



[Please note: Donna Murphy, previously announced as the reader of female correspondence, will not be participating; another actress will be announced.]

As of 25 July 04, 1111a2 p.m.

Dear Holly,  
This incorporates all of the information about the "announcers" in the documentary.  
If it is possible to let us know by the end of the day today or early tomorrow, this could be sent out by the end of the week.

All best,

Nicole

This is LB REL WORKING1 (This is the release in the works)  
This contained LB FLYER TEXT in LB INFO 3, LB INFO, LB INFO 1, LB INFO 2,  
LB INFO 4, LB ONE SHEET and LB RAW



For immediate release

**LEONARD BERNSTEIN: AN AMERICAN LIFE –  
AN 11-PART RADIO DOCUMENTARY SERIES  
PRODUCED BY STEVE ROWLAND WITH LARRY ABRAMS  
EXCLUSIVELY  
FOR THE WFMT RADIO NETWORK –  
WILL AIR NATIONALLY AND INTERNATIONALLY IN OCTOBER, 2004**

**SUSAN SARANDON WILL NARRATE THIS MAJOR CULTURAL  
AND BROADCASTING EVENT THAT WILL PRESENT  
A PERSONAL PORTRAIT OF BERNSTEIN -- COMPOSER, CONDUCTOR,  
AND ONE OF THE GREAT PUBLIC FIGURES OF OUR ERA**

**LEONARD BERNSTEIN: AN AMERICAN LIFE, a groundbreaking eleven-part  
documentary series illuminating the life and work of musical titan Leonard  
Bernstein, will air on radio stations across the country and around the world  
beginning in October, 2004. The series of 60-minute programs is narrated by**

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Academy Award-winning actress Susan Sarandon and is being produced by Steve Rowland with Larry Abrams of CultureWorks exclusively for the WFMT Radio Network.

Leonard Bernstein (1918-1990) was the last classical musician of our time to be a household name; no one since has achieved the level of fame with the general public as Bernstein. Bernstein became an American icon not only because of his ability to conduct and compose, but also because of the power of his personality and his passion to communicate, through music, about life, love and the human condition. Youngsters (and adults) in the 1960s and beyond were the beneficiaries of Bernstein's intense music making and insightful commentary on his "Young People's Concerts."

This upcoming radio event took six years to produce. It is, says producer Steve Rowland, "a story -- a ~~truly deep and~~ profound and multi-layered story with many fascinating ~~components~~twists: the number and variety of people, places, ideas and artistic issues that Bernstein worked with, came into contact with, and ultimately affected is stunning. And on top of his extraordinary talents in music, as a composer, a conductor, a performer and ~~and~~ educator, there was still more--; ~~his~~ He occupied a place in American culture as; ~~and his being~~ a voice of conscience, a voice for peace, a supporter of democracy in its broadest vision, and a force ~~in~~working ~~trying~~ to bring the world together through music and art. These 11-hours of radio tell a monumental story."

Virtually every aspect of Bernstein's career and life will be explored through the words of Bernstein's own correspondence as well as interviews with more than one hundred people who knew and worked with him. These luminaries include John Adams, Marin Alsop, Betty Comden, John Corigliano, Adolph Green, Bobby McFerrin, Hal Prince, Mary Rodgers, Mstislav Rostropovich, ~~Michael Tilson~~ Thomas Stephen Sondheim, and many others. Bernstein's family will also participate in this pro-duction. His brother Burton, son Alexander, and daughters

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Nina and Jamie all appear through their thought-provoking interviews and readings.

Alec Baldwin will voice the majority of the correspondence written by men; an actress to be announced will Broadway star Donna Murphy (currently performing in Bernstein's *Wonderful Town*) will read the female letters; daughter Jamie Bernstein will voice Bernstein's own letters; and Schuyler Chapin, NYC's Cultural Commissioner and Bernstein's record producer and longtime friend, will voice the letters of European composers. These excerpts were compiled from some 17,000 pieces of correspondence held by the Library of Congress.

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Leonard Bernstein's children family are is also participating in this production; daughter Jamie will voice Bernstein's own letters, compiled for this documentary from some 17,000 pieces of correspondence held by the Library of Congress. His brother Burton, son Alexander and daughter Nina all appear through their thought provoking interviews.

The eleven programs are: (1) *Bernstein: The Early Years*; (2) *Twelve Gates to The City (Meeting the Mentors)*; (3) *New York, New York*; (4) *Tonight*; (5) *A New Frontier/The Philharmonic Years*; (6 and 7) *Bernstein: The Conductor*; (8) *Crossroads*; (9 and 10) *Bernstein: The Composer*; and (11) *A Candle Burned At Both Ends*.

Few if any American personalities have received this in-depth treatment in the mass media; nothing quite like it has been aired on radio in this country. The series will be heard in virtually every major, medium and small market in America, as well as internationally, through the WFMT Radio Network.

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This effort, for award-winning producer Steve Rowland, has been a labor of love. "Leonard Bernstein has been a hero of mine," says Rowland, "since I saw him on television in the early 1960s. He was probably the most influential musician of the 20th century, with contributions that were different from other musical masters of our time like Igor Stravinsky, Duke Ellington, Aaron Copland and John Coltrane. Bernstein, by employing his extraordinary skills as a composer, conductor, pianist and, above all, educator and communicator, was able to refine, and ultimately redefine, the very notion of what American music is. Bernstein taught us that American music must be representative of the American people and of the American idea itself. He demonstrated that the hierarchy holding symphonic music above and apart from jazz, popular and folk music was archaic and, as Duke Ellington taught us, 'if it sounds good, it IS good.' The Bernstein that members of

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the public did not know – the enlightened, though sometimes tortured, soul – will be revealed on the journey that has become *LEONARD BERNSTEIN: AN AMERICAN LIFE.*”

This series is produced in cooperation with The Leonard Bernstein Office, Inc., and a formal association with The Library of Congress. Major funding for *LEONARD BERNSTEIN: AN AMERICAN LIFE* provided by The Corporation for Public Broadcasting, the National Endowment for the Humanities, the National Endowment for the Arts, The William Penn Foundation, Joan and Irving Harris, Richard and Mary L. Gray, Fay and Daniel Levin and the Members of the WFMT Fine Arts Circle.

Steve Robinson, ~~exact title?~~ senior vice president of WFMT and the WFMT Radio Network,

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~~of WFMT,~~ stated his enthusiasm for the series: "When Steve Rowland called me five years ago to say that he wanted to do an audio portrait of Leonard Bernstein, I knew he would produce a superb documentary. He's done just that, and more. Steve is one of the most gifted radio producers in the United States, and when his talent is combined with the Bernstein legacy, the result must be the cultural event of the season on radio. The WFMT Radio Network is proud to be working with Steve Rowland on this monumental broadcast."

#### Additional Information

For additional information, biographies and a carriage list of stations airing *LEONARD BERNSTEIN: AN AMERICAN LIFE*, please visit

<http://www.wfmt.com/bernstein>

<http://www.wfmt.com/bernstein>, and/or refer to the enclosed materials: Background Information.

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Please check local listings for station and airtime in your area.

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#### NOT FOR PUBLICATION:

For additional information, interview access or photographs, please contact:

#### National Press Representatives:

Nancy Shear and Nicole C. Pantos/Nancy Shear Arts Services, New York, NY, 212/496-9418, or [SHEARARTS@AOL.COM](mailto:SHEARARTS@AOL.COM)

#### Chicago Presspress only:

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Holly H. Gilson/[98.7WFMT](http://98.7WFMT.com) & The WFMT Radio Network, 773/509-5424,  
[hgilson@networkchicago.com](mailto:hgilson@networkchicago.com)

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**Station questions and station-related information:**

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Terry Medina/The WFMT Radio Network, 773/ 279-2114, [tmedina@wfmt.com](mailto:tmedina@wfmt.com) or  
[bernstein@wfmt.com](mailto:bernstein@wfmt.com)

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[See separate printed piece: BACKGROUND INFORMATION](#)

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**BACKGROUND INFORMATION:**

~~*LEONARD BERNSTEIN: AN AMERICAN LIFE*~~  
~~11 PART RADIO DOCUMENTARY SERIES~~  
~~PRODUCED BY STEVE ROWLAND WITH LARRY ABRAMS~~  
~~EXCLUSIVELY FOR THE WFMT RADIO NETWORK—~~  
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~~[About The WFMT Radio Network](#)~~

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~~The WFMT Radio Network is the international production and distribution arm of 98.7WFMT, Chicago's classical radio station. The Network was established in 1976 to produce and distribute weekly concerts of the Chicago Symphony Orchestra and opening nights from the Lyric Opera of Chicago. Today, the Network serves more than 700 radio outlets around the world with a wide range of fine arts programming such as Exploring Music with Bill McGlaughlin, Jazz From Lincoln Center, musical retrospectives, American and European documentaries, opera, and full length concerts by major orchestras, including; the New York Philharmonic, Los Angeles Philharmonic, Milwaukee Symphony, Seattle Symphony, Jerusalem Symphony and Berlin Philharmonic.~~

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~~WFMT Radio Network programs have won every major award and honor in broadcasting. These include the Prix Italia, the George Foster Peabody Award, The Peter Lisagor Award, Major Armstrong Awards, Ohio State Awards, The ASCAP-Deems Taylor Broadcast Award and awards from International Radio Festival of New York. The WFMT Radio Network was created more than 30 years ago to distribute broadcasts by the Chicago Symphony Orchestra and Lyric Opera of Chicago. Today, the Network serves hundreds of stations worldwide with performance concerts of major symphony orchestras in North America and Europe, grand opera from Germany, the best in jazz, exclusive programming from Deutsche Welle Radio and the BBC, musical retrospectives, folk music, specials and unique American and European music and documentary programs.~~

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~~WFMT services range from the conception of programs to engineering and production; their placement on stations worldwide; and their delivery to stations. Some programs originate in WFMT's state of the art performance studio and digital production facilities in Chicago. Others are taped at various locations by WFMT personnel. Still others are created through partnerships with outside organizations, often with post production at WFMT. The network has two delivery systems for network programs: Stations with appropriate satellite receiving dishes obtain the broadcasts via satellite at 99 degrees west, Digital Channel B72.0; others receive CDs duplicated in real time to WFMT's exacting technical standards.~~

#### About Steve Rowland

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~~Steve Rowland is founder of CultureWorks, a non-profit documentary production company. His professional positions include serving as President of the Board of AIR (Association of Independent Radio Producers), and founding ArtistOwned.com, a web business that supports the dissemination of independent music and sound pieces. His creative work includes producing audio documentaries about John Coltrane, Miles Davis, Andy Warhol, Carlos Santana, The Neville Brothers, Patti LaBelle, George Clinton, The~~

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Roots, and Frank Zappa, as well as *LEONARD BERNSTEIN: AN AMERICAN LIFE*. These productions are archived at The Library of Congress and the Museum of Television and Radio.

Mr. Rowland has received the Peabody Award, Pew Fellowship in the Arts, Ohio State Award, Prix Italia Award, Corporation for Public Broadcasting Award, NY Festival of International Radio Gold Medal, and grants from the Corporation for Public Broadcasting, National Endowment for the Arts, National Endowment for the Humanities, William Penn Foundation, Pennsylvania Council on the Arts and Pennsylvania Council on the Humanities.

For 25 years, Mr. Rowland has worked in radio, “using music,” he says, “as a window to explore issues in American history, society, race relations, human creativity, spirituality, aesthetic beauty, the nature of ‘change,’ and human possibility.” Mr. Rowland states: “Central to my work has been the hope to share music and contemporary ideas in ethnomusicology with large numbers of people through radio broadcasts. I have also been committed to training. I have worked with seasoned academics, urging them to do broadcast quality field recordings, and new producers eager to learn sound techniques for film, video and radio. (could cut this here if it is getting too long) — In addition to my documentary work, I have been involved in a number of other projects over the past ten years. These include: teaching audio production at radio stations, at the Scribe Video center, Columbia University’s Oral History Research Center, the United Nations Intellectual History Project, Philadelphia Folklife Project, Atwater Kent Museum (working as consultant and operating a beta test site in the development of the Dyaxis digital audio workstation by Studer NA); writing articles for several technical journals including *Mix* and *Radio World*; working on film sound tracks and editing audio books for Random House; and doing music recordings for musicians including Makanda Ken McIntyre, Bobby Zankel, Harold Smith and Byard.”

#### About Steve Robinson

Steve Robinson has been a radio professional specializing in music and public affairs programming, production and syndication for 37 years. He has a degree in music from Boston University.

Mr. Robinson was the first development director at Vermont Public Radio and Jazz88/WBGO, and was the first general manager of the statewide Nebraska Public Radio Network. He has worked for WBUR, WGBH and WCRB in Boston; KPFA/Berkeley; Vermont Public Radio; WBGO/Newark; and Nebraska Public Radio. From 1984 to 1999, he was a development consultant for the Corporation for Public Broadcasting (CPB), and conducted fundraising workshops for CPB throughout U. S.

Steve Robinson’s production credits include the creation of *ShopTalk*, a weekly Saturday morning call in program about high fidelity for WBUR/Boston, which ran for 10 consecutive years (*CarTalk* was modeled after this program); and *The Sky Report*, for Vermont Public Radio, public radio’s first modular program. (The winner of a CPB

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Special Award in 1978, *The Sky Report* was cited for "innovative approach and superb execution.") Additional productions of Mr. Robinson's include *Jazzathon* for WBGO/Newark (a live, 24 hour fundraising marathon broadcast from Fat Tuesday's in New York City, featuring some of the world's greatest jazz musicians; *Radio Free Rahsaan*, eight one hour music specials hosted by Rahsaan Roland Kirk; "*Memories of Rahsaan*," eight half hour documentaries produced after Mr. Kirk's passing in 1977; and "*Life in Rural America*," a series of four half hour documentaries funded by the National Rural Electric Cooperative Association. For Composer's Recordings Inc. (CRI), Mr. Robinson produced in depth, two hour audio biographies of William Schuman and Elliott Carter, funded by the National Endowment for the Arts; a series of one hour specials on composers Charles Dodge and George Perle, the American Composer's Orchestra, and the DaCapo Chamber Players. For WFMT, Mr. Robinson created and produced "*War Letters*," a two hour program narrated by Studs Terkel which featured professional actors reading letters sent home by Illinois soldiers from America's war fronts, and "*The Making of Princess Magogo*," a half hour documentary taped in Durban, South Africa, about the creation of South Africa's first indigenous opera which was also the first opera written with a libretto in the Zulu language. "*War Letters*" and "*The Making of Princess Magogo*" won Chicago's prestigious Lisagor Award for Journalism in 2002 and 2003. For WFMT and the WFMT Radio Network, Mr. Robinson produced and anchored a broadcast of the world premiere performance of "*Princess Magogo*" from Durban. This broadcast was heard live in over 200 U. S. markets and throughout Europe through the facilities of the European Broadcasting Union. It was heard by delayed broadcast in Beijing, Hong Kong, Australia and New Zealand. In total, the broadcast was heard by more than three million listeners.

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Steve Robinson was named manager of WFMT in 2000, and of the WFMT Radio Network in 2001. Under his leadership, the station has achieved the highest ratings in its history, and listener support has grown from 17,000 members to 23,000. In 2004, WFMT exceeded its ambitious ad revenue goal by 21%. Under his management, the Network has had a considerable expansion. Among the new programs he has added are the International Keyboard Institute and Festival from Mannes; "*Princess Magogo*;" Jazz from Lincoln Center, with Ed Bradley; the Tucson Chamber Music Festival; Seattle Symphony Orchestra; Milwaukee Symphony Orchestra; Jerusalem Symphony Orchestra; "*Exploring Music with Bill McGlaughlin*;" FiddleFest; *the Milken Archive of American Jewish Music, with Leonard Nimoy*; *LEONARD BERNSTEIN: AN AMERICAN LIFE*, with Susan Sarandon (produced by Steve Rowland and Larry Abrams); "*Playing for the Fighting 69<sup>th</sup>*;" "*The Global Maestro with Paul Freeman*;" and others. Mr. Robinson was awarded ASCAP's Deems Taylor Award for Excellence in Radio Broadcasting in 2003.

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Mr. Robinson is married to Beth Schenker, an arts administrator and radio producer. They have one child, Sara, who is entering the ninth grade.

#### Additional Information

For additional information about *LEONARD BERNSTEIN: AN AMERICAN LIFE*, please visit <http://www.wfmt.bernstein.com> and/or refer to the press release.

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[tmedina@wfmt.com](mailto:tmedina@wfmt.com) or [bernstein@wfmt.com](mailto:bernstein@wfmt.com)

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