

# Guarneri String Quartet

## (Highlights of ongoing PR)

18 April 2005, The New Yorker, [Recitals](#) (paragraph listing for concert with Chamber Music Lincoln Center on 13 April 05).

17-23 March 2005 – Time Out New York, [Classical Listings](#) (for Met concert on 19 March 05).

4 March 2005 – Playbillarts.com, [Guarneri String Quartet to Celebrate Anniversary with Free Events](#), by Ben Mattison (preview of Lincoln Center events on 11 & 12 April 05).

3 March 2005 – New York Times, [The Arts: Quartet in Action](#) (paragraph preview for the Lincoln Center events on 11 & 12 April 05).

28 February 2005 – The New York Sun, [Thinned-Out Mozart](#), by Fred Kirshnit (review of Guarneri at Met Museum on 26 Feb. 05).

18 February 2005 – The Philadelphia Daily News, [Orchestra's concertmaster to solo](#), by Tom Di Nardo (paragraph mention of Guarneri String Quartet concert on 22 Feb. 05).

February 2005, Fono Forum, [Die Musik ist das Motiv](#) (profile of Guarneri and Borodin Quartets).

9 January 2005 – The New York Times, [Classical Music and Dance Guide](#), by Jeremy Eichler (preview for concert at Met Museum on 10 Jan. 05).

10 December 2004 – The Washington Post, [Guarneri String Quartet](#), by Andrew Lindemann Malone (review of concert at the Kennedy Center on 8 Dec. 04).

9-15 December 2004 – Time Out New York, Classical and Opera Listings (listing for Met Museum concert on 11 December 2004).

10 December 2004 – The New York Times, Classical Music Listing, by Jeremy Eichler (paragraph listing for concert on 11 Dec. 04 at Met. Museum.)

19 November 2004 – Los Angeles Times, [After Hours](#) (listing for the concert with Coleman Chamber Music on 21 Nov. 04).

12 November 2004 – Philadelphia Daily News, [An assembly of ensembles](#), by Tom Di Nardo (mention of Guarneri Concert at the Kimmel Center).

8 November 2004 – The New York Sun, [The Ironbound Consistency of the Guarneri](#), by Fred Kirshnit (review of concert at the Met Museum on 6 Nov. 04).

4-11 November 2004 – Time Out New York, Classical & Opera (listing for concert at the Met Museum on 6 Nov. 04).

Oct. 04 – WRTI interested in interviewing quartet members, but none were able to do the offered in-studio interview to promote Philadelphia Museum of Art concert

22 October 2004 – New York Times, Jeremy Eichler did full paragraph listing for People's Symphony Concert.

18 October 2004 issue – New York Magazine, Classical Music, listing for Met. Museum concert on 16 Oct. 04).

16 October 04 – Jeremy Eichler was supposed to review for the New York Times (Met concert 16 Oct. 04), but this never ran. He did a paragraph listing for the People's Symphony Concert and mentioned the Met concert, however.

15 October 2004 – New York Times, nice paragraph listing by Allan Kozinn (promoting Met Museum concert on 16 Oct. 04 – this was obtained in cooperation with the Met Museum PR office).

14-21 October 2004 – Time Out New York, Listings for Met. Museum concert on 16 Oct. 2004.

May 2004 – G. Schirmer News, The Transformed Life. Front page headline in this newsletter and photograph – this is sent to 2600 music business professionals internationally.

26 April 2004 – Philadelphia Inquirer, String quartets do balancing act, by Peter Dobrin (review to concert with the Philadelphia Chamber Music Society on 23 April 04).

April 2004 – New York Magazine, Music and Dance, by Tom Samiljan (listing promoting Chamber Music Society concert on 21 April 04).

KUHF Interview with Arnold Steinhardt promoting concert with the Houston Friends of Music on 30 March 04.

19 March 2004 – The New York Times, Classical Music and Dance Guide, by Jeremy Eichler (paragraph listing for concert at the Met Museum on 20 March 04).

18-25 March 2004 – Time Out New York, Classical Listing (promoting concert at the Met Museum on 20 March 04).

16 March 2004 – The Boston Globe, A happy return for Guarneri Quartet, by Richard Dyer (review of concert at Jordan Hall FleetBoston Celebrity Series on 14 March 04).

14 March 2004- The New York Times, Classical Listings (listing for performance at the Met. Museum on 20 March 04).

9 February 2004 – New Yorker Magazine, Lincoln Center’s “Sound Investment” proves a surprisingly good bet, by Peter G. Davis (Lukas Foss’s Fifth String Quartet performance).

February 2004 – CBC Radio did announcements and played CD to promote concert with the Ottawa Chamber Music Society.

7 December 2003 – New York Times, listing in Arts & Leisure Guide for concert at the Met. Museum on 13 Dec. 04.

21 November 2003 – The Washington Post, Performing Arts: Guarneri String Quartet, by Cecelia Porter (review of concert on 19 Nov. 03 at Kennedy Center).

Listing in Washington Post Express for Kennedy Center Concert on 19 Nov. 03

13 November 2003 – Time Out New York, listing for the Met Museum concert on 15 Nov. 03.

9 November 2003 – The New York Times, listing in the Arts & Leisure Guide (Met concert on 12 Nov. 04).

24 October 2003 – New York Times, Classical Music and Dance Guide listing for Metropolitan Museum of Art performance on 25 Oct. 03.

23-30 October 2003 – Time Out NY, listing and color photo for Met. Museum concert on 25 Oct. 03

Fall 2003 – Time Out New York – Student Guide, large photo, listing for Metropolitan Museum of Art concerts, and 40<sup>th</sup> anniversary mention.

3 June 2003 – Folio Weekly, Treasure Island: Chamber festival puts national spotlight on a sleepy island town by Jeff Grove (preview for Amelia Island Festival concert on 15 June 03).

10 January 2003 – New York Times, Classical Music and Dance Guide paragraph listing for Met. Museum concert on 11 Jan. 03.

5 January 2003 – New York Times, Arts & Leisure Guide, listing for Met. Museum concert on 11 Jan. 03.

8 December 2002 – New York Times, Arts & Leisure Guide, listing for Met. Museum concert on 14 December 2002.

## **GUARNERI STRING QUARTET – PUBLICITY BREAKS**

**9 MAY 2001, CARNEGIE HALL CONCERT AND ARRIVAL OF PETER WILEY  
NANCY SHEAR ARTS SERVICES REPORT, AS OF 4 SEPTEMBER 2001**

We wrote and distributed press releases (many with photos) to 223 media representatives, and have done substantial telephone follow-up with all of the important ones. News might have broken in several publications and in the broadcast media without our knowing this (we did not recommend engaging a clipping service as they are very expensive and miss a high percentage of media breaks). We have arranged for virtually all of the major media to do stories and/or interviews.

We asked that Carnegie Hall use our press release, which stressed the new era for the Quartet – the future, not the past. Carnegie Hall's original release said "Guarneri String Quartet Makes Its Final New York Appearance..." Ours said "Guarneri String Quartet Begins New Era..." We did this to put to rest any doubts that the Quartet would continue, and would do so in good health. We made certain that the bio in the press release included information about the new recording label, Surroundedby Entertainment.

Associated Press – Did a major, 1000-word story with their own photo shoot, which broke on May 3. This was available to 1500 newspapers in the U. S. and additional publications abroad.

New York Times – May 6, 2001, Sunday Arts & Leisure section – Paragraph listing.

New York Times, - May 9, 2001 – "Footlights" column item (front page of Arts Section), paragraph about concert. (The possibility of a larger story is by no means over. I could see a story about Peter's joining the Quartet well after the fact, addressing the dynamics involved for everyone concerned. This subject should be pursued.)

New York Times - May 9, 2001 – In "Entertainment Events" listings.

New York Times - May 14, 2001 - Review by Allan Kozinn, with photo of Peter Wiley.

WNYC-AM, New York & Co. – Wanted the Quartet for a special live performance (and delayed broadcast, reaching two audiences) at Symphony Space, May 24. Since the Quartet would not be together, we had to turn this down. We also arranged for two members of the Quartet to appear on the show on May 18, but the producer wanted all four members. We have asked them to extend their invitation to the

autumn, when the Quartet will benefit from New York media exposure for the new season, and the new membership.

Newsweek – Arts writer wanted to attend the dress rehearsal, but had a schedule conflict.

Chamber Music Magazine (of Chamber Music America) – Will carry news with a photo of the Quartet in the July/August issue.

New York Magazine – May 14, 2001 – Classical & Dance section – Center-page photo; feature paragraph about Quartet and concert (the editor interviewed David); and a paragraph listing.

The New Yorker – May 14, 2001 – Paragraph listing.

TIME OUT NEW YORK, May 3-10, 2001 – Paragraph listing.

American Symphony Orchestra League/Symphony Magazine website –

- Carried sections of our press release on April 13.
- Did synopsis of Associated Press preview story, on May 8 to 10.

Wall Street Journal – A freelance writer will attend the concert, and may do a story in the future.

Daily News – May 11, 2001 – Review by Howard Kissel with photo.

Newsday – Sunday, 6 May 2001 – Full-page article plus part of one column, with large photograph by Dorothea.

Andante music website (online) - Three-page story written by Edith Eisler, who interviewed Arnold and Michael. Story was on-line from early June.

Andante music website - Jed Distler reviewed the concert.

Musical America website – Printed NSAS's pres release complete from April on

MUSICAL AMERICA.COM – 11 May 01 – Review by Shirley Fleming.

Gramophone Magazine online – 300-word story was filed on April 30 to run that day online.

Gramophone Magazine - Will appear in the in the August issue in the newly-revamped U. S. section (following page 34 in the U. K. edition).

Schwann/Opus magazine - Will do an article which will include news of the new recording label, Surroundedby Entertainment. This is good promotion for the new

CDs, reaching the record-buying public and record store managers and buyers. The writer interviewed Arnold and Michael on May 8.

The Washington Post – Said they would do an item about the Quartet. We are trying to get the clipping.

New York Resident – Week of April 30, 2001 – Short article with photograph in “This Week - On The Town” page.

Village Voice – May 15, 2001 – Paragraph listing about Soyer/Wiley and the concert.

CultureFinder (online) – On-going starting in March – Full page of information.

Citysearch.com (online) – Two-page profile on the Quartet and the concert.

digitalcity.com (online), on-going – Full page of information.

Our Town, 3 May 01 – Paragraph listing in City Week section.

musicalamerica.com (online) – Carried NSAS’s release complete, on-going from April.

Carried the Associated Press preview article in its entirety, around 8 May.

A&E Cable TV Network – Wanted to tape a segment with the Quartet for “Breakfast with the Arts (which airs on Sunday mornings). This would have to be done during the summer for the fall. We asked if they can tape in the fall to air during the concert season and are waiting for their reply.

National Public Radio, Performance Today – Wanted to record the Maryland performance for broadcast with interviews. NS spoke with Suzanne Beichen, who said the concert was not taped at the wishes of the Quartet. This can be done in the fall, with other performances outside of New York, where taping is not prohibitively expensive.

Additional reviews will appear (or have appeared) in:

New York Times (Allan Kozinn)

Associated Press (Martin Steinberg)

Newhouse Newspapers (syndicate; Byron Belt)

New York Post/Musical America/American Record Guide (may be one or all of

**these outlets; it is the same reviewer: Shirley Fleming)**

**Orpheus and/or Musical Opinion (Ruth Berges, date of publication not yet  
Decided, as of June, 2001)**

**The Strad (Dennis Rooney)**

**Strings Magazine (Edith Eisler)**

**Village Voice (Leighton Kerner; review might not appear)**

**The New Criterion (Patrick Smith)**