



**For Immediate Release  
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## **APAP|NYC 2012 hosts *JazzConnect: Building Jazz Culture – Local to Global***

**The Association of Performing Arts Presenters features jazz – its leaders, masters and music – at annual performing arts industry conference in New York City.**

**Washington, DC (December 16, 2011)** - The Association of Performing Arts Presenters will host a series of special sessions devoted to jazz and jazz musicians at the organization's conference APAP|NYC Jan. 6-10, 2012, in New York City. The conference is the largest annual gathering of performing arts industry professionals, and the jazz track offers both free and registration-required events.

The series kicks off with the JazzTimes DIY Crash Course, a pre-conference workshop, in collaboration with *JazzTimes* magazine, Thursday, January 5, 2012, at the Sheraton Hotel and Towers. The day of workshops and presentations – which is free and open to the public – is geared toward both emerging and established artists, as well as jazz and performing arts professionals and students.

Among the workshop topics are: "Music for Sale: New models for selling your music"; "Breaking through the Clutter: Social media for publicity, promotion and profit?"; "New Models for Jazz Performance and Touring: Going beyond the traditional club and festival circuit"; "The Jazz Artist as Small Business Owner and Manager." Throughout the day, artists and professionals will deliver "solo spots," short TED-like inspirational presentations.

Lee Mergner, event organizer and the publisher of *JazzTimes*, co-designed the program to provide practical and tangible information about navigating professionally in an increasingly challenging economic landscape.

“Things are tough out there, but we didn’t want the sessions to be a series of ‘woe is us’ laments,” says Mergner. “It was important for us to include new voices from the jazz community to talk positively about their past experiences as well as their vision for the future. In the last few years, we’ve seen many new models emerging from a younger generation of artists and professionals, and that had to be the focus for the DIY Crash Course.”

The JazzTimes DIY Crash Course is the one-day precursor to JazzConnect: Building Jazz Culture – Local to Global, a jazz track that runs throughout APAP|NYC 2012 (Jan. 6-10, 2012) at the Hilton New York. Dynamic and inspiring leaders, speakers and visionaries will explore ways to build and support a cultural community through jazz and to improve branding and advocacy. The opening and closing sessions – JazzConnect: Building Jazz Culture 9 a.m. Friday, Jan.6, and JazzConnect: Taking Action 2 p.m. Tuesday, Jan. 10 – will frame the overall discussion. Both are free and open to the public. (The additional five sessions are part of APAP|NYC and require registration.) The full seven-session series of JazzConnect will culminate in the NEA Jazz Masters Awards concert at Jazz at Lincoln Center.

“The modern culture of music discovery is running at a breakneck speed, and jazz needs to insert itself in these new streams of access,” says Peter Gordon, music industry leader and JazzForward Coalition co-founder. “If given the tools to break out of old paradigms of thought and develop new models of thinking, all our horizons widen. This is our challenge for JazzConnect. We are here to motivate, provoke, stimulate and encourage new seeds of thought. Jazz has a well documented past, but now is not the time to be passive bystanders. Now is the time to race forward as active stakeholders in our future.”

The JazzConnect series will highlight a number of music industry experts and is designed to take a top level view of the issues affecting the jazz industry and solutions for a thriving culture moving forward.

“We are pleased to host the JazzTimes DIY Crash Course and JazzConnect at APAP|NYC because jazz is an indigenous art that is integral to our identity as a nation,” says Mario Garcia Durham. “We are also fulfilling the mission of APAP by supporting the jazz presenting field as well as the emerging and professional artists and leaders within it.”

A core group of leaders in the jazz industry – including Marty Ashby, Sara Donnelly, Ken Druker, Erika Floreska, Gordon, Mergner and others – collaborated with APAP develop comprehensive programming that features many stars from the world of jazz including: George Wein, Gerald Wilson, Dafnis Prieto and Ambrose Akinmusire. Wein will also receive the 2012 APAP Award of Merit for Achievement in the Performing Arts.

Additionally, the [Jazz Journalists Association](#) will hold several sessions concurrent with the conference. (Registration for the JJA sessions is not inclusive of APAP|NYC conference or jazz tracks. To attend the full jazz track, participants must register for APAP|NYC.)

The comprehensive JazzConnect schedule is listed below. For more information about APAP|NYC 2012, visit [www.APAPNYC.org](http://www.APAPNYC.org).

## **APAP 2012**

### **JazzConnect: Building Jazz Culture – Local to Global**

#### **JazzTimes DIY Crash Course: FREE**

As an adjunct to APAP|NYC 2012, the Association of Performing Arts Presenters annual conference in New York City, *JazzTimes* magazine will present the JazzTimes DIY Crash Course on Thursday, January 5, 2012, with a series of workshops and presentations geared to both emerging and established jazz artists, as well as jazz professionals. The aim of the program is to provide practical and tangible information about navigating professionally in an increasingly challenging economic landscape. The sessions will be interactive with attendees given an opportunity to discuss issues and ideas in a supportive environment. In addition to four workshops on sales, promotion, booking and organization, there will be several short TED-style presentations by artists and professionals with inspirational stories to tell. The JazzTimes DIY Crash Course will also be a great networking opportunity for jazz artists and professionals.

#### **Thursday Jan 5, 2012**

10:00 a.m. SOLO SPOT (10 minutes)

**Vijay Iyer**

10:15 a.m. WORKSHOP (60 minutes)

Music for Sale: New models for selling your music

With Borders and other traditional retail outlets shutting their doors, channels for distribution of recorded music have changed dramatically. Beyond iTunes there are many online music services for sales and airplay. This workshop discusses strategies for the emerging artist to navigate this new and always evolving sales landscape.

Moderator: **John Newcott** (WBGO)

Panelists:

**Phillip Bailey** (Concord Jazz)

**Erol Cichowski** (IODA)

**Forrest Faubion** (Allegro Media)

**Bret Sjerven** (Sunnyside)

**Marc Free**, Posi Tone

11:30 a.m. SOLO SPOT (5-10 minutes)

**Jason Crane** (The Jazz Session) on podcasts

11:45 a.m. WORKSHOP (60 minutes)

Breaking Through the Clutter: Social media for publicity, promotion and profit?

As traditional print & broadcast media become more and more obsolete, as the record store has all but died, as digital retailers and editorial websites have increased in power and influence, a new culture of readers and consumers has emerged—a group that goes first and foremost to the internet for all of its information & entertainment needs. We discuss this culture and how they interact with each other in real time. Topics will include Facebook, Twitter, YouTube, Pandora, Last.fm and other important ways social media is used to spread the word on music and other topics.

Moderator: **Dmitri Vietze** (rock paper scissors)

Panelists:

**Kevin Calabro** (Calabro Music Media)

**Dick Huey** (Toolshed Marketing)

**Josh Jackson** (The Checkout)

12:45 p.m. BREAK (60 minutes)

1:45 pm SOLO SPOT (10 minutes)

**Fay Victor**

2:00 p.m. WORKSHOP (60 minutes)

New Models for Jazz Performance and Touring: Going beyond the traditional club and festival circuit

The days of a jazz club in every city are over and large venues are only looking for big names, but there are all sorts of new performing opportunities available to emerging artists, both in New York City and across the country. Presenters and booking agents share what they know from the frontlines.

Moderator: **Jim Macnie**

Panelists:

**Mark Christman** (Ars Nova Workshop)

**Jeanna Disney** (International Music Network)

**Brice Rosenbloom** (BOOM Collective)

**Meghan Stabile** (Revive Music Group)

**Myles Weinstein** (Unlimited Myles)

3:15 p.m. SOLO SPOT (10 minutes)

**Steven Bernstein**

3:25 p.m. WORKSHOP (60 minutes)

The Jazz Artist as Small Business Owner and Manager

As musicians add fundraising, promotion, producing, recording, distribution, management and booking to their skill sets, individuals are becoming organizations. Some thrive on collective output and multiple platforms. What are the benefits and challenges to incorporating, becoming a non-profit entity, seeking fiscal sponsorship, and taking on self-management/promotion?

Moderator: **Sara Donnelly (Arts Consultant)**

Panelists:

**Ben Allison**

**Taylor Ho Bynum**

**Dianne Debicella** (Fractured Atlas)

**Marcus Strickand** (Strick Muze)

4:30 p.m. SOLO SPOT by **Matt Wilson**

## **JAZZCONNECT**

**Friday Jan. 6, 2012**

**9 AM–Noon**

**PRE-CONFERENCE FORUM: FREE**

**JazzConnect: Building Jazz Culture – Local to Global**

Hilton, Sutton South

How do you build and support a thriving cultural community? What are the possibilities using jazz to do this? Where are the obstacles preventing effective growth and community building? What are the successes? How can jazz improve branding and advocacy? What are infrastructure opportunities from other industries to learn from? Join in the opening session of the JazzConnect track developed to explore these questions over seven sessions with dynamic and inspiring leaders, speakers, and visionaries.

**Bill Strickland**, founder and president CEO of Manchester Bidwell Corporation will kick off the discussion with his experience, vision, success and ideas in the world as he sees it. This will be followed by a fast-paced pecha kucha-inspired presentation with 10 industry-leading experts illuminating big dreams and big ideas. Each presenter will approach the question: “How does your work contribute to a thriving cultural community?”

Presenters:

**Michael Bracy**, Co-founder and President of the Board, Future of Music Coalition

**Tom Silverman**, CEO Tommy Boy Records, Board member A2IM, Merlin, SoundExchange

**Terri Pontremoli**, Jazz Producer/Tri-C Jazz Festival

**Randall Kline**, Executive Artistic Director, SF Jazz, San Francisco, CA

**Karen Kennedy**, Founder, 24/7 Artists Management, Newark, NJ

**Omrao Brown**, Owner/Operator, Bohemian Caverns; Founder, ShineOnMe Productions, Washington, DC

**Adam Klein**, CEO eMusic

This will be followed by an open exchange and town hall forum reflecting on what participants have heard, what resonates most, and what might be possible to building jazz culture from the local to global level.

Moderator:

**Adrian Ellis**, Executive Director, Jazz at Lincoln Center/Arts Consultant will moderate this discussion to gather ideas and create momentum to be explored through the rest of the JazzConnect sessions.

***JazzConnect Session 1 of 7***

**CONFERENCE SESSIONS: REQUIRES APAP|NYC REGISTRATION**

**Saturday Jan. 7, 2012**

**3–4:30 PM**

**IDEA LOUNGE**

**JazzConnect: Crowdfunding for Jazz Projects**

Hilton, Concourse E

Fan-funding platforms such as Kickstarter and IndieGoGo are gaining traction as more jazz artists and organizations create campaigns around project financing and awareness.

Hear from recent jazz crowdfunders that have come away with much more than an online passing of the hat. ***JazzConnect Session 2 of 7***

Sheraton, Conference J

Moderator: **Sara Donnelly**, Independent Consultant

Conversation Holders:

**Adam Schatz**, Search & Restore, NYC;

**Rio Sakairi**, JazzGallery, NYC;

**Steve Swell**, trombonist/composer; NYC

**Joanna Steele**, Fractured Atlas, NYC

**Deborah Steinglass**, Jazz Gallery NYC

**Sunday Jan. 8, 2012**

**8–10 AM**

**SPECIAL INTEREST SESSION**

**JazzConnect: Building Thriving Cultural Communities through Programming and Education: Pathways to Jazz**

Sheraton, Conference J

Looking for new ideas and ways to invest, engage, and cultivate your community? Do you want to explore American Culture from an arts perspective? Have you considered jazz as a pathway to that? Whether you are building new audiences or have a history of

jazz presentations, there are numerous innovative ways to contribute to a thriving cultural community through this art form. With connections to the foundations of American culture, and extensions into today's world, jazz can be explored and translated into numerous community engagement initiatives that extend beyond the performance. Join this dynamic group of panelists representing a variety of perspectives, in a discussion designed for programming and education directors, presenters and artist managers. We will explore best practices, case studies and a number of ideas to answer the questions above.

Moderator: **Erika Floreska**, Arts Leader, former Director of Education, Jazz at Lincoln Center.

Panelists:

**Randy Vogel**, Mesa Performing Arts Center;

**Matt Wilson**, Drummer and Educator

**Gail Boyd**, Artist Manager

**LaFrae Sci**, Drummer and Educator

**Ellis Finger**, Williams Center for the Art, Lafayette College

***JazzConnect Session 3 of 7.***

**3-4:30 PM**

**IDEA LOUNGE**

**JazzConnect: Platforms that Move Jazz Forward**

Sheraton, Conference C

Looking for platforms and tools to help define, connect and provide structure? Want to define the workforce and audiences? Want community? Let Marty Ashby, Executive Producer of MCG Jazz and Administrator for the Jazz Commons, and Jean Cook, Director of Programs for the Future of Music Coalition show you some tools to help put those pieces in place. The Jazz Commons, a database that pulls together presenter, promoter, artist and audience information in one-stop learning center for jazz, and Money for Musicians, a multi-method research project to assess how musicians' revenue streams are changing in this new music landscape, are examples of what the arts community, both within and outside Jazz, can do when sharing resources.

Participant:

**Michael Ricci**, All About Jazz (Publisher)

***JazzConnect Session 4 of 7.***

**Monday Jan. 9, 2012**

**8-10 AM**

**SPECIAL INTEREST SESSION**

**JazzConnect: What Jazz Can Teach Us About Winning Audiences?**

Sheraton, Conference J

Don't miss this interactive session with Christy Farnbauch and Bob Breithaupt from the Jazz Arts Group. They will share findings from a newly released, groundbreaking study of jazz audiences. While the Jazz Audiences Initiative focused on learning more about the

attitudes and behaviors of current and potential jazz ticket buyers across the U.S., presenters of all genres will come away with new insights for winning audiences.

Is your current hall a barrier? Are you rewarding ticket buyers who bring friends? What strategies are you using to extend the artistic experience beyond the concert? All this and more will be explored. Christy and Bob will also share an update from a series of workshops at the 2012 Jazz Education Network (JEN) Conference on "Developing Tomorrow's Jazz Audiences Today."

***JazzConnect Session 5 of 7.***

## **11 AM-12 PM**

### **JAZZ EVENT**

#### **JazzConnect: NEA Jazz Masters & Jazz Futures: Paying It Forward**

Hilton, Mercury Ballroom

Mentoring is alive and well in the jazz community. NEA Jazz Masters share the spotlight with artists who represent the future of the music. The panel will discuss the importance of mentoring as well as the unique multi-generational character of jazz.

Moderator: **Bob Blumenthal**, journalist and writer

Panelists:

**George Wein**, Entrepreneur/Pianist/NEA Jazz Master;

**Gerald Wilson**, Composer/Band Leader/NEA Jazz Master;

**Dafnis Prieto**, Drummer/Composer/Educator;

**Ambrose Akinmusire**, Trumpeter.

***JazzConnect Session 6 of 7.***

## **Tuesday Jan 10, 2012**

### **2 PM–4 PM**

#### **APAP SPECIAL EVENT: FREE**

#### **JazzConnect: Building Jazz Culture – Taking Action**

Jazz at Lincoln Center, Frederick P. Rose Hall, Rehearsal Room

60<sup>th</sup> and Broadway in the Time Warner Center, 5<sup>th</sup> Floor

So where do we go from here? This town hall forum will take the top-level concepts from each of prior JazzConnect sessions for a dynamic culmination to create an action agenda for 2012. What are the elements necessary and the obstacles to overcome to develop a vibrant jazz culture? What are the effective advocacy tools to enhance and build jazz's image? What other industries can help grow our cultural footprint? Come join the discussion!

Moderator:

**Peter Gordon**, Music Industry Leader, JazzForward Coalition Co-Founder, will lead this closing session with moderators from earlier JazzConnect offerings.

***JazzConnect Session 7 of 7.***



**7:30PM–10 PM**  
**APAP SPECIAL EVENT**  
**NEA Jazz Masters**  
**Awards Concert**  
Jazz at Lincoln Center,  
Rose Hall

**About the Association of Performing Arts Presenters**

The Association of Performing Arts Presenters, based in Washington, D.C., is the national service and advocacy organization dedicated to developing and supporting a robust performing arts presenting field and the professionals who work within it. Our 1,400 national and international members represent leading performing arts centers, municipal and university performance facilities, nonprofit performing arts centers, culturally specific organizations, foreign governments, as well as artist agencies, managers, touring companies, and national consulting practices that serve the field, and a growing roster of self-presenting artists. As a leader in the field, APAP works to effect change through advocacy, professional development, resource sharing and civic engagement. APAP is a nonprofit 501(c)3 organization governed by a volunteer board of directors and led by President & CEO Mario Garcia Durham. In addition to presenting the annual APAP|NYC conference - the world's leading forum and marketplace for the performing arts (January 6-10, 2012) - APAP continues to be the industry's leading resource, knowledge and networking destination for the advancement of performing arts presenting.

**About JAZZTIMES**

According to the latest edition of The All-Music Guide, JazzTimes is “arguably the number one jazz magazine in the world.” JazzTimes, America’s Jazz Magazine, provides comprehensive and in-depth coverage of the jazz scene. In addition to insightful profiles on jazz stars new and established, every issue contains nearly 100 reviews of the latest CDs, books, videos and performances. Winner of many awards for journalism and graphic design, JazzTimes features lively writing, stunning photography and sophisticated design. Owned by Madavor Media, JazzTimes is also the sponsor for jazz festivals worldwide. Often controversial, always entertaining, JazzTimes is a favorite of musicians and fans alike. On the Web at [www.jazztimes.com](http://www.jazztimes.com)

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