

NANCY SHEAR ARTS SERVICES

REPORT OF PUBLIC RELATIONS BREAKS FOR FIDDLEFEST 2003

(As of 28 July 2004)

American Symphony Orchestra League internet subscription service, 10 Oct 03 –
Announcement about Fiddlefest

American Symphony Orchestra League internet subscription service, 4 Dec 03 –
Report on Associated Press story

Associated Press – full story with photographer sent to shoot the Opus 118 rehearsal on
1 Dec. The story was carried on the wire, so had the potential to be published in more
than a thousand papers. Among the ones we know of are the following:

- **Seattle Post-Intelligencer**
- **Yahoo.com**
- **msn.com entertainment**
- **Newsday**
- **Sun-Sentinel, FL**
- **Comcast.net**
- **Miami Herald**
- **Stamford Advocate**
- **Yahoo Asia News**
- **TwinCities.com Pioneer Press**
- **13 WVEC.com Hampton Roads**
- **Citrus County Chronicle, FL**
- **tcpalm.com - Treasure Coast/Palm Beach**
- **softcom.net internet communications inc.**
- **mpdu.com – mom & pop attitude**
- **RockKansas.com**
- **newscenter.mind.net**
- **FindLaw Legal News and Commentary**
- **South Coast Today, The Standard-Times, New Bedford, MA**
- **Shawano Leader, WI**
- **Springfield News Sun, OH**
- **Surferznet.net**
- **news.netster.com**
- **InfoStructure (online)**

Beethoven Radio - did promotion and gave away 5 pairs of tickets to contest winners

Bergen Record (and Bergen County) – full article, “Fiddlers Fight to Preserve Music Education” by Eunnie Park, 28 Nov 03

Big Apple Parent – 17 Nov 03 – Quarter-page preview story, including interview with Roberta and photo of Roberta and the kids

Black Star News – Covered concert

City Guide (tourist guide given away at hotels, tourist offices, etc.) – Listing

Craig’s List (online service) <http://newyork.craigslist.org/eve/19316422.html> - reprinted NSAS press release in its entirety in the event section

Daily Record (Morris County, NJ) – listing, 29 Nov 03

Education Update – Reprinted NSAS’s press release as story, with photo; broke in newspaper and on-line

The Forward – Masha Leon covered the event afterwards using quotes from Matilda Cuomo and Kitty Carlisle Hart

Symphony Magazine - From the Field (10 Oct. 04 issue) – Listing in email newsletter edited by Rebecca Winzenried

Gramophone – 2 Dec 03 - Musical genres in the mix at Fiddlefest tonight, by Ken Smith

Hampton Sheet magazine – covered after-concert reception; will publish social story

The Instrumentalist Magazine – Liz Dallman interviewed Roberta and Arnold; they will publish a feature story

Long Island Press – 26 Nov 03 - Preview/Announcement

Newsday – listing, 26 Nov 03

New York Beacon (black publication) – full story by Shirlee Schwam with photo of Bobby McFerrin

New York City Guide – Listing

New York City Hotel Guide – Listing

New Yorker - 17 Nov 03 - listed event

New York Magazine – substantial concert listing for event, with information about Opus 118, November 27-December 4, 2003 issue (or December 1, 2003, issue)

New York Magazine – Listing for dinner, December 1, 2003, issue

New York Magazine, Music & Dance, edited by Tom Samiljan in 1 December 2003 issue, Classical Music paragraph listing.

New York Observer – 1 Dec 03 - item in Eight Day Week column

New York Post - 29 Nov 03 - Barbara Hoffman did full story

NY Press, 16-22 November 2003, Classical listing online and in paper.

New York Times – 2 Dec 03 - Arts Briefing column (second arts section page) – substantial item on concert and Opus 118

New York Times – 2 Dec 03 - Listing in arts section

New York Times – 30 Nov 03 – Sunday, Arts & Leisure, Listing

New York Times – 2 Dec 03 - 4-column by 6 ¼-inch photograph of rehearsal (news photographer covered this independently)

New York Times - 23 Nov 2003 – in the Benefits Column, about the concert and the dinner

New York Times writer was to have attended the concert but cancelled. He is interested in writing a story which focuses on one or two of the Opus 118 children. He will be in touch if and when this is possible.

NY1 – Verizon Community Calendar Listing

Parentsknow.com (web site for Big Apple Parent, Queens Parent and Westchester Parent magazines) – 2 Dec 03 – Listing

Red Ludwig (online music publication) - 15 Oct 03 – did announcement with Yo-Yo Ma's photograph on www.redludwig.com

Roberta on the Arts (internet arts reporting site) - 10 Dec 03 (review of event available at www.robertaonthearts.com)

The Today Show (NBC Network News) – Willard Scott did wonderful announcement, showing Fiddlefest flyer and speaking about Opus 118 .

Star-Ledger - 28 Nov 2003 - listing (and listing during previous week of Nov 10th)

The Strad magazine – did a preview photo

The Strad magazine – a review by Dennis Rooney will appear in a future issue

Strings Magazine - listed the event, announcement in the News & Notes section

Süddeutschen Zeitung – 12 Dec 03 - Das “Fiddlefest” in der Carnegie Hall zugunsten der Musikerziehung

TIME OUT NEW YORK – Two breaks: November 27-December 4, 2003 issue, Substantial listing which included information about Opus 118, and inclusion in the “Don’t Miss...” column.

Toronto Globe and Mail – 6 Dec 03 - “Music of the Heart Plays On”

The Upper North Side (Canadian News, Events and Culture in New York) – Dec. 2003-Feb 2004 – Mention in paragraph about Natalie MacMaster

WBAI (jazz station) – Peggy Dominique interviewed Diane Monroe

WBAI (jazz station) – ticket giveaway (3 pair) with announcements about concert

WBBR – Annie Bergen interviewed Joshua Bell; he mentioned Fiddlefest and she said she would try to include it in the interview.

WBGO - 2 Dec 03 – said they would run information on their music calendar

WFDU – did interview with Regina Carter

WFMT – Will produce Fiddlefest concert as a one-hour national and international broadcast over the WFMT network (the network which produces and distributes the New York Philharmonic broadcasts). There is potential for the program to be carried by 250 stations, including those in France, Canada and elsewhere.

WINS radio – “John Montone’s New York” - 21 Nov 2003 with repeats
Interviewed Dorothea von Haeften, Roberta Guaspari, and some of the Opus 118 children. Program

WNYC-FM, Soundcheck with John Schaefer, November, 2003 (we have copy)
was broadcast 10 times

Workopolis.com (Canadian online site) – 6 Dec 03 – “Music of the Heart Plays On”