

Mitchell Feldman Associates Launched in Wake of INDIEgo Demise

Promoter Mitchell Feldman, who moved to Denver to launch INDIEgo Jazz Promotions and record label Synergy Music for Synergy Media Group in January 2004, has started his own radio promotion firm, after the parent company suspended operations of those divisions at the end of March as it restructures to concentrate on its core operations.

Feldman's company is Mitchell Feldman Associates (MFA), a name under which he operated marketing and promotion services from 1996-99. Current projects for MFA include ongoing publicity and radio promotion services in the U.S. for the British jazz label Dune Records; Colorado jazz label Capri Records which recently released the first CD as a leader in 30 years by trombonist Grachan Moncur III; and a 10-week national campaign to promote to jazz radio and the press *Place & Time*, the self-produced recording debut by Israeli saxophonist, clarinetist and composer Anat Cohen.

Feldman was also recently selected by The Jazz Gallery in New York City to coordinate the PR campaign to promote its 10th Anniversary Season which runs from September through December 2005.

At INDIEgo, Feldman promoted projects by the Oliver Lake Steel Quartet, Cuban pianist Manuel Valera, vibraphonist/pianist/composer Larry Chernicoff, Archie Shepp & Mal Waldron, The Ken Walker Sextet, The Alex Heitlinger Sextet and a quartet co-led by Paul McCandless and Art Lande that Feldman coordinated for release on Synergy Music. Feldman also coordinated U.S. radio and press campaigns for Dune re-

leases by Soweto Kinch, Jazz Jamaica All Stars, Abram Wilson, and Denys Baptiste.

"These are really high quality projects, and I'm really fired up about their success," said Feldman.

Although Feldman's radio experience dates back to 1976, including a stint as the MD and jazz director at WUOG in Athens, Ga., from 1977-79 and as host of "Out To Lunch" on WREK in Atlanta in the 1980s, and continues today as a Friday night host on KUVU in Denver, INDIEgo marked his first foray into radio promotion. Feldman is enthusiastic about the people he's met both in jazz radio and promotion. "We're a very passionate group of people, dedicated to our work and a love for the music - not for the money."

Feldman said that the difference for him between radio promotion and print is that radio is much more immediate.

While Feldman does host a radio show, he's careful not to play projects he's promoting during his shift. But doing a show does have its perks. "I get a chance to see what's out there. I get

to hear things I only see in charts."

Feldman has been a publicist since 1979, with projects for Blue Note, ECM, Jazz at Lincoln Center and many artists through the following two decades. In 1999, Feldman moved to Europe, living in Umbria, Tuscany and Sardinia, Italy, where he was a correspondent for *Down Beat*, conducted research on the history of jazz in Europe, and did publicity for ECM during that label's association with BMG.

Feldman's assistant at INDIEgo, Devon Bartlett, had planned to leave in mid-May to pursue other interests, and the folding of operations has accelerated her plans.

Feldman is enthusiastic about his new firm, and while some stations may be harder to promote records to than others, he said that the variety of approaches to jazz is essential. "It's an incredible mosaic." - Ed Trefzger

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J@LC Celebrates *Don Quixote* Anniversary

Joining the worldwide celebration commemorating the 400th anniversary of the literary classic *Don Quixote* by Miguel Cervantes, Jazz at Lincoln Center will host *Chivalrous Misdemeanors*, a special concert event on May 5, 6 and 7 at 8 p.m. in Rose Theater in the organization's new home, Frederick P. Rose Hall. The Lincoln Center Jazz Orchestra with Wynton Marsalis will debut original music composed by trombonist Ron Westray,

based on and inspired by the literary work.

Although musical masterpieces inspired by *Don Quixote* are mainstays in classical culture, *Chivalrous Misdemeanors* may be the first composed and arranged for the complex jazz setting. The big band will perform these pieces that personify the characters, events and the composer's personal impression of *Don Quixote's* state of reality.