

NANCY SHEAR ARTS SERVICES
PUBLIC RELATIONS BREAKS FOR
WFMT'S "LEONARD BERNSTEIN – AN AMERICAN LIFE"

American Symphony Orchestra League, In the News online newsletter, 3 Sept. 04 (included paragraph news story with quotes taken from A.P. story)

American Symphony Orchestra League, Broadcasts/Recordings announcement about the series, 30 July 04 (paragraph description and listing).

Andante, Susan Sarandon to Narrate 11-Part Radio Documentary on Leonard Bernstein, Associated Press, 3 Sept. 04 (this broke in online magazine).

ASCAP – ran a mention and photograph in the fall issue of Playback.

Aspen Daily News – Mike Conniff said he would run story, but as far as we know, this did not break.

Associated Press, wire article broke on 2 Sept. 04

Barre Times and Montpelier Argus (VT), Musical Life, 10 Sept. 2004 (lengthy blurb in the Arts section).

Bay Area Reporter – Ran story by Jason Serinus during week of Oct. 4.

Billboard, Radio, A Trusty Sales Tool, by Anastasia Tsioulcas, 11 Sept. 04 (write-up included information about CD through Deutsche Gramophone)

CBS Sunday Morning – said they would cover this in their fall preview, using photographs of Bernstein and clips from the series – this never ran.

Chamber Music America – sent press release to email distribution list, 28 Jul 04.

Clavier Magazine – said they would do announcement, this did not run as far as we know.

Daily News, Lenny lineup set on 'NYC, by David Hinckley, 9 Oct. 04 (prominent mention in radio section of paper).

Education Update – ran a story in November issue

EXP Magazine – November issue – article by Jason Serinus.

Downtown Express, Bernstein on the air: A widespread re-evaluation of the American master, by Jason Victor Serinus, 8-14 October 2004.

Gay City News (New York City), Bernstein on the Air: A widespread re-evaluation of the American master, by Jason Victor Serinus, 7-13 Oct 04 issue (ran long article about series).

Gramophone, This Month in North America, by Martin Cullingford, Oct. 2004 (in the U.S. edition News section and included photographs of Bernstein).

Herald-Times, (Bloomington, Indiana) -- we were told that an article was published, but it did not run as far as we know.

International Musician – did a short news story in October 2004 issue

Jewish Forward (national paper), Listening to Classical on the 'Cool' Medium, by David Marmelstein, 31 December 2004.

Lexington Herald-Leader – Rich Copley said he would do story, but as far as we know, this did not run.

Los Angeles Times, Lenny, The Indispensable, by Mark Swed, Oct. 04 (wrote a large article about Bernstein and series).

Miami Herald, Sarandon to Narrate Bernstein Documentary, Associated Press, 2 Sept. 04

Musical America.com, Bernstein Radio Documentary to Air, Associated Press, 3 Sept. 04 (This broke on website Industry News)

Nashville City Paper – Listing in “Riffs: Satellite Radio News” by Ron Wynn in 1 Oct. 04 issue.

Newark Star Ledger – did a story (obtained through WNYC).

Newsday – Bernstein's light still shines on the town, by Marion Lignana Rosenberg, 20 Sept. 04 (review of Miller Theater concert, with prominent mention of WFMT series).

Newsday, Bernstein and his music, writ large on radio, by Justin Davidson, 3 Oct. 04 (complete story on the series).

New York Magazine – 4 October 2004, Peter G. Davis wrote about the series in connection with the Bernstein concert at the Miller Theater. The feature was also listed on the magazine's cover.

New York Magazine, Radio Highlights, 11 October 2004 (listing for radio series).

New York Resident – Kevin Filipiski ran story in week of Oct. 4th

New York Sun, Discovering Leonard Bernstein, by Stuart Isacoff, 14 Sept. 04 (large story with quotes from interview with Steve Rowland).

New York Times, Arts Briefing, “Musical Life,” by Lawrence Van Gelder, 8 Sept. 2004 (Full announcement about broadcast)

New York Times, Bernstein and Bach, Zankel and Zippos, by James Oestreich, 15 Sept. 2004 (mention of WFMT and documentary series to be broadcast).

Opera News – Published an announcement in October issue of magazine (were going to publish a photo of Susan Sarandon, but photo use was not approved).

Pittsburgh Tribune-Review, Radio Highlights, 10 Oct. 04 (paragraph mention in listings).

Reuters – said they would do a story, but as far as we know, nothing broke.

Sound and Vision, A life on radio, by Ken Richardson, October 2004 (description of series).

St. Petersburg (Florida) Times, Radio tells Bernstein’s story, 8 Oct. 04 (several paragraphs mentioning the series).

Symphony Magazine – magazine ran photo and announcement.

Town and Village, Heroes of American Music, by Barry Bassis, 21 Oct. 04 (review 2-CD set and several paragraphs about the documentary).

Update San Diego – Article by Jason Serinus. Also ran scans of Bernstein DVD and DG CD cover.

Villager (NYC) – Ran story by Jerry Tallmer

Village Voice – Leighton Kerner said he would write about the series, but this did not run as far as we know.

WBAI –Peggy Dominique will interview Jamie Bernstein

(WETA, Washington, DC. Worked with Katie Kemple for materials and information for local press)

WHYY – Fresh Air does 10-minute airing of Episode 3 about “fancy free and on the town.”

Windy City Times, Bernstein on the Air, by Jason Serinus, 6 Oct. 04 (ran long story in this gay/lesbian newspaper)

WNYC "Soundcheck" – did interview with Jamie Bernstein on 19 Oct. 04

1010 WINS – Interviewed Jamie Bernstein on 15 Sept. 04 (we do not know when this aired)

Music Critics Symposium at Columbia University, NYC, 150 packages were sent to be distributed at this conference. The packages included sampler CDs, releases, and background piece.