

PHILADELPHIA MUSIC PROJECT

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For Immediate Release

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Philadelphia Music Project and WHYY to Hold Conference On Impact of New Technologies on the Performing Arts

The Philadelphia Music Project and WHYY will hold a conference on how new technologies in radio, TV and the Internet are affecting the performing arts. Targeting the Philadelphia region's professional nonprofit music organizations, the conference will be held Thursday, May 11 from 9 a.m. until noon at the WHYY Technology Center on Independence Mall West at 150 N. 6th Street.

A dialogue on the theme of "Forming a Digital Community Alliance" will be led by panelists Vincent Curren, Kenneth Finkel and Richard Somerset-Ward, who will discuss uses of technology to link and advance the goals of the area's music organizations. Other panel topics will include the effect of technology on record companies and composers; Internet radio; using the Web in marketing strategies; and computer sound-wave audio quality.

A short performance by the PRISM Saxophone Quartet will follow the panel discussion. The performance will be streamed (video and audio) onto the WHYY Web site to demonstrate Internet streaming techniques. Tours of WHYY recording and broadcast studios, and editing and performance facilities will also be available.

A highlight of the morning conference will be the demonstration of Web sites related to the field of music. WHYY Web masters will demystify the Web, providing attendees with the tools to harness this technology to advance their own organization's objectives.

The Speakers

Vincent Curren, general manager of WXPB-FM (88.5), serves on several national boards including Public Radio Internet Service Alliance, a grass roots collective of stations working to accelerate the use of Internet technology by public radio stations.

Kenneth Finkel, executive director of Arts and Culture Services at WHYY, has worked in Philadelphia's cultural community for more than 20 years as curator, editor, author, grant maker, and policy planner.

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Richard Somerset-Ward is a senior fellow of the Benton Foundation, a media policy research foundation in Washington, D.C., and consultant in digital broadcasting for the Corporation for Public Broadcasting. He is an independent television producer and arts writer. A former member of the BBC staff, he held positions as Director in the U.S. and head of music and arts programming for BBC TV. His most recent work for the Benton Foundation, *Connecting Communities*, is a co-publication with the Ford Foundation.

The Performers: PRISM Quartet

The PRISM Quartet is one of America's foremost chamber ensembles. Chosen by Musical America as "Outstanding Young Artists" and winners of the Chamber Music America/ASCAP Award for Adventurous Programming and the Fischhoff National Chamber Music Competition, PRISM has performed on Entertainment Tonight, National Public Radio, and in Alice Tully Hall with the Chamber Music Society of Lincoln Center. In 1995, PRISM toured Latin America under the auspices of the United States Information Agency. Most recently, PRISM commissioned William Bolcom to write a concerto grosso for saxophone quartet and orchestra, to be premiered in 2000 by the Detroit Symphony Orchestra. Founded in 1984, the PRISM Quartet has served as artists-in-residence at Settlement Music School in Philadelphia since 1994 and is heard on Koch International Classics, CRI, and Innova.

This conference is organized to benefit the professional nonprofit music community in the Philadelphia region by the Philadelphia Music Project, funded by The Pew Charitable Trusts and administered by Settlement Music School. WHYY, the member-supported public radio and television station for Pennsylvania, New Jersey and Delaware, is providing significant in-kind support.

The Pew Charitable Trusts support nonprofit activities in the areas of culture, education, the environment, health and human services, public policy and religion. Based in Philadelphia, the Trusts make strategic investments to help organizations and citizens develop practical solutions to difficult problems. In 1999, with approximately \$4.9 billion in assets, the Trusts committed over \$250 million to 206 nonprofit organizations.

For more information, please contact Matthew Levy, Program Director of the Philadelphia Music Project, at (215) 893-0140.

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