pittsburgh native) Jamie Widdoes. As an actor, Widdoes is best known for appearing in the 1978 film "National Lampoon's Animal House." He is currently the director of the hit sitcom "Two and a Half Men."

"This project is a game-changer for television production in Pittsburgh," said WQED President Deborah L. Acklin in a press release. "Much like WQED's history of innovation in creating the world's first community-supported station, this new model once again breaks the mold to combine the state of the art facilities of WQED with world-class talent to produce national television right here in Pittsburgh. These successful entertainment expatriates want to work in their hometown and at WQED."

Founded in 2003, the Steeltown Entertainment Project connects entertainment professionals, with Southwestern Pennsylvania ties, to projects, people and partnerships in order to support and invest in the socially and commer-

cially significant film and media industry of the Pittsburgh region. The incubator is being funded by a grant from the Richard King Mellon Foundation.

In other news, WQED-TV has won seven Mid-Atlantic Awards, leading all the other Pittsburgh stations.

Founded in 1981, the Mid-Atlantic Emmy Awards are a division of the **National Academy of Television Arts & Sciences**, recognizes excellence in select northeast markets in states such as Pennsylvania, Ohio and New Jersey. A complete list of winners is available by visiting <http://www.natasmid-atlantic.org/docu-ments/2011EmmyRecipients.doc>

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Twitter: www.twitter.com/wardrobebabe

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Lisa Marie Bruno
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Scandal Rocks SAG

Despite a successful election, the **Screen Actors Guild** (SAG) is facing a major scandal regarding its pension fund.



SAG represents over 200,000 film and television principal performers and background performers, including hundreds of actors in the Pittsburgh area. SAG is currently negotiating a merger with the **American Federation of Television & Radio Artists** (AFTRA) which maintains an office in downtown Pittsburgh.

In an exclusive article, The-Wrap.com reported on September 15 that administrators of the union's pension plan --- worth an estimated \$2 billion --- are being accused of covering up an embezzlement scheme that may have cost as much as \$10 million. A former employee of the fund has filed a formal complaint with the United States Department of Labor. The next day, the board of trustees announced that there will be a full review and that outside counsel has been retained to lead the investigation.

Regarding the recent elections, SAG has announced that Ken Howard has been retained as union president and Amy Aquino as secretary-treasurer. Both have been among the biggest supporters of the AFTRA merger.

CMA Gets Film/Video Grant

A grant has been made to the Carnegie Museum of Art (CMA) to support the CMA's extensive film and video collection.

CARNEGIE | MUSEUMS
| OF PITTSBURGH

CMA is part of the **Carnegie Museums of Pittsburgh**.

Budget issues forced the museum to end its film and video section. In 2003. A \$325,000 grant from the Andrew W. Mellon Foundation will be used to study and manage the collection. It will be led by existing curators.



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CBS Predicts Bright Future

The top executive at **CBS Corporation**, which owns two television and four radio stations in Pittsburgh, is trying to convince investors that the company is more than its image.



Many analysts have considered the company too dependent on ad dollars for its revenue. However, speaking at a media conference recently, CEO Leslie Moonves says that the company's revenue stream is becoming more diversified and ad sales account for only about 64%. "We're less dependent on that and we're in good

shape," the *Los Angeles Times* quotes him. Nevertheless, Mediapost.com reports CBS is enjoying a boost ad money. The web site also reports that CBS and **Walt Disney Company's ABC** are #1 with upscale viewers.

Unfortunately, the company's film division is not doing as well and the CEO of CBS Films, Amy Baer, has been removed from her post. Although many of the films have been profitable, none have been hits.

In other news, Charlie Sheen has reached a settlement over his dismissal from the hit sitcom "Two and a Half Men." He is to receive \$25 million from the producers. Although a sizable sum, it is far less than the \$100 million he was

asking. So far, the show is not hurting from his loss: nearly 28 million people tuned in to see his character buried and Sheen replaced by Ashton Kutcher.

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WDUQ News

The transition of WDUQ-FM is nearly complete with a new general manager and call letters.

The station, formerly of **Duquesne University**, was acquired earlier this year by a newly-created nonprofit organization called **Essential Public Media** (EPM). The organization is partially owned by **WYEP-FM**. The all-jazz format has been dropped for primarily news.

EPM has filed a request with the Federal Communications Commission to change the station's call letters to WESA-FM. DeAnne Hamilton has been hired as general manager. Most recently she ran the public station for **Michigan State University**. Hamilton begins her new post on October 17.

Images

Photos Celebrating Pittsburgh's Arts/Entertainment History & Community



Best known for appearing in TV's "Brothers & Sisters," actor Luke Macfarlane will be starring in a local production of the play "Sam Bendrix at the Bon Soir" at City Theatre starting in November.

Photo Source: Out In Hollywood

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



Be sure to check out our Halloween special feature section for the best collection of haunted houses, hay rides and parties.

SAT
1

Stop by the **Andy Warhol Museum** for a pair of exhibits opening up, one celebrating one of the country's best comic book artists and another of works by artists inspired by the great Andy himself.

celebrating one of the country's best comic book artists and another of works by artists inspired by the great Andy himself.

MON
3

Muslims aiding Jews is the subject of a moving exhibit opening at the **American Jewish Museum** tonight.

TUE
4

Known for their technical proficiency, the band Dream Theater wakes up the **Amphitheater @ Station Square** with their progressive metal music.

TUE
4

The *Post-Gazette's* gardening expert Doug Oster leads a workshop at the

Pittsburgh Post-Gazette Building tonight.

THU
6

Have a "Blast!" at **Heinz Hall** for an exciting celebration of movement and music.

THU
6

See hoofers from TV's "So You Think You Can Dance" at **Petersen Events Center**.

FRI
7

Head over to the **Benedum Center** to embrace something truly "Wicked".

FRI
7

An exhibit opens at the **Pittsburgh Glass Center** on how artists have changed whole neighborhoods.

TUE
11

The Pittsburgh Penguins launch their new season tonight at the **Consol Energy Center**.

WED
12

The Building Change Film Festival opens with a collection of movies on improving our world.

THU
13

The hip-hop duo Insane Clown Posse goes crazy at **Stage AE**.

FRI
14

The annual Pittsburgh International Lesbian & Gay Film Festival returns to the **SouthSide Works**.

SAT
15

The intelligent and timely play "Time Stand still" opens at **City Theater** with a

powerful tale of how one couple deals with war.

SUN
16

Pittsburgh's favorite little girl — Jackie Evancho — delights at the **Benedum Center**.

WED
19

Post-Gazette columnist John Hayes offers some camp cooking tips at the **Post-Gazette Building** tonight.

FRI
21

Kick up your heels with a local production of "A Chorus Line" at the **Pittsburgh Playhouse**.

THU
27

Songs and pawns are the tools in the Col War musical "Chess" at the **Byham Theater**.

SAT
29

Opening at the **Carnegie Museum Of Art** is a groundbreaking exhibit dedicated to noted Pittsburgh photographer Teenie Harris.

SAT
29

Embrace your inner macho man as the Village People rock the **Carnegie Library Homestead** with their classic disco songs.

SAT
29

Hip-hop artist Chris Brown heats up the **Consol Energy Center**.



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

National/World A&E News Round-Up

A Very “Modern” Emmy Awards

The ABC sitcom “Modern Family” was the big winner at this year’s Emmy Awards.

Among the other winners were AMC’s “Mad Men” and the HBO miniseries “Mildred Pierce.”

Host Jane Lynch was also cited by critics for making the telecast, in the words of the Associated Press’ Frazier Moore, “funny, bright.” However, the evening had a surprise: controversial actor Charlie Sheen as a presenter. Sheen was very publicly fired earlier this year from the hit CBS series “Two and a Half Men.”

A detailed list of winners is available online at <http://www.emmyonline.tv>

Diving In

The *New York Times* reports that the **Museum of the City of New York** will be taking over the troubled **Seaport Museum New York**.

The Seaport Museum has been struggling for years with a growing amount of debt, much of it for rent and utilities. “We [will] assume full responsibilities for its management and its budget,” the City Museum’s Susan Henshaw Jones told the *Times*’ Robin Pogrebin. “We have complimentary missions and complementary collections.”

Founded in 1967, the Seaport is dedicated to preserving and presenting programs related to New York’s maritime history.

The takeover is being supported by a \$2 million grant.

A Tangled Netflix

Video rental company **Netflix** is caught in a web of its own making, angering customers for how it has handled an increase in prices. Many subscribers have left the service.

The company is splitting into two services with Netflix retaining online streaming with DVD rentals handled by a newly created division called Qwikster. But this means that customers will have to pay for the two services separately, rather than one subscription fee. For many customers this means a 60% increase in fees. At least 600,000 subscribers have left and various postings on the internet indicated that many customers are angry.

“I don’t think Netflix is listening to its customers at all,” the Associated Press (AP) quotes author and consultant John Tschohl. “They have really blown it”. The AP also reports that the company’s stock plummeted on the news, wiping out \$8 billion in value.

Netflix CEO Reed Hastings has posted an apology on the company’s blog.

OCP’s First CIR

Lembit Beecher has been named the **Opera Company of Philadelphia’s** (OCP) first Composer In Residence.

Founded in 1975 through the merger of two existing opera companies, OCP is that city’s only organization that produces grand opera.

Born of American and Estonian parents, many of Beecher’s com-

positions focus on the immigrant experience. “Lembit’s music displays an emotional authenticity that is perfectly suited to exploring the opera genre and the lyric theater,” OCP’s David B. Devan said in a press release. The residency is being funded by the **Andrew W. Mellon Foundation**.

The OCP announced in a separate press release that it expects a balanced budget for the fiscal year, despite the challenging economy.

Getting Sudsy Again

Prospect Park has announced that the canceled soaps “All My Children” and “One Life to Live” will return in January on the company’s new web service, The Online Network.

ABC, a division of the **Walt Disney Company**, canceled the two long-running serials earlier this year. Prospect Park bought the rights to produce new episodes. In a press release, the company explains that “with broadband availability in 70% of US households and the proliferation of internet-enabled televisions” there should be strong enough audience and advertiser support to make the new network a success.

Negotiations continue with production staff and especially on-air talent. But at press time it remained unclear if the most important actor involved, Susan Lucci of “All My Children,” will be among the cast members making the transition.

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Daffadilleas a boutique of handmade baby gifts
and other sassy things

www.etsy.com/shop/daffadilleas

The advertisement features a black background. At the top left, the word "Daffadilleas" is written in a large, elegant, cursive font with a pink-to-white gradient. To the right of this, the tagline "a boutique of handmade baby gifts and other sassy things" is written in a smaller, white, cursive font. In the center, there is a close-up photograph of a baby's face, looking upwards and to the right with a curious expression. The baby is wearing a light blue blanket. At the bottom of the advertisement, the website URL "www.etsy.com/shop/daffadilleas" is written in a white, cursive font.

PSO Expects Loss

Despite an increase in ticket sales, the **Pittsburgh Symphony Orchestra** (PSO) is expected to post a loss of over \$1 million this fiscal year.



Many classical arts organizations across the country --- orchestras, ballet and opera companies --- have fallen into the red since the Great Recession began in late 2008. This has been the result of a combination of factors, including dropping ticket sales, reduced foundation grants and endowments with heavy stock market investments taking a hit.

“The PSO’s overall financial pic-

ture reflects the economic uncertainty we are all facing,” the *Pittsburgh Post-Gazette’s* Andrew Druckenbrod quotes Chairman Richard. P. Simmons. “Looking forward into fiscal 2012 and 2013, we are making important strides to reduce the gap between revenue and expenses.”

An important part of reducing the gap is the new agreement the PSO reached with the musicians union earlier this year that cuts wages 9.7%. [See [Pittsburgh Applause, July 2011](#) – Ed.]

Meanwhile, the PSO has posted videos from the final concert of its successful 2011 European tour, which can be seen at <http://www.pittsburghsymphony.org/pghsymph.nsf/web/berlin.html>

RAD Expects Increase

The Allegheny Regional Asset District (RAD) issued its 2012 budget on September 27 and projects a \$1 million increase in grants.

Founded in 1994, RAD is a special purpose unit of local government in Allegheny County that provides grants from half of the proceeds of the 1% Allegheny County Sales & Use Tax to civic, cultural and recreational entities.

The biggest recipients are expected to include nearly \$18 million to county parks \$5 million to city parks, \$20 million to the **Carnegie Library of Pittsburgh** and \$15 million to the convention center and major sports stadiums. Other major projected grants include \$1 million to the **National Aviary**, \$2

million to the **Phipps Conservatory & Botanical Gardens**, \$3 million to the **Pittsburgh Zoo & PPG Aquarium**. A full list can be downloaded as a PDF at http://www.radworkshere.org/docs/Release11_Sept27_2012prelimbudgetrelease.pdf

However, a press release warns that the uncertain economy may affect the final numbers. County sales tax revenues started the year higher early in 2011 but dropped as the year progressed. “This, coupled with recent market fluctuations and a small increase in local unemployment numbers, requires that we examine additional revenue information before we determine the final budget size for next year.”

News In Brief

Some news in brief . . .

Experimental improv group **The Pillow Project** has been asked to perform in Paris this month with renowned jazz poet Moe Seager at various underground jazz clubs. For more information, visit www.pillowproject.org

Joe Wos, the founder of the popular **ToonSeum**, has been named a Volunteer in the Arts Award (VITA) recipient. Each year, the VITA recognize the vitality that volunteers bring to arts organizations and are supported by the **Dominion Foundation**.

Dreams of Hope, a performing arts group for lesbian, gay, bisexual and transgender youth has hired its first managing director. That person is Kathi Boyle, formerly of the Pittsburgh AIDS Task Force. As the organization has grown, the board has recognized the need to have an experience nonprofit professional at the helm.

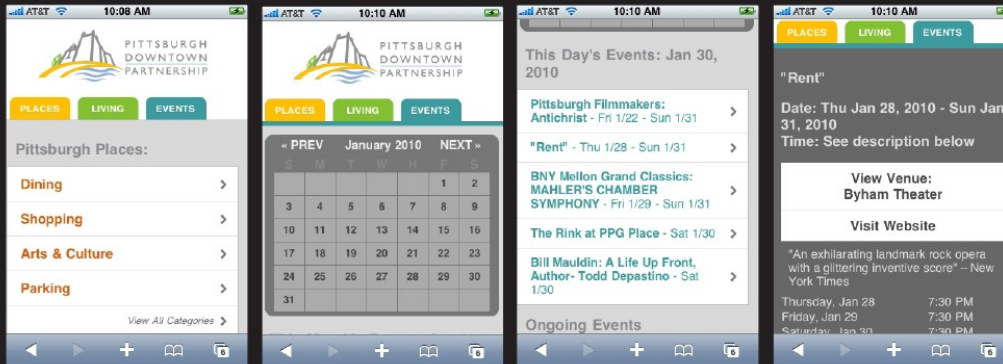
The well-regarded **Box Heart Art Gallery** is purchasing the building housing the gallery. The gallery intends to renovate the structure into a three-floor complex. There will be more exhibit space along with classrooms and expanding services.

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Pittsburgh Applause Editorial

There Is Always A New Audience

By James A. Richards

Southwestern Pennsylvania's insular culture can be amusing or frustrating depending on the given moment. I have actually developed a term for it: yinzerthink.

A dictionary might define yinzerthink this way: *The thought process of a native Pittsburgher with the default assumption that everyone knows the same things he knows regardless of any evidence or common sense to the contrary.*

I run into yinzerthink a lot, especially running the PGHEvents/Post-Gazette Web Events Calendar (www.post-gazette.com/events). It can often be amazing how natives just automatically assume that because a building has been in the same place for a

long time or that an event has occurred for several years that it is universally famous.

A good example is an experience I had last year. I do pro bono marketing for the Pittsburgh International Lesbian & Gay Film Festival. The festival is the sixth oldest of its kind in the world, and celebrated its 25th anniversary in 2010. The president of the society understandably wanted to write a history of the festival for that year's program booklet. It was a good idea and he did a pretty good job. There was just one problem: the history was peppered with names of people hardly anyone would recognize. A native himself, this reality did not automatically occur to him. My solution was to Google each name so that I could add qualifying

words so that readers could better understand who these people are.

Yinzerthink is a reflection on the region's insularity and makes it hard to assimilate new residents. But for the arts/entertainment community it's a unique problem: it hobbles audience development. Not everyone --- whether they are a native or not --- knows everything (or in some cases, anything) about a band, performer, museum, art form or theater.

I propose everyone drop yinzerthink once and for all.

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

They may be edited for

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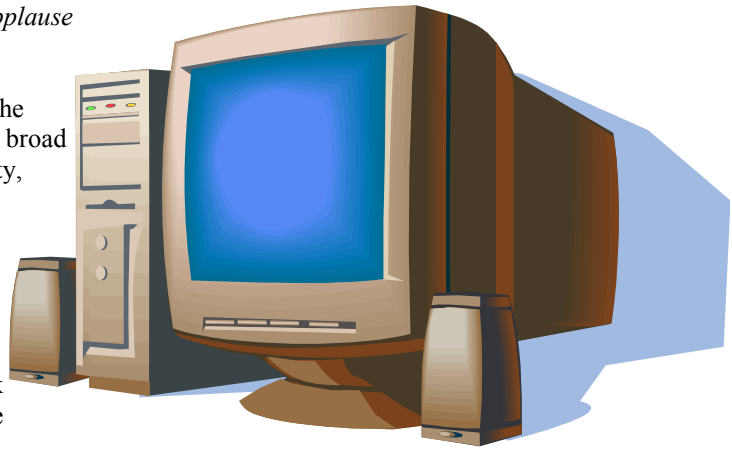
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Jim hopes to eventually bring *Pittsburgh Applause* back to the real world!

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

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