

Special Collections and Archives

PRINT AND WEB PUBLICATIONS RECORD
July 1, 2006 – June 30, 2007

General

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

University Press

September 14, 2006 – “Behind the Shelves: An inside Look at the Wimberly Library’s Special Collections Department” by Michele Boyet

External Press Coverage, Print: 1

Arthur & Mata Jaffe Center for Book Arts

General

- **PRESS RELEASE**

March 29, 2007 – “Arthur and Mata Center for Book Arts Opens at FAU Libraries”

- **INTERNAL PRESS COVERAGE**

Legacy: News from FAU Libraries

January 2007 – (Faces of FAU) – Arthur Jaffe has been collecting books for most of his adult life and he can’t imagine quitting....

June 2007 – Arthur and Mata Jaffe Center for Book Arts...

Update

April 2007 – “Arthur & Mata Jaffe Center for Book Arts Open by Appointment”

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Boca Raton News

April 5, 2007 – “Arthur and Mata Jaffe Center for Books Arts Opens at FAU”

Boca Raton Observer

June/July 2007 – “Building Blocks: Arthur & Mata Jaffe Center for Book Arts Opens At FAU”

Fine Books & Collections (New York Book Fair – Special Issue)

May/June 2007 – (Gently Mad) – Risk Your Opinions, by Nicholas A. Basbanes

Palm Beach Post

May 7, 2007 – “Opening of New Wing at FAU Draws Donors, Campus Community”

June 24, 2007 – FAU’s Rare Additions, You Can Judge a Book by Its Cover in Arthur Jaffe’s Collection... by Scott Eyman

Sun-Sentinel

December 1, 2006 – “College Shares Books, Music, Exhibits Via Computer” by Ivette M. Yee

December 22, 2006 – “Libraries Go Digital” by Ivette M. Yee

June 20, 2007 – (Shalom Today) – “New FAU Book Center Dedicated”

June 2007 – (Shalom Today) – “Meet the Artists-in-Residence! JCC Maccabi Artsfest”

- **ONLINE**

ALA.org

May 2007 – (News from the Field) – Jaffe Center for Book Arts Opens at FAU Libraries, by Stephanie Orphan

BocaNews.com

April 5, 2007 – “Arthur and Mata Jaffe Center for Books Arts Opens at FAU”

KeyNoter.com

November 11, 2006 – “Book Arts *Exhibition* Opens at College” by Staff

RareBookNews.com

June 25, 2007 – Arthur Jaffe’s Book Collection

PalmBeachPost.com

May 7, 2007 – “Opening of New Wing at FAU Draws Donors, Campus Community”

June 24, 2007 – FAU’s Rare Additions, You Can Judge a Book by Its Cover in Arthur Jaffe’s Collection... by Scott Eyman

Sun-Sentinel.com

December 1, 2006 – “College Shares Books, Music, Exhibits Via Computer” by Ivette M. Yee

December 22, 2006 – “Libraries Go Digital” by Ivette M. Yee

Press/Internal Releases: 4
Internal Press Coverage: 3
External Press Coverage, Print: 9
External Press Coverage, Online: 8

“Here is New York” 9/11 Exhibition

- **PRESS RELEASE**

September 6, 2006 – “FAU’s Dorothy F. Schmidt College of Arts and Letters Marks September 11 Anniversary...*Here is New York*** Courtesy of the Jaffe Book Arts Collection, Wimberly Library”

- **PUBLICATIONS**

Flyer – 8.5 x 11 ()

- **INTERNAL PRESS COVERAGE**

Update

September 2006 – “9/11 Memorial Events at FAU: ‘Here is New York’” Documentary Photo Collection

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Boca Raton News

September 8-9, 2006 – “FAU Marks Fifth Anniversary of 9/11 with Lectures, Visuals and Literature” by Skip Sheffield

Palm Beach Post

September 9, 2006 – “Lecture, Activities at FAU to Observe Attacks” by Staff

➤ **ONLINE**

BocaNews.com

September 8-9, 2006 – “FAU Marks Fifth Anniversary of 9/11 with Lectures, Visuals and Literature” by Skip Sheffield

PalmBeachPost.com

September 10, 2006 – (Local News, September 11th Observances) – “Here is New York”

TCPalmEntertainment.com

September 9, 2006 – “Lecture, Activities at FAU to Observe Attacks” by Staff

Press/Internal Releases: 1

Publications: 1

Internal Press Coverage: 1

External Press Coverage, Print: 2

External Press Coverage, Online: 3

“Construct” Exhibition

May 1 – August 31, 2006

• **PRESS RELEASE**

Filed with the 2005-2006 year-end report

• **CALENDAR RELEASE**

Filed with the 2005-2006 year-end report

• **INTERNAL PRESS COVERAGE**

Announcements

July 3, 6, 10, 13, 17, 20, 24, 27; August 3, 7, 10, 14, 17, 18, 24, 28, 31, 2006 – “Construct”

September 9, 11, 14, 15, 18, 25, 28; October 2, 5, 9, 12, 16, 19, 20, 21, 22, 23, 24, 25, 26, 30; November 2, 6, 2006 – “‘Construct’ Exhibition at the Wimberly Library”

MyFAU

September 8, 2006 – October 30, 2006 – Construct Exhibition

Update

September, October, November 2006 – “Construct”

October 2006 – (Seen at FAU) – Construct Exhibition

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Boynton Beach Times

July 26, 2006 – (Calendar) – FAU “Construct” Exhibit

Palm Beach Post

July 12, 19, 26; August 2, 2006 – (Community Calendar) – “Construct’ Exhibition”

- **ONLINE**

PalmBeachPost.com

July 12, 19, 26; August 2, 2006 – (Community Calendar) – “Construct’ Exhibition”

Press/Internal Releases: 5

Internal Press Coverage: 5

External Press Coverage, Print: 2

External Press Coverage, Online: 1

“Le Ricordanze: Re-Membering the Italian Futurists” Exhibition

- **INTERNAL PRESS COVERAGE**

Announcements

January 18, 22; February 1, 5, 15, 2007 – (Additional Events) – “Le Ricordanze: Re-Membering the Italian Futurists (Boca Raton)”

- **EXTERNAL PRESS COVERAGE**

- **ONLINE**

UPressOnline.com

January 25, 2007 – (What’s Up?) – “Italian Futurists Exhibit”

Press/Internal Releases: 1

Internal Press Coverage: 1

External Press Coverage, Online: 1

“Books in Black: A New Page!”
February 15 – April 16, 2007

- **PRESS RELEASE**

February 9, 2007 – “‘Books in Black: A New Page!’ to Open at FAU’s Wimberly Library”

- **CALENDAR RELEASE**

January 25, 2007 – “‘Books in Black: A New Page!’ to Open at FAU’s Wimberly Library”

- **PUBLICATIONS**

Brochure, “The Black History Quiz” by Books in Black – 8”x 11” (500)

Bibliography, by Books in Black – 8”x 11” (500)

Poster, 18 x 24 (2)

Lobby Monitor Slides (2)

- **INTERNAL PRESS COVERAGE**

Announcements

February 15, 2007 – (Top News) – “Books in Black: A New Page”

February 19, 2007 – (Events & News) – “Gallery Talks with Ruth Edwards Feb. 19”

February 19, 22, 26; March 1, 5, 8, 12, 19, 22, 26; April 5, 9, 19, 2007; May 14, 2007; – (Additional Events) – “‘Books in Black: A New Page!’ Exhibition (Boca Raton)”

MyFAU

February 6, 2007 – ‘Books in Black: A New Page!’ Exhibit to Open Feb. 18, Opening Reception Feb. 15

February 14, 2007 – (Picture of the Week) – “Books in Black: A New Page” Picture and Brief

February 14, 2007 – (Campus Announcements) – “‘Books in Black: A New Page!’ Exhibit Opens Feb. 16”

Update

February 2007 – “Jaffe Center for the Book Arts Exhibits ‘Books in Black: A New Page!’”

March 2007 – “Jaffe Center for the Book Arts Exhibits ‘Books in Black: A New Page!’ through April 16, 2007”

April 2007 – “Books in Black: A New Page! Continues through April 16”

• **EXTERNAL PRESS COVERAGE**

➤ **PRINT**

Boca Raton News

January 15, 2007 – “FAU Campuses Host Events in Honor of Black History Month” by Staff

Boca Raton Times

February 21, 2007 – “FAU Exhibits Artists’ Books”

Boynton Beach Times

February 21, 2007 – “FAU Exhibits Artists’ Books”

Miami Herald

February 14, 2007 – (Calendar) – “Florida Atlantic University Black History Month”

Palm Beach Post

February 9, 2007 – (Calendar Brief) – “Florida Atlantic University, ‘Books in Black: A New Page!’”

February 14, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ at Florida Atlantic University”

February 15, 2007 – (Event) – “Exhibit: Books in Black: A New Page!”

February 28, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 7, 2007 – (Neighborhood Post, Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 11, 2007 – (Living) – “Book Art Honors Firsts, Achievements of Blacks”

March 14, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 16, 2007 – (Museums) – “Florida Atlantic University – Books in Black...”

April 1, 2007 – “Books in Black: A New Page!”

April 4, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

April 11, 2007 – (Community Calendar) – “Books in Black: A New Page!”

Sun-Sentinel

February 15, 2007 – (Section: 4B) – Boca Raton – “FAU Center Book Exhibition Pays Tribute to Blacks”

February 16, 2007 – (Showtime) – “Art Florida Atlantic University”

February 20, 2007 – (Bulletin Board) – “‘Books in Black: A New Page!’ Traveling Exhibition of Books by Artists”

March 2, 2007 – (Showtime) – “Florida Atlantic University – Books in Black...”

March 5, 2007 – (Section: 3B) – “FAU Exhibit Honors Black Inventors” by Ivette M. Yee

March 9, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 13, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 14, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 30, 2007 – (Showtime)– “Florida Atlantic University – Books in Black...”

April 13, 2007 – (Showtime: Art) – “Florida Atlantic University – Books in Black...”

University Press

February 1, 2007 – (Vol. 8, Issue 18) – “Books in Black: A New Page”

West Boca Times

February 7, 2007 – “FAU’s Black History Month Activities”

➤ ONLINE

BocaNews.com

January 15, 2007 – “FAU Campuses Host Events in Honor of Black History Month” by Staff

Eventful.com

April 10, 2007 – (Event) – “Books in Black: A New Page!”

MiamiHerald.com

February 14, 2007 – (Calendar) – “Florida Atlantic University Black History Month”

PalmBeachPost.com

February 9, 2007 – (Calendar Brief) – “Florida Atlantic University, ‘Books in Black: A New Page!’”

February 14, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ at Florida Atlantic University”

February 15, 2007 – (Event) – “Exhibit: Books in Black: A New Page!”

February 28, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 7, 2007 – (Neighborhood Post, Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 11, 2007 – (Living) – “Book Art Honors Firsts, Achievements of Blacks”

March 14, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

March 16, 2007 – (Museums) – “Florida Atlantic University – Books in Black...”

April 1, 2007 – “Books in Black: A New Page!”

April 4, 2007 – (Community Calendar) – “‘Books in Black: A New Page,’ Exhibit at Florida Atlantic University”

April 11, 2007 – (Community Calendar) – “Books in Black: A New Page!”

Sun-Sentinel.com

February 15, 2007 – (Section: 4B) – Boca Raton – “FAU Center Book Exhibition Pays Tribute to Blacks”

February 16, 2007 – (Showtime) – “Art Florida Atlantic University”

February 20, 2007 – (Bulletin Board) – “‘Books in Black: A New Page!’ Traveling Exhibition of Books by Artists”

March 2, 2007 – (Showtime) – “Florida Atlantic University – Books in Black...”

March 5, 2007 – (Section: 3B) – “FAU Exhibit Honors Black Inventors” by Ivette M. Yee

March 9, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 13, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 14, 2007 – (Bulletin Board) – “Books in Black: A New Page!”

March 30, 2007 – (Showtime)– “Florida Atlantic University – Books in Black...”

April 13, 2007 – (Showtime: Art) – “Florida Atlantic University – Books in Black...”

TCPalmEntertainment.com

February 15, 2007 – (Event) – “Books in Black: A New Page!”

UPressOnline.com

February 1, 2007 – “FAU Campuses Host Events in Honor of Black History Month” by Staff

YourHub.com (Palm Beach Gardens)

January 30, 2007 – “‘Books in Black: A New Page!’ to Open at FAU’s Wimberly Library”

Press/Internal Releases: 11

Publications: 5

Internal Press Coverage: 9

External Press Coverage, Print: 27

External Press Coverage, Online: 27

***“Paradox Swamp: Beauty, Obsession and a Strange Green Land” Exhibition
June 3 – September 5, 2007***

• **CALENDAR RELEASE**

June 21, 2007 – “Paradox Swamp: Beauty, Obsession and a Strange Green Land” on Exhibition at FAU’s Wimberly Library

• **PUBLICATIONS**

Lobby Monitor Slides (2)

- **INTERNAL PRESS COVERAGE**

Announcements

June 4, 7, 11, 14, 18, 25, 28, 2007 – “Paradox Swamp: Beauty, Obsession and a Strange Green Land”

June 18, 21, 2007 – “Freshman Reading Program Getting Under Way”

Legacy: News from FAU Libraries

June 2007 – “Paradox Swamp: Beauty, Obsession and a Strange Green Land”

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Sun-Sentinel

June 19, 2007 – Incoming FAU Freshmen Given Early Assignment

June 27, 2007 – “FAU Freshmen Asked to Read Book before Start of Classes”

- **ONLINE**

Americantowns.com

June 29, 2007 – (News) – Paradox Swamp: Beauty, Obsession and a Strange Green Land – Exhibition

Eventful.com

June 27, 2007 – (Repeats Daily until September 5, 2007) – “Paradox Swamp: Beauty, Obsession and a Strange Green Land”

Seflin.org

June 26 – September 3, 2007 – (Calendar Event) – Paradox Swamp: Beauty, Obsession and a Strange Green Land

Sun-Sentinel.com (Boca Raton)

June 19, 2007 – Incoming FAU Freshmen Given Early Assignment, by Scott Travis

June 27, 2007 – “FAU Freshmen Asked to Read Book before Start of Classes”

Press/Internal Releases: 4

Publications: 2

Internal Press Coverage: 3

External Press Coverage, Print: 2

External Press Coverage, Online: 5

Jewish Music

Judaica Choral Society

- **PRESS RELEASE**

September 8, 2006 – “FAU Libraries Announce Auditions for Judaica Choral Society”

- **CALENDAR RELEASE**

September 8, 2006 – “FAU Libraries Announce Auditions for Judaica Choral Society”

- **INTERNAL PRESS COVERAGE**

Update

September 2006 – “Auditions for Judaica Choral Society”

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Boca Raton News

September 18, 2006 – “FAU Holding Auditions for Judaica Chorale” by Staff

September 19, 2006 – (Local News) – “FAU Holding Auditions for Judaica Chorale”

October 4, 2006 – (Local News) – “FAU Holding Auditions for Judaica Chorale”

Boca Raton Times

October 11, 2006 – (News Briefs) – “Judaica Choral Auditions Set”

Palm Beach Post

September 27, 2006 – (Community Calendar) – “Auditions for Florida Atlantic University’s Judaica Choral Society”

October 11, 2006 – (Community Calendar) – “Auditions for Florida Atlantic University’s Judaica Choral Society”

Sun-Sentinel

September 17, 2006 – “Choral Group Invites Auditions” by Staff

September 22, 2006 – (Briefs) – “Choral Auditions” by Cheryl Frost

University Press

October 19, 2006 – “FAU Libraries Hold Auditions for Judaica Choral Society” by Michael Candelers

➤ **ONLINE**

BocaNews.com

September 18, 2006 – “FAU Holding Auditions for Judaica Chorale” by Staff

September 19, 2006 – (Local News) – “FAU Holding Auditions for Judaica Chorale”

October 4, 2006 – (Local News) – “FAU Holding Auditions for Judaica Chorale”

PalmBeachPost.com

September 27, 2006 – (Community Calendar) – “Auditions for Florida Atlantic University’s Judaica Choral Society”

October 11, 2006 – (Community Calendar) – “Auditions for Florida Atlantic University’s Judaica Choral Society”

Sun-Sentinel.com

September 17, 2006 – “Choral Group Invites Auditions” by Staff

September 22, 2006 – (Briefs) – “Choral Auditions” by Cheryl Frost

TCPalmEntertainment.com

September 19, 2006 – “FAU Choral Auditions through Oct. 12” by Staff

UPressonline.com

January 30, 2007 – “FAU Libraries Hold Auditions for Judaica Choral Society” by Miguel Candelers

Press/Internal Releases: 3

Internal Press Coverage: 1

External Press Coverage, Print: 9

External Press Coverage, Online: 9

Klezmer Company Orchestra

General

- **PUBLICATIONS**

Website Creation and Launch: klezmercompany.com

Rack Piece, Klezmer Company Orchestra 2007 FAU Performances – 4” x 8” (1)

Flyer, 2006-2007 Season – 5 ½” x 8 ½” (3,500)

- **INTERNAL PRESS COVERAGE**

Announcements

April 19, 2007 “Klezmer Company Performance April 22.

E-Newsbreak

January 2007 – FAU Libraries Events...Eissey Campus Theatre-Concert...Klezmer Company Orchestra Returns for a Repeat Performance of “Salsa, Strings and Swing” at Eissey Campus Theatre

- **EXTERNAL PRESS COVERAGE**

- **RADIO/TV**

WLRN TV

February 19, 24, 2007 – (Artstreet) – “Klezmer Company Orchestra,” producer, Meredith Porte

- **PRINT**

Palm Beach Jewish Journal

January 16, 2007 – (Community) – Klezmer Orchestra Brief

March 27, 2007 – (North) – “Klezmer Company to Play”

Sun-Sentinel

July 6, 2006 – (South Florida Edition) – “Klezmer Meets Salsa at FAU”

August 10, 2006 – (Shalom Today) – “Finding Fusion: Klezmer Company Orchestra Goes beyond Its Name” by Greg Linch

➤ **ONLINE**

Eventful.com

April 10, 2007 – (Event) – “Klezmer Company Orchestra Core Group Performance”

Sun-Sentinel.com

July 6, 2006 – (South Florida Edition) – “Klezmer Meets Salsa at FAU”

YouTube.com

November 21, 2006 – (Live Download of Streaming Video, 9 min. 12 sec.) – “Klezmer Company Orchestra”

Press/Internal Releases: 2

Publications: 3

Internal Press Coverage: 2

External Press Coverage, Radio/TV: 1

External Press Coverage, Print: 4

External Press Coverage, Online: 3

“Spirit of America: The Concert”

July 2, 2006

• **PRESS RELEASE**

August 7, 2006 – (Society) – “FAU Libraries’ Celebrates Inaugural ‘Spirit of America: The Concert’ with VIP Reception”

• **EXTERNAL PRESS COVERAGE**

➤ **PRINT**

Boca Life Magazine

October 2006 – (Photographs and Captions) – FAU Libraries Celebrates Inaugural ‘Spirit of America: The Concert’

Jewish Journal

July 11, 2006 – “Concert, Collection Mark FAU Celebration” by Bryan Blessy

Sun-Sentinel

July 1, 2006 – “Fourth of July Events in Palm Beach County” by Tina De La Fe

➤ **ONLINE**

Sun-Sentinel.com

July 1, 2006 – “Fourth of July Events in Palm Beach County” by Tina De La Fe

TCPalmEntertainment.com

July 2, 2006 – (North Palm Beach County, Events Calendar) – July 2 “Spirit of America: The Concert”

Town Crier Online

July 3, 2006 – (This Week’s Calendar) – “Spirit of America”

Press/Internal Releases: 1
External Press Coverage, Print: 3
External Press Coverage, Online: 3

***“Jazz Project:” KCO at the Carnival Center for the Performing Arts
October 8, 2006***

• **PRESS RELEASE**

October 3, 2006 – “Klezmer Company Orchestra: Jazz Project Only Palm Beach Ensemble to Perform during Carnival Center’s Grand Opening”

• **INTERNAL PRESS COVERAGE**

Update

November 2006 – “Klezmer Company Orchestra: Jazz Project Only Palm Beach Ensemble to Perform during Carnival Center’s Grand Opening”

• **EXTERNAL PRESS COVERAGE**

➤ **PRINT**

Miami Herald

October 6, 2006 – “Global Groove: Carnival Center Opens with a Big Splash of South Florida Culture” by Jordan Levine

Miami New Times

October 5-11, 2006 – “Finally Open” by Patrice Elizabeth Grell Yursik

➤ **ONLINE**

Carnival Center for the Performing Arts (CarnivelCenter.org)

October 4, 2006 – (Event) – “Klezmer Company Orchestra: Jazz Project”

CriticalMiami.com

October 9, 2006 – “Carnival Center Opening: Target Global Beat” by Alesh Houdek

MiamiHerald.com

October 6, 2006 – “Global Groove: Carnival Center Opens with a Big Splash of South Florida Culture” by Jordan Levine

MiamiNewTimes.com

October 5, 2006 – “Finally Open” by Patrice Elizabeth Grell Yursik

Press/Internal Releases: 2
Internal Press Coverage: 1
External Press Coverage, Print: 2
External Press Coverage, Online: 4

***“Salsa, Strings and Swing” Jackie Gleason Theater
December 17, 2006***

• **PRESS RELEASE**

September 26, 2006 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Jackie Gleason Theater”

November 8, 2006 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Jackie Gleason Theater”

• **CALENDAR RELEASE**

October 11, 2006 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Jackie Gleason Theater”

• **PUBLICATIONS**

Interior Poster – 11” x 17” (2)

Poster – 4’ x 7’ (1)

Direct Mail Postcard – 5 ½” x 8 ½” (5000)

Flyer – 5 ½” x 8 ½” (7000)

Press Kit (5)

Concert Program with Insert (2000)

E-Blast Graphic (1)

- **PRINT ADS - CREATIVE**

Miami Herald (5 sizes: 4 col. x 6”, 2 col. x 7”, 3 col. x 8”, 3 col. x 10.5”, 3 col. x 12”)

Jewish News (1 size: 5 col. x 12”)

Jewish Journal (1 size: 5 col. x 12”)

Entertainment News (1 size: 4 col x 12”)

Total Print Ads Created: 8

- **INTERNAL PRESS COVERAGE**

Announcements

December 11, 14, 2007 – “Salsa, Strings & Swing” Klezmer Company Orchestra Performance

January 26, 2007 – “FAU’s Critically Acclaimed Klezmer Company Orchestra Will Present a Concert...”

MyFAU

November 2006 – “Salsa, Strings, and Swing” – Klezmer Company Orchestra Concert

Update

December 2006 – “Klezmer Company Orchestra Hits the Road Again for “Salsa, Strings and Swing” at Jackie Gleason”

- **EXTERNAL PRESS COVERAGE**

- **PRINT ADS – RUN DATES**

Miami Herald – Multiple Zones Ad Hits: 13
November 3 – December 10, 2006

Jewish Journal Ad Hits: 3
December 7-14, 2006

Florida Jewish News Ad Hits: 2
December 6-7, 2007

Entertainment 2006 Ad Hits: 1
December

Total Print Ad Hits: 19

➤ **PRINT**

Aventura News

November 22-28, 2006 – “Robert Singer and Barry Gurland Promoting Event to Benefit Israel Sport Center” by Lynn Carroll

Florida Jewish News

November 22, 2006 – “The Joys of Jewish Music” by David Morris

November 24-30, 2006 – “The Joys of Jewish Music” by David Morris

December 8, 2006 – (Local Briefs) – “Holiday Discounts for Klezmer Company Orchestra’s ‘Salsa, Strings and Swing’”

December 14, 2006 – (Local Briefs) – “Klezmer Company Orchestra Concert to Benefit Israel’s Sport Center for the Disabled” by FJN Staff

Miami Herald

December 15, 2006 – “Sounds of Klezmer” by Jordan Levin

Miami Today

December 14, 2006 – (Music Listing) – “Multi Music – Jackie Gleason Theater of the Performing Arts Presents Klezmer Company Orchestra...”

Palm Beach Jewish Journal

December 12, 2006 – “Klezmer Company Orchestra to Perform at Gleason Theater” by Vanessa C. Reyes

December 19, 2006 – “Klezmer Company Orchestra Performs Across South Florida” by Vanessa C. Reyes

Palm Beach Post

November 15, 2006 – (Events) – “Concert: Klezmer Company Orchestra Presents Salsa, Strings and Swing”

January 1, 2007 – “Concert: Klezmer Company Orchestra Presents Salsa, Strings and Swing”

South Florida’s Entertainment News & Views

November 30, 2006 – “Klezmer Company Orchestra to Present ‘Salsa, Strings and Swing’ at the Jackie Gleason Theater”

Sun Post

November 2, 2006 – (Calendar Listing and Cover Photo) – “Dec. 17 Jackie Gleason Theater: ‘Salsa, Strings and Swing’”

December 14, 2006 – (Calendar Listing with Photo) – KCO Gleason Concert

➤ **ONLINE**

BrowardPalmBeachNews.com

November 13, 2006 – (Event) – “Klezmer Company Orchestra”

EventGuide.com

November 13, 2006 – (The Arts) – “Sunday, December 17, 2006, Klezmer Company Orchestra”

FloridaJewishNews.com

November 22, 2006 – “The Joys of Jewish Music” by David Morris

November 24-30, 2006 – “The Joys of Jewish Music” by David Morris

December 8, 2006 – (Local Briefs) – “Holiday Discounts for Klezmer Company Orchestra’s ‘Salsa, Strings and Swing’”

December 14, 2006 – (Local Briefs) – “Klezmer Company Orchestra Concert to Benefit Israel’s Sport Center for the Disabled” by FJN Staff

Jackie Gleason Theater of the Performing Arts (gleasontheater.com)

October 9, 2006 – (Event Calendar) – Klezmer Company Orchestra Presents ‘Salsa, Strings & Swing’”

JewishMiami.org

October 4, 2006 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present “Salsa, Strings and Swing” at Jackie Gleason Theater”

November 13, 2006 – (Young Leadership) – “Klezmer Company Orchestra – Salsa, Strings and Swing: Orchestra”

KlezmerCompany.com

September 26, 2006 – (Press Release) – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Jackie Gleason Theater”

October 3, 2006 – 2006 News and Calendar Releases

MiamiBeach411.com

December 2006 – (Music) – “KCO Presents ‘Salsa, Strings and Swing’” by Laurie

Miami.CitySearch.com

November 13, 2006 – (Event) – “‘Salsa, Strings and Swing’ Klezmer Company Orchestra”

MiamiHerald.com

December 3, 2006 – (Calendar Events)

December 10 & 15, 2006 – (Calendar Events) – Music Brief, the Sound of Klezmer

December 15, 2006 – (Music Brief) – “The Sounds of Klezmer”

December 15, 2006 – “Sounds of Klezmer” by Jordan Levin

MiamiNewTimes.com

November 13, 2006 – (On Sale!) – “‘Salsa, Strings and Swing’ – Klezmer Company Orchestra”

November 13, 2006 – (Event Listing) – “‘Salsa, Strings and Swing’ with the Klezmer Company Orchestra”

November 13, 2006 – (Concert Calendar) – “‘Salsa, Strings and Swing’ with the Klezmer Company Orchestra”

December 6, 2006 – (Promotional Events) – “Salsa, Strings and Swing – Klezmer Company Orchestra – Jackie Gleason Theater”

December 16, 2006 – (Events) – “Rockin’ Hanukkah” by Margaret Griffis

MiamiSunPost.com

November 13, 2006 – (Music, Listing) – “‘Salsa, Strings and Swing’ presented by Klezmer Company Orchestra” by Rayme Samuels

MiamiToday.com

December 14, 2006 – (Music Listing) – “Multi Music – Jackie Gleason Theater of the Performing Arts Presents Klezmer Company Orchestra...”

PalmBeachPost.com

November 15, 2006 – (Events) – “Concert: Klezmer Company Orchestra Presents Salsa, Strings and Swing”

January 1, 2007 – “Concert: Klezmer Company Orchestra Presents Salsa, Strings and Swing”

South Florida’s Entertainment News & Views (www.entnews.com)

December 2006 – “Klezmer Company Orchestra to Present ‘Salsa, Strings and Swing’ at Jackie Gleason Theater”

December 2006 – (Calendar Events) – Salsa, Strings and Swing

Sun-Sentinel.com

November 20, 2006 – (Entertainment Calendar) – “Klezmer Company Orchestra ‘Salsa, Strings and Swing’”

SunPost.com

November 2, 2006 – (Calendar Listing and Cover Photo) – “Dec. 17 Jackie Gleason Theater: ‘Salsa, Strings and Swing’”

December 14, 2006 – (Calendar Listing with Photo) – KCO Gleason Concert

Ticketmaster.com

November 13, 2006 – (Event) – “‘Salsa, Strings & Swing!’ Klezmer Company Orchestra”

December 14, 2006 – “Holiday Discount Offer! “Salsa, Strings and Swing” Klezmer Company Orchestra.

VenueGuide.com

November 13, 2006 – (Event) – “Jackie Gleason Theatre – Klezmer Company Orchestra”

Press/Internal Releases: 7

Publications: 15

Internal Press Coverage: 4

External Press Coverage, Print: 33

External Press Coverage, Online: 34

***“Salsa, Strings and Swing”Eissey Campus Theatre
January 28, 2007***

• **PRESS RELEASE**

January 3, 2007 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Eissey Campus Theatre”

• **CALENDAR RELEASE**

December 7, 2006 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Salsa, Strings and Swing’ at Eissey Campus Theatre”

- **PUBLICATIONS**

Venue Poster – 24” x 40” (1)

Flyer – 5 ½” x 8 ½” (3000)

Flyer – 5 ½” x 11” (2000)

Concert Program with Insert

- **PRINT ADS - CREATIVE**

Palm Beach Post (2 sizes: 2 col. x 8”, 3 col. x 11”)

Total Print Ads Created: 2

- **INTERNAL PRESS COVERAGE**

Announcements

January 22, 25, 2007 – (Events and News) – “‘Salsa, Strings and Swing’ Jan. 28”

Update

January 2007 – “Klezmer Company Orchestra Returns for Repeat Performance of ‘Salsa, Strings and Swing’ at Eissey Campus Theatre”

- **EXTERNAL PRESS COVERAGE**

- **RADIO/TV**

WXEL

January 17, 2007 – (Classical Variations) – Interview with Aaron Kula, i.e. Salsa, Strings and Swing at Eissey Theater

- **PRINT ADS – RUN DATES**

Palm Beach Post – Multiple Zones
December 10, 2006 – January 14, 2007

Ad Hits: 17

Total Print Ad Hits: 17

- **PRINT**

Lake Worth Forum

January 23, 2007 – (Music) – “Orchestra Blends Sounds of Tango, Salsa, Mambo, and Swing”

Palm Beach Jewish Journal

January 16, 2007 – (North) – Take in ‘Salsa, Strings and Swing’”

Palm Beach Post

December 28, 2006 – (Events) – Salsa, Strings and Swing

January 4, 2007 – (Entertainment Events) – “Concert: Klezmer Company Orchestra Presents ‘Salsa, Strings and Swing’”

January 17, 2007 – (North Palm Beach) – “Klezmer Concert at PBCC”

January 26, 2007 – (Event Details) – “Don’t Miss: Klezmer Company Orchestra”

January 26, 2007 – “Klezmer Company Orchestra”

➤ **ONLINE**

BrowardPalmBeachNews.com

November 13, 2006 – (Event) – “Klezmer Company Orchestra”

CoralSpringsBocaRaton.com

January 26, 2007 – (Event Calendar) – Salsa, Strings & Swing by Klezmer Co. Orchestra

JewishMiami.org

January 1, 2007 – “Eissey Campus Theatre Calendar of Events”

Palm Beach Community College (www.pbcc.edu)

January 8, 2007 – (Events Calendar) – “Klezmer Company Orchestra Presents ‘Salsa, Strings and Swing’”

PalmBeachPost.com

December 28, 2006 – (Events) – Salsa, Strings and Swing

January 4, 2007 – (Entertainment Events) – “Concert: Klezmer Company Orchestra Presents ‘Salsa, Strings and Swing’”

January 17, 2007 – (North Palm Beach) – “Klezmer Concert at PBCC”

January 26, 2007 – (Event Details) – “Don’t Miss: Klezmer Company Orchestra”

January 26, 2007 – “Klezmer Company Orchestra”

Sun-Sentinel.com

November 20, 2006 – (Entertainment Calendar) – “Klezmer Company Orchestra, ‘Salsa, Strings and Swing’”

TCPalmEntertainment.com

January 7, 2007 – “Klezmer Company Presents Salsa, Strings and Swing,” at Eissey Campus Theater

UPressOnline.com

January 25, 2007 – (What’s Up?) – “Salsa, Strings and Swing’ – Klezmer Company Orchestra”

WXEL.com

January 19, 2007 – (Classical Variations, Events) – The critically-acclaimed Klezmer Company Orchestra...Salsa, Strings and Swing....

Press/Internal Releases: 4

Publications: 6

Internal Press Coverage: 2

External Press Coverage, Radio/TV: 1

External Press Coverage, Print: 24

External Press Coverage, Online: 13

“Beyond the Tribes”Boca Campus

March 4, 2007

• **PRESS RELEASE**

February 6, 2007 – “Klezmer Company Orchestra, Conducted by Aaron Kula to Present ‘Beyond the Tribes’ at FAU’s Performing Arts Auditorium”

• **CALENDAR RELEASE**

January 22, 2007 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Beyond the Tribes’ at FAU’s Performing Arts Auditorium”

• **PUBLICATIONS**

Direct Mail Postcard – 5 ½” x 8 ½” (10,000)

Concert Program with Insert (2,500)

E-Blast Graphic (1)

VIP Invitation (250)

- **PRINT ADS - CREATIVE**

Sun-Sentinel (2 sizes: 2 col. x 7", 2 col. x 9")

Jewish Journal (1 size: 2 col. x 8")

Palm Beach Post (1 size: 2 col. x 8")

Total Print Ads Created: 4

- **INTERNAL PRESS COVERAGE**

Announcements

February 19, 22, 2007 – “Catch a Performance of FAU’s Klezmer Company Orchestra on WLRN-TV Saturday Night”

February 26 – March 1, 2007 – (Events) – “‘Beyond the Tribes’ Klezmer Concert March 4”

Update

February 2007 – “Klezmer Goes ‘Beyond the Tribes’ in Boca Raton Next Month”

March 2007 – “Klezmer Company Orchestra to Premiere ‘Beyond the Tribes’”

- **EXTERNAL PRESS COVERAGE**

- **RADIO/TV**

WXEL Radio

February 21, 2007 – (Classical Variations) – Aaron Kula Interview for Beyond the Tribes Concert

- **PRINT ADS – RUN DATES**

Sun-Sentinel – Multiple Zones
January 28 – February 18, 2007

Ad Hits: 14

Jewish Journal – Multiple Zones
January 23 – February 20, 2007

Ad Hits: 13

Palm Beach Post – Multiple Zones
January 27 – February 25, 2007

Ad Hits: 9

Total Print Ad Hits: 36

➤ **PRINT**

Boynton Times

February 28, 2007 – (Take 2) – “Klezmer Company Plays at FAU”

Palm Beach Jewish Journal

February 13, 2007 – (What’s Happening) – “KCO Plays ‘Beyond the Tribes’ at FAU”

February 20, 2007 – (What’s Happening) – “KCO Plays at FAU”

Palm Beach Post

January 28, 2007 – (Calendar Event and Photo) – Beyond the Tribes

Society and the Arts

March 4, 2007 – “First Festival of Arts Boca Now Underway”

Sun-Sentinel

February 14, 2007 – (Calendar Event) – “KCO Plays Beyond the Tribes at FAU”

February 28, 2007 – (Entertainment) – “A Klezmer Infusion Composer Mixes the Old with the New” by Mary Damiano

University Press

February 22, 2007 – (What’s Up) – “Beyond the Tribes” Brief

➤ **ONLINE**

KlezmerCompany.com

February 16, 2007 – (Event) – “Klezmer Company Orchestra ‘Beyond the Tribes’”

BoyntonTimes.com

February 28, 2007 – (Event) – “Klezmer Company Plays at FAU”

Palm Beach County Cultural Council (palmbeachculture.com)

February 6, 2007 – (Calendar Event) – “Beyond the Tribes”

PalmBeachPost.com

January 28, 2007 – (Calendar Event and Photo) – Beyond the Tribes

Sun-Sentinel.com

February 14, 2007 – (Calendar Event) – “KCO Plays Beyond the Tribes at FAU”

February 15, 2007 – “Klezmer Company Orchestra Presents ‘Beyond the Tribes’”

February 28, 2007 – “A Klezmer Infusion as Composer Mixes the Old with the New in Jewish Music”

YourHub.com (Palm Beach Gardens)

February 15, 2007 – (Event) – “Klezmer Company Orchestra ‘Beyond the Tribes’”

Press/Internal Releases: 6
Publications: 8
Internal Press Coverage: 4
External Press Coverage, Radio/TV: 1
External Press Coverage, Print: 44
External Press Coverage, Online: 8

***“Spirit of America: The Concert” Boca Campus
July 1, 2007***

- **PRESS RELEASE**

May 29, 2007 – “Spirit of America: The Concert,” to be Presented at FAU’s Auditorium by Klezmer Company Orchestra, Aaron Kula, Conductor

- **CALENDAR RELEASE**

May 18, 2007 – “Klezmer Company Orchestra, Conducted by Aaron Kula, to Present ‘Spirit of America: The Concert’ at FAU”

- **PUBLICATIONS**

Direct Mail Postcard – 5 ½” x 8 ½” (10,000)

VIP Invitation (250)

Radio Ad – copy for 26-second radio spots on WXEL

- **PRINT ADS - CREATIVE**

Sun-Sentinel (2 sizes: 2 col. x 7”, 2 col. x 9”)

Total Print Ads Created: 2

- **INTERNAL PRESS COVERAGE**

Announcements

June 28, 2007 – “Spirit of America: The Concert” on Sunday, July 1

Legacy: News from FAU Libraries

June 2007 – Klezmer Company Orchestra, conducted by Aaron Kula, presented Spirit of America: The Concert...

Update

May/June 2007 – “Spirit of America Concert to be Held July 1”

• **EXTERNAL PRESS COVERAGE**

➤ **RADIO/TV**

WXEL

June 19, 2007 – (Classical Variations) – Aaron Kula Interview, "Spirit of America: The Concert," will be presented by the 42-piece critically-acclaimed Klezmer Company Orchestra (KCO), conducted by Aaron Kula...

June 21-June 27, 2007 – 26-Second Radio Ad, 30 spots

➤ **PRINT ADS – RUN DATES**

Sun-Sentinel – Multiple Zones

Ad Hits: 13

May 31 – June 25, 2007

Total Print Ad Hits: 13

➤ **PRINT**

Boca Raton Forum

June 27, 2007 – (News Brief) – “Klezmer Company to Perform at FAU”

Boca Raton News

June 5-6, 2007 – “Spirit of America” Concert at FAU to Feature Klezmer Orchestra

June 24, 2007 – (Society & the Arts) – “Morikami Museum Celebrates 30th Anniversary with New Shows and Free Admission” by Skip Sheffield

Delray Forum

June 27, 2007 – Klezmer Orchestra Gets Patriotic

Miami Herald

July 1, 2007 – (For Your Information) – Spirit of America: The Concert

Palm Beach Jewish Journal

June 12, 2007 – (What’s Happening) – Celebrate ‘Spirit of America’

June 26, 2007 – (L’Chaim) – Spirit of America – Klezmer Company Orchestra Plans Patriotic Concert

June 26, 2007 – (Events) – Florida Atlantic University Will Be Hosting a Concert...

Palm Beach Post

June 20, 2007 – (Community Calendar) – “Spirit of America: The Concert”

June 21, 27, 2007 – (Events) – “Spirit of America: The Concert”

June 27, 2007 – (Community Calendar) – “FAU Libraries Presents ‘Spirit of America: The Concert”

June 28, 2007 – (Best Bets) – (Looking Ahead) – Klezmer Company Orchestra...

June 29, 2007 – (Classical) – “Klezmer Company Orchestra – Perform ‘Spirit of America: The Concert”

June 29, 2007 – (Looking Ahead) – Klezmer Company Orchestra, Conducted by Aaron Kula, Presents “Spirit of America: The Concert”

Sun-Sentinel

May 24, 2007 – “Spirit of America: The Concert”

June 11, 2007 – “Spirit of America: The Concert” Presented at Florida Atlantic University

June 13, 2007 – (Shalom Today) – Celebrate ‘Spirit of America’

June 24, 2007 – (Entertainment Calendar) – Limited Engagements, Spirit of America: The Concert

June 28, 2007 – “Boca Raton: Klezmer Orchestra Presents Concert at FAU on Sunday”

June 29, 2007 – Celebrating the Spirit of America, Klezmer Company Orchestra Gets Patriotic at FAU, by Jack Zink

June 29, 2007 – (Showtime) – “Cities and towns have planned Their Festivities for the Fourth, So Pick the One That’s Right for Your Family”

June 29, 2007 – (Onstage) – Celebrating the Spirit of America

June 30, 2007 – (Best Bets) – Klezmer Company Orchestra, Conducted by Aaron Kula, Presents Spirit of America: The Concert

➤ **ONLINE**

AOL City Guide, Miami-South Florida

June 12, 2007 – (Music/Classical, Special Events) – Spirit of America: The Concert at Florida Atlantic University Auditorium, Boca Raton

Americantowns.com

June 4, 2007 – “Spirit of America: The Concert” a Musical Celebration of American Independence at FAU

Bocanews.com

June 5-6, 2007 – (Boca Raton/Delray Beach News) – “Spirit of America” Concert at FAU to Feature Klezmer Orchestra

June 24, 2007 – (Society & the Arts) – “Morikami Museum Celebrates 30th Anniversary with New Shows and Free Admission” by Skip Sheffield

Broward Center for the Performing Arts

June 20, 2007 – (E-Blast) – “FAU Libraries Presents, Spirit of America: The Concert”

Eventful.com

April 10, 2007 – (Event) – “Spirit of America: The Concert”

MiamiHerald.com

July 1, 2007 – (For Your Information) – Spirit of America: The Concert

Palm Beach County Cultural Council (palmbeachculture.com)

April 5, 2007 – (Event) – “Spirit of America: The Concert”

PalmBeachPost.com

June 20, 2007 – (Community Calendar) – “Spirit of America: The Concert”

June 21, 27, 2007 – (Events) – “Spirit of America: The Concert”

June 27, 2007 – (Community Calendar) – “FAU Libraries Presents ‘Spirit of America: The Concert”

June 28, 2007 – (Best Bets, Looking Ahead) – Klezmer Company Orchestra...

June 29, 2007 – (Classical) – “Klezmer Company Orchestra – Perform ‘Spirit of America: The Concert”

June 29, 2007 – (Looking Ahead) – Klezmer Company Orchestra, Conducted by Aaron Kula, Presents “Spirit of America: The Concert”

Sun-Sentinel.com

May 24, 2007 – “Spirit of America: The Concert”

June 11, 2007 – “Spirit of America: The Concert” Presented at Florida Atlantic University

June 24, 2007 – (Entertainment Calendar) – Limited Engagements, Spirit of America: The Concert

June 28, 2007 – “Boca Raton: Klezmer Orchestra Presents Concert at FAU on Sunday”

June 29, 2007 – Celebrating the Spirit of America, Klezmer Company Orchestra Gets Patriotic at FAU, by Jack Zink

June 29, 2007 – (Showtime) – “Cities and towns have planned Their Festivities for the Fourth, So Pick the One That’s Right for Your Family”

June 29, 2007 – (Onstage) – Celebrating the Spirit of America

June 30, 2007 – (Best Bets) – Klezmer Company Orchestra, Conducted by Aaron Kula, Presents Spirit of America: The Concert

WXEL.com

June 19, 2007 – (Aaron Kula Interview) – "Spirit of America: The Concert," will be presented by the 42-piece critically-acclaimed Klezmer Company Orchestra (KCO), conducted by Aaron Kula...

YourHub.com (Palm Beach Gardens)

January 30, 2007 – “Klezmer Company Orchestra ‘Spirit of America’”

Press/Internal Releases: 5
Publications: 5
Internal Press Coverage: 3
External Press Coverage, Radio/TV: 31
External Press Coverage, Print: 36
External Press Coverage, Online: 24

Klezmer/Kula Additional

• **INTERNAL PRESS COVERAGE**

Legacy: News from FAU Libraries

January 2007 – (Faces of FAU) – Aaron Kula is an artist who is completely destroying the traditional theory of how musicians and their music are labeled....

• **EXTERNAL PRESS COVERAGE**

➤ **PRINT**

Broward Jewish Journal

February 15, 2007 – (Central, Out & About) – Kula/Klezmer Brief

Palm Beach Post

October 18, 2006 – “Bringing Music to Young Ears”

Sun-Sentinel

June 2007 – (Shalom Today) – “Meet the Artists-in-Residence! JCC Maccabi Artsfest”

➤ **ONLINE**

JCC Maccabi (jcca.org)

January 16, 2007 – (Artist in Residence, Boca Raton) – “Aaron Kula – Fusion Festival Orchestra”

PalmBeachPost.com

October 18, 2006 – “Bringing Music to Young Ears”

Wikipedia.com

January 26, 2007 – “Secular Jewish Culture”

Press/Internal Releases: 1
Internal Press Coverage: 1
External Press Coverage, Print: 3
External Press Coverage, Online: 3

The Kestenberg Archive

• **PUBLICATIONS**

Event Program (150)

• **PRESS RELEASE**

January 17, 2007 – FAU Libraries Receives Archives of Psychoanalyst Judith Kestenberg

• **INTERNAL PRESS COVERAGE**

E-Newsbreak

January 2007 – S.E. Wimberly Special Collections Department Receives Kestenberg Archives

Update

January 2007 – S.E. Wimberly Special Collections Department Receives Kestenberg Archives

- **EXTERNAL PRESS COVERAGE**

- **PRINT**

Boca Raton News

January 23, 2007 – “Judith Kestenberg, ‘Granddame of Psychoanalysis’” by Staff

Palm Beach Jewish Journal

February 6, 2007 – (South) – “FAU Gains the Archives of ‘Granddame of Psychoanalysis’” by Ian Squires

Sun-Sentinel

February 24, 2007 – “Library at FAU Receives Psychoanalyst’s Archives”

- **ONLINE**

BocaNews.com

January 23, 2007 – “Judith Kestenberg, ‘Granddame of Psychoanalysis’” by Staff

Sun-Sentinel.com

February 24, 2007 – “Library at FAU Receives Psychoanalyst’s Archives”

Press/Internal Releases: 3

Publications: 1

Internal Press Coverage: 2

External Press Coverage, Print: 3

External Press Coverage, Online: 2

Special Collections and Archives

Total Press/Internal Releases: 60

Total Publications: 46

Total Internal Press Coverage: 42

Total External Press Coverage, Radio/TV: 34

Total External Press Coverage, Print: 204

Total External Press Coverage, Online: 148