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*Several of these samples include only brief portions of the total piece



415 East Ohio Street
Pittsburgh, PA 15212

412-231-0218
www.Bistro-ToGo.com

FOR IMMEDIATE RELEASE

Media Contact: Randy Strothman 412-322-9720

Grand Opening of BISTRO TO GO New Culinary Team Taps Growing Food Market

(PITTSBURGH) September 25, 2007 — Given the fast and crowded pace of American lives today, the prepared meals-to-go market is steadily growing across the nation and in Pittsburgh. On October 9th, *Bistro To Go* opens its doors in Deutschtown on the Northside to serve this growing market and compete—on a neighborhood level—with Whole Foods and Giant Eagle in this market niche.

Grand Opening Celebration Friday, October 5th 5-8 p.m.

Bistro To Go's new team of several experienced culinary professionals, headed by owner Nikki Heckman, will offer a tasty variety of meals and sides from a menu that changes daily and seasonally. The team will also offer extensive catering services and a variety of cooking classes.

Expect a sampling of cross cultural cuisines made daily from the freshest ingredients. *Bistro* meals-to-go can not only be taken out to home or office, but also eaten on the premises, which has cozy seating for 30 inside and for 20 in a new garden courtyard outside.

Bistro entrepreneur Nikki Heckman brings not only a 28-year career experience in restaurants and the food industry, but also a deep commitment to enhance the East Ohio district with a business that “builds community.” She says “Having lived for 8 years in Manchester and worked for 15 years at the nearby Alliance Church, I care deeply about East Ohio Street’s challenges and its future. I believe that great food, fun, community spirit and Christian values will not only support our business, but also strengthen our community.”

While Mrs. Heckman has startup support from a wide community of people, two key team members in the business venture are Joe Grondziowski, most recently from a management position at *Eat’n Park*, and Chef Alfredo, bringing a Caribbean and New Orleans flavor. *Bistro To Go* will also enter into a ‘sister’ restaurant relationship with the new *Cafe Chavalo* in Granada, Nicaragua, operated by Northside expat Donna Tabor.

This new business at 415 East Ohio Street will operate in a warmly renovated 1888 building with many historic architectural details inside and out (and a recent history of being a Chinese restaurant). It’s a space that owners Nikki and Stan Heckman fell in love with the moment she saw it in April, even in the guise of Ace Athletic. The Hollander Building, home to *Bistro To Go*, is one of a series of adjacent buildings that developer Morgan Kronk is renovating into first floor commercial space and upper story condo units.

Mrs. Heckman’s dream is much like the one that friends Ed and Mary Ann Graf expressed in 2004 when they opened *Priory Fine Pastries* just up the street from the *Bistro* location.



No matter how busy your life is, we make it easy to eat well, whether you're just feeding yourself or 1,000 people. We cook, you enjoy.

INSPIRATION

Inspired by old world traditions, Bistro to Go on the Northside is your new neighborhood place where good food brings people together. Here you can savor innovative prepared meals and side dishes created from the freshest ingredients and from cross cultural cuisines.

IT TAKES TEAMWORK

Headed by Nikki Heckman, Bistro To Go's team of experienced culinary professionals offers you a tasty menu that changes daily and seasonally. Expect casual comfort food that's simple, fresh and delicious. From nutritious to decadent.

HERE OR TO GO

Take our meals-to-go to your home or office, or enjoy them in our cozy cafe or garden courtyard.

CATERING & CLASSES

Our Bistro To Go culinary team also offers the same high quality in their catering services, simplified to make ordering easy, and in their tasty variety of cooking classes with guest chefs.

Bistro To Go promises memorable meals to simplify your life and take you back to another time. Bon appetite!



Always fresh!



Seafood lasagna
 Sante Fe chicken
 Shrimp jambalaya
 Tilapia almandine
 Honey barbecue pork
 Nantucket crab cakes
 Apple cider roast turkey
 Shrimp & pasta stir fry
 Pasta primavera
 Red beans & rice
 Macaroni & cheese
 Wild rice
 Vegetarian spring rolls
 Savannah crunchy chicken
 Fresh seasonal soups
 Mediterranean antipasto
 Southwest corn
 Tomato basil bruschetta
 Ratatouille
 Chicken puff pie
 Stuffed cabbage rolls
 Roasted portobello salad



3

Strip Marketplace feasibility study summary

Once upon a time, for more than a century, there was a rough and tumble wholesale warehouse district in Pittsburgh, called the Strip District.

Today, it has evolved into a multi-faceted market place that includes 33% retail and 17% wholesale businesses. While it still retains some of its historic raw quality, the Strip District displays an underlying energy and sophistication that makes it a destination for young and old alike, from near and far.

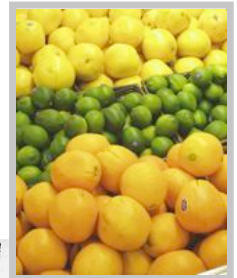
The Strip exhibits both daytime and nighttime personalities, both of which draw consumers from the region and even the nation. One is supported by dozens of food specialty stores, retail shops and street vendors; the other by dozens of unique restaurants and nightclubs. With nearly 370 businesses, the Strip employs more than 15,000 people.

The Strip abuts the heart of downtown and at that juncture rises the new David Lawrence Convention Center which draws more than 500,000 visitors annually.

The heart of the Strip District contains a unique and historic structure, the **Terminal Building**. Built in 1926 as the Pennsylvania Railroad Freight Station and Fruit Auction Building, it once housed up to 196 railroad cars of produce. In good condition today, it stretches for 5 blocks or 1,200 feet and contains 150,000 square feet of space.

Looking to the future, key stakeholders in the district are exploring the transformation of this building into the **Strip Marketplace**, a public market that would enhance the area's characteristics and house local retail and wholesale vendors. It would also act as a retail incubator, as an anchor to compliment nearby businesses and as a stimulus for nearby development.

(end of sample)



3 Reasons *To Celebrate Our* Holiday Jewelry Sale

1 Sensational savings on sparkling gifts!
You'll find *brilliant deals* on gold, diamonds, pearls and precious gems. With your budget in mind, our experienced staff will help you choose that gift of **Sparkle**.

2 Share the savings with a friend!
Bring a friend *and* this card and you *both* get **10% off** your next Sparkling purchase.

3 Win some Sparkle!
Register in the store to win a **\$2700 three-stone diamond Past-Present-Future ring**. (1 carat total; drawing on 12/24/02)

We Sparkle
even brighter this season

Rings • Earrings • Necklaces • Watches

Call 24 Hours ahead to reserve parking
412.566.4190

412.434.7601

PITTSBURGH JEWELRY CENTER

3rd Floor Clark Building
Liberty at Wood, Downtown
Pittsburgh, PA 15222

9:30 - 6:00 Monday - Friday, 9:30 - 4:00 Saturday
10:00 - 4:00 Sunday until Christmas

We merge
business support
with deluxe hospitality
in Pittsburgh

THE PRIORY
A City Inn

- ▲ 1/2 mile from downtown
- ▲ 24 unique guest rooms
- ▲ corporate rates
- ▲ frequent guest program
- ▲ honor bar in the library

Capitalize on our new fitness room, business services, extended continental breakfast, parking, and downtown shuttle - *all included*.

412.231.3338

edgpggh@stargate.net
www.thepriory.com

5

Westinghouse 'Energy Explorer' video script

(NOTE: this is a draft for a pilot concept developed in the mid-1990's)

Fade up on a casually dressed NARRATOR walking through a 'green' environment (*perhaps Phipps Conservatory or PPG Winter Garden*). The narrator's spirit and style resemble that of Lee Iacocca. Think straight-talking.

NARRATOR on camera: "Today the Westinghouse Energy Explorer is going to take you on a trip around the world: to look at some alternative technologies that will provide energy for living and working in the 21st century.

"But, why alternative sources? First, some of the old ones—coal, gas, oil—may run out sometime during the next century. Perhaps even in your lifetime. Second, fossil fuels continue to create assaults on our environment (gestures into the trees) that we're just beginning to understand. So the sooner we begin moving energy demands away from these non-renewable resources the better off we'll all be."

Dissolve to a 20 second TITLE MONTAGE with driving music. Visuals include brief, dynamic shots of people and technology moving on and off the screen, as the transparent title "Energy Explorer" drops from the top of the screen, settles in the bottom third and turns opaque. As the music tags, "Westinghouse" dissolves in above "Energy Explorer." Fade to black. Fade up on NASA footage of spacecraft floating above the earth.

voice of NASA ASTRONAUT: "Solar panel in position. All systems go."

NARR voice over: "A spacecraft is a small, isolated community. No utilities or gas stations nearby: they're on a frontier of civilization. Yet they need power to run the craft... and solar is the answer."

Cut to a close-up of the narrator's SOLAR WATCH and then pulling back to a head/shoulder shot, with a huge photovoltaic collector in the background.

NARR. o.c.: "This solar watch is one of the spin-offs from your billions of tax dollars invested in space exploration. But, the future of photovoltaics is more than just clever gadgets and power for spacecraft. There are remote places in the United States—

Dissolve to still PHOTOS of solar sites, then the establishing shot of Coconut Island:

NARR. v.o.: — on mountain tops, in the ocean, along remote railroad tracks, in the desert, in areas devastated by hurricanes—all places that need power, but don't have electricity within miles. A joint Westinghouse and IPC project on an island near Australia suggests a worldwide future for solar technology."

Cut to the surf crashing on the shores of COCONUT ISLAND as fishermen return home with their catch. See villagers milling about and occasional modern touches.

NARR v.o.: "Only 35 people live on this Australian coastal island. Coconut Island they call it. The people live off the fruits of the land and the sea... and a

few shipped-in modern conveniences."

The bucolic island scene is suddenly shattered by the SOUND of a loud diesel generator. Cut to a generator puffing away... then home scenes.

NARR. v.o.: "Before 1987, dozens of diesel generators would fire up across the island around dinner time every evening. The roar of competing generators and the low quality electricity made villagers question whether being modern was worth the trouble. The Australian government questioned the costs of running all these diesels." (roar of diesel fades out)

Cut to natives walking past a huge array of gleaming solar collectors.

NARR. v.o.: "In 1987 Westinghouse and IPC completed installation of a Remote Area Power Supply—an early hybrid photovoltaic system."

As dusk settles on the small fishing village, the lights and radios come on, people laugh and talk in the now silent darkness of a remote place.

NARR: "At the heart of the Coconut Island system are dendritic web solar crystals, developed in the 1980's by Westinghouse researchers."

Dissolve to Westinghouse engineers drawing a crystalline ribbon of pure silicon out of a machine. JIM SMITH looks into a microscope to ensure its quality. The process continues as he talks...

NARR. v.o.: "Jim Smith was there during the development of the incredibly precise manufacturing techniques for dendritic web crystals."

JIM SMITH v.o.: "We knew it was possible to draw out a thin film of silicon the same way you would stretch a soap bubble. Only a whole lot harder, because we were growing pure crystals in molten glass and stretching it to tolerances thinner than a human hair. But we wanted to try it because the older method—like NASA used—of slicing crystals from silicon ingots wasted much material and seemed too expensive for world-wide use. Economy and reliability were the challenges for our scientists.

Cut to JIM's finger pointing to a solar ribbon in a solar panel; the camera pulls back to find Jim....

(end of script sample)

6a

Article for WomensNet, a website for western Pennsylvania

Spinning Away Calories

Are you ready to jump on the hottest new trend in aerobic exercise? It's called Spinning, a "virtual" bike ride set to music, with no traffic. Picture yourself peddling away on a stationary bicycle—not even a fancy computerized one—to hip music, in a group, and to the enthusiastic urgings of an instructor.

Lara Abernethy, aerobics instructor at Monroeville Racquet Club, claims that their 18 Spinning classes a week are very popular with women. She offers three reasons why it's hot: "Anybody can do it, you burn off an amazing 350 to 400 calories in only 45 minutes, and it works the areas that many women are concerned about: hips, thighs and buttocks." Which proves you can get somewhere while spinning your wheels!

Add to that the insights of Beth Federowich, owner of Fitness Essentials and a personal trainer at the Duquesne Club, PAA and YMCA: "Spinning is an excellent cardiovascular and cross training exercise, with essentially no risk of impact injuries." That's because your feet are not pounding onto a hard surface, like they do in jogging or traditional aerobics, which can injure your legs or internal organs.

The Downtown YMCA is also leading the charge for this next generation of aerobics. Even in the slow summer months it offered 3 classes a day; in the fall that number will increase with demand. According to Kim Feeley, the YMCA's Wellness/Fitness Director, "both beginners and advanced can enjoy the same class, since each person controls the amount of peddling resistance on her bike." Kim adds that it's a lot of fun and the Y's classes even give you some upper body workout, too.

A quick, random phone survey reveals that many of the better known and pricier fitness clubs don't offer Spinning yet. In fact, it appears that barely more than a half dozen fitness centers in the Pittsburgh region offer it today. In addition to the Downtown Y and the Racquet

Club, you'll find it at Club One and the YMCA's in Chipewa and Natrona Heights. In mid-Fall the Jewish Community Center in Squirrel Hill begins offering classes.

6b

Article for CompuServe's Wow! kid website

Spaced Out

If you're into science and space travel, consider a summer that's more adventurous than getting a tan or whacking a baseball.

The two U.S. Space Camps—in Florida and Alabama—sound like awesome fun. Check out a huge Saturn V and a sleek SR-71 Blackbird. Kick back for mega I-Max movies. Put your stomach in orbit with Space Shot's 4G's of acceleration, weightlessness and a 180 foot drop.

For about \$550 you get a cool 5-day learning vacation. Or, for the same price, you can take an adult along for three days.

Basic camp gets you rocket and propulsion exercises, astronaut training, a NASA tour and a simulated mission. Or do 'Aviation Challenge/Mach 1,' designed after the Navy's 'Top Gun' program, including water survival, obstacle courses and wild flight simulations.

If that's not enough, in Florida check out the Kennedy Space Flight Center, with Spaceport USA, the VAB and launch pads. And why not drop in on nearby Disneyworld, too?!

And look for lots of other space camp-type activities around the country, including NASA's special learning programs in every state.

Hey, by the end of the summer you may even know how to land on the moon using an ACLS!

7

A Giant Eagle direct mail video announcing a new store concept

HOST (*whispery*)

Psst. Over here. I'm not supposed to be here in this back room, but I've got a secret to share with you about this unusual place. You've got to come here—actually out there—and find out for yourself. And to show you how enthusiastic I am about this secret, I've even got a special offer just for you later. So stay tuned and let me give you a little hint about the best kept 'secret' in the North Hills: Fee. Fi. Fo. Fum...

'Giant' MUSIC

(*whispery*) Fee. Fi. Fo. Fum...

CLOCK SFX & frantic MUSIC :

(*a ticking clock continues through a frantic montage of a woman shopping; mix with old time 'Keystone Cops' music to heighten the comic tension*)

HOST v.o.

Some days just aren't long enough to do all the things you need to do... Too many places to go and too many things to do. Unless you know The Secret: Giant Eagle at McIntyre Square.

soothing MUSIC

(*gentle music to settle the exhausted housewife*)

HOST v.o.

So what's the secret? The secret is this is not just a great grocery store, not just one of many stops on your journey. It's The Stop. For everything...

HOST o.c.

OK, you can't replace your muffler or get a sofa here. But, for those weekly trips you normally spend buzzing around the North Hills, McIntyre Square is the answer. Picture old 'Main Street USA' in a modern setting and the 'loving care' your grand-parents got there... Remember the butcher... the baker... the candlesti—the pizza maker... the druggist... the banker... the card shop for special occasions... the flower shop for more special occasions...

the deli...

the take out Chinese?

You get all this and more under one roof at North Hill's Giant Eagle.

HOST o.c.

McIntyre Square's your place to save time, save gas, save nerves and save money. Giant Eagle at McIntyre Square makes your life easier.

HOST v.o.

How does it make my life easier, you ask? You already know that Giant Eagle offers you 'everyday low prices on the items you buy most'. Every day! Plus the weekly specials save you more dollars. Beyond savings, we also stand by our friendly service, convenience, quality and selection.

Starting at our 'Farmers Market' you find a huge selection of the finest and freshest produce... the same in poultry and meats...and dairy products, too...Along with thousands of other supermarket items.

HOST o.c.

But then, then there are the other McIntyre Square extra advantages that leave the other supermarkets in the dust. You know: 'The Secret.'

You can pick up a great movie to watch after dinner. With over 7500 choices you can find just the right one. Or Nintendo or Sega Genesis to keep the kids busy.

HOST

And you can stop at our Picture Perfect Photo Processing Store to pick up your latest prints. If you're in a real hurry, get your photos developed while you shop. Or pick them up later. All on Kodak paper, seven days a week.

HOST

And for that special day you can browse for just the right sentiment. And great party goods, gift wrap and candles, too, at everyday discounts...
(*more*)

(*end of sample*)

8

A fundraising video for Hospital Albert Schweitzer in Haiti

Ra-Ra MUSIC up and under

NARRATOR

This is Haiti—the western portion of a Caribbean island 600 miles from Miami. The 6 million people of Haiti are descended from African slaves who labored to make the island the most prosperous of the New World colonies during the 18th Century. Today it's the poorest nation in the Western Hemisphere—the average Haitian's income is less than \$250 a year... and life expectancy is only 47 years.

Nat. Sound full
(sound of well-drilling machine)

NARRATOR

In Haiti's largest farming valley, hope for the future takes many different forms. A skilled team drilling a new water well... Another team planting a small tree... A skilled doctor saving the life of a child. And a health worker checking on the well-being of neighbor families every day... In a country where malnutrition and 19th century diseases still ravage the population, these dedicated people serve a hospital unique in the world. A hospital driven by a powerful mission: "Help Life Wherever You Find It."

MUSIC for title up

NARRATOR

The dream of Albert Schweitzer Hospital was born almost half a century ago on a ranch in Arizona. In 1947, Larry Mellon read about Dr. Albert Schweitzer in Life magazine and reacted powerfully to his work. Larry began corresponding and he and his wife Gwen launched his medical education.

GWEN MELLON

And that's how it all started. Dr. Schweitzer wrote frequently to Larry, very wise letters, very simple.

NARRATOR

After years of medical school, in 1952 Gwen and Larry Mellon chose the spot for the hospital

they wanted to build. It was the Artibonite Valley of Haiti. Two hundred people gathered for the ground breaking...

GWEN MELLON

Larry made a speech and he said three very important things. The first was that he wanted the hospital to take care of the medical needs and the physical needs of the people in the community. Second, he wanted the hospital to be a teaching and a learning center. And the third thing was that he hoped that some day the hospital would be administrated, managed and staffed by people of Haitian nationality.

But he said, no matter how beautiful a hospital or how well equipped, or how well-staffed, if the people who serve it don't have love and concern for those they serve, it's like an empty shell. He felt very strongly that one of the strongest parts of the hospital, a real keystone in the whole building, was the ethic 'Reverence for Life' which came across the Atlantic Ocean from Dr. Albert Schweitzer.

NARRATOR

Beginning with a staff of 8 in 1956, the hospital now employs more than 300 people, mostly Haitian. Today this staff provides health care to more than 100,000 people a year.

Nat. Sound up

He looks like he's gonna make it. I was really worried, because he looked very bad.

DR. BAPTISTE

Hospital Albert Schweitzer means the difference between life and death to the people of the Valley of the Artibonite.

NARRATOR

Haitian Dr. Michel Jn-Baptiste was educated at Harvard Medical School and now serves as Medical Director of the Hospital.

DR. BAPTISTE

We want to be able to practice a high level of care. But we don't want to introduce a lot of fancy equipment. And Dr. Mellon was always against bringing in a lot of fancy equipment...
(more)

(end of sample)

9

Nortel trade show event concept

“Set the Pace with Nortel”

Creative Rationale

In this concept the competitive marketplace roars to life through a car racing metaphor, where speed, power and control are of the essence. Much of the language and imagery here is drawn from the world of cars and car racing.

Event Invitation

A full color invitation arrives in the mail of the exclusive VIP target audience, touting the excitement of racing and competition. It includes a ballpoint pen premium to tie in with the signing of autographs by the Nortel race driver at the event.

Image: a blurred racing car.

Headline: “We’ve Got a Racy Event Just for You”

Additional Sample Copy: “It’s about as close to racing as you can get without being behind the wheel... You’ll rub shoulders with Nortel’s famous Formula 1 race car driver... sit behind the wheel... walk away with his autograph... Set the Pace with Nortel”

Other Copy: includes the event date and location, a premium and door prize tease, and a call to action to join the excitement at the event, and the Nortel tagline and logo

The Offsite Event

A time for both fun and soft networking with decision makers, this event builds excitement around the racing theme. Imagine the space filled with props that scream racing and high energy:

- a Nortel race car on display
- Nortel racing promotional items
- car tires stacked sculpturally and topped with video monitors running racing footage continuously
- several racing arcade video games
- racing posters everywhere

- waiters & waitresses dressed in pit crew outfits
- food & bar stations designed as pit stops
- a finish line, winners circle and more.

Occasionally, the loud speaker system fills the air with event-related announcements peppered with racing jargon.

While the audience can mill about and network for a comfortable period of time, the primary event features a 5 minute, big screen video presentation. The video takes the audience on an excitement-packed test drive of Nortel’s networking products. Using the metaphors of racing and car performance, the witty test driver puts Nortel products through their paces on the track.

As each test is performed— Power, Speed, Control, and Ease of Use—huge sound effects blast from speakers and dynamic images fill the big screen. Tires squeal, the tachometer swings into the red line as an engine revs, tires squeal again as the tests proceed. The driver offers Car & Driver-type reviews like “a major improvement in performance” ... “ease of use that shames everything in its class” ... “kudos to the designers of this savvy performer” ... “handles like a dream.”

As the video ends, the blare of a real horn and racing engine spins the audience around to reveal the actual Nortel race car crossing “the finish line” and screeching to a stop in the winners circle. Out of the car steps the featured Nortel race driver, with a follow spotlight tracking him to an elevated stage. With much fanfare—including balloons, confetti and drum roll—a Nortel emcee introduces him to the audience. After a brief comments by the driver and emcee, the driver moves to a table where he signs autographs.

This event winds down with the emcee drawing coupons for door prizes and thanking everyone for coming... (*more*)

(end of sample)

10

Federated Investors marketing video

MUSIC up and under

The company to watch for global money management is Federated Investors—with a history of providing innovative products and services to people like you.

The roots of this industry leader trace back to 1955, when its focus was retailing savings plans to the public. Over a period of 40 years, Federated flourished... growing from 3 employees in 1955 to over 1900 today... from no assets, to a company that manages or administers close to \$90 billion in assets.

Today, it's both a highly disciplined company and a 'high touch' one, serving each client in a very personal way.

As Federated grew, it helped to lead the mutual funds industry. In 1969, it introduced the first bond fund to invest solely in US Government Securities. In 1974, it pioneered the amortized cost method of accounting for valuing shares of Money Market funds. Two years later, Federated introduced the first institutional, tax-free Money Market fund for bank trust departments. In 1980, it pioneered EDGE, the first instantaneous order entry system for Money Market funds, signaling the end of time-consuming punch cards.

In addition, Federated invented some of the first highly defined asset allocation funds.

Even though it has been an innovator, Federated's hallmark is a very disciplined approach to investment to carefully manage risk. The goal is competitive returns with less volatility, especially over the long term.

Beyond money management, Federated also knows how to serve its customers. Look at its ratings by DALBAR, a Boston-based research and consulting firm. Since 1991, Federated has earned #1 rankings in DALBAR's annual survey of banks, brokerages and others who sell mutual funds and services.

In nine critical areas of customer satisfaction, Federated received top rankings

from the industry... demonstrating that customer satisfaction is vital to Federated's success.

As a global money manager, Federated Investors is large, diverse and independent. It provides investment management products and services to more than 4000 financial intermediaries... and millions of shareholders. Ninety investment professionals— with an average experience of 13 years—manage more than 250 portfolios and separate accounts from offices in Pittsburgh and New York City.

..... (material cut here)....

END MUSIC up and under

Keep your eyes on Federated, as it grows and offers new services. With nearly \$90 billion in assets under management or administration and service rated #1 by DALBAR, Federated can help you build long-lasting portfolios. Federated Investors: Your Partner in Global Money Management.

MUSIC up and out

(end of sample)

11

A proposed info-tainment complex to promote Pittsburgh

Showboat 2000

Celebrating The Millennium on America's Rivers

Yesterday.

Imagine the 19th Century along the rivers—the era of Huck Finn and Tom Sawyer. Boats, barges and craft of all types carry every kind of product and colorful character to riverside towns. In the summer, expectations rise for the arrival of a special craft: the Showboat, a floating entertainment center carrying exotic and imagined worlds into riverside towns. Steam-powered calliope music draws curious throngs to the river banks.

Then came railroads, riverside industry, automobiles and trucks, and airplanes. The rivers and their banks fell from grace. And so did the immortal showboat.

Today

Riverside cities across America, from Pittsburgh to Cincinnati to San Antonio, are reclaiming their river banks and heritage.

Tomorrow

It's the year 2000, and the calliope draws people to the river banks once again. This time it's a modern, supercharged version of the showboat, a traveling info-tainment complex, featuring a restored sternwheeler and a multifeatured floating theme park.

Celebrating a Millennium.

The new millennium is both cause for celebration and reason for reflection. **Showboat 2000** tells a story about America's past, present and future to a potential audience of over 12 million people. The floating complex combines all the grand story-telling traditions—the huckster, the artist, the poet, the entertainer, the professor and more—into one multifaceted river show boat.

In addition to the living history of the old sternwheeler, **Showboat 2000** offers a huge variety of experiences to the public through exhibits, events, and more... *(more)*

(end of sample)

12

Slaughterhouse grand opening invitation



Shop Warming Party Sunday, February 24 • 2 to 6 pm

It's a one-of-a-kind event to celebrate Garth Jones and Don Reed moving into their spanking new wood shop/studio/gallery. Please join them in toasting the new home of **Reed Woodworks & Renovations** and **Jones Furniture Design**.

Yes, there is still a lot of sweat and \$ to put into the place before their dreams come true. Nevertheless, they'll feed and entertain* you as they proudly show off their new facilities... and share their visions.

Attire: construction chic.

Bring your imagination and appetite. And be the first on your block to hear about their new venture, **Slaughterhouse Gallery & Studios**.

5136 Butler Street, Lawrenceville

**Including ham bone stew, chili, sandwiches, door prizes, music & Shmootsie, the shop kitty, plus free sawdust.*

— — —(side 2 of postcard)— — —

In 2001, partners Reed and Jones began renovation of an 1885 slaughterhouse in Lawrenceville.

Their vision: "to create an arts and crafts synergy in a creative work environment." They are currently seeking a variety of creative tenants, including other woodworkers, as well as artists, artisans, writers, leaded glass artists and other creative professionals.

In addition to studio and small office space for lease, shared community spaces will include a gallery, a covered outdoor deck, a landscaped picnic area and a break room—part kitchen, part office services.

13a

Article for a neighborhood newsletter

Just Grow It! A Clean and Green Vision

Imagine sunflowers, parsley, basil, tomatoes, zucchini, and pole beans growing where crack deals came down only a year and a half ago. If your memory goes back to WW II, imagine a Victory Garden—an appropriate image for those who have been fighting to clean up our neighborhood for years.

Starting in May, your neighbors began transforming four vacant lots into productive gardens. It's the fruition of a partnership between EACC and Western Pennsylvania Conservancy, which helps to create dozens and dozens of spectacular, highly visible gardens around the city every summer. Like all of the community gardens around the city, it takes a neighborhood effort.

Progress So Far

In the first two weeks of April, the Conservancy delivered tons of topsoil and wood for fencing, as well as tools, hoses and even seeds. The next steps were up to us. In May, Randy Strothman and Pete Meier got everything rolling by setting posts in concrete, nailing up the fences, installing the gates, and laying out 11 plots.

Today ten neighbors tend plots of 250-300 square feet on Thropp Street. With lots of digging, weeding and watering, these vacant lots are already blooming and producing zucchini, lettuce, herbs and flowers.

So far the “winning” gardeners are Beth, a first time gardener, Sam, a veteran, and Josh, a reborn gardener. Their plants are all lush and producing gloriously for their dinner tables and flower vases.

Beyond Veggies

These gardens are about more than green thumbs and tasty rewards. They're also about neighborliness—making new friends, talking and sharing. You'll find old gardeners teaching new ones, neighbors taking detours to check on the latest growth, and gardeners sharing their harvest with others. The gardens are already helping the community grow together.

For more information call Randy Strothman at 322-9720. He lives next to the gardens and acts as Garden Master.

13b

Article for a business district newsletter

Help To Maintain Our Traditions in Bloomfield

During the Holiday season, customs and traditions often take on more importance than during the rest of the year.

While many communities have given up their annual events for lack of funding, time or energy, Bloomfield continues to nurture, even grow, its traditions. Complementing those of the parish and Bloomfield Citizens Council, your business association produces two annual activities: the Little Italy Days festival and the Holiday Lights on Liberty Avenue.

Together, all of these activities contribute to what makes Bloomfield a healthy, unique and vibrant community. Yet, they are only possible with widespread community and business support. We thank all of you who give so generously of your time and money during the year to keep the traditions alive.

With the Holiday season upon us, you'll notice that the colorful lighting display on Liberty Avenue sets a festive tone for the season and brightens travel in and through Bloomfield. We thank Skip Albanese and his volunteer team for their tireless work this season to store, repair, install and take down these lights.

PLEASE SHOW YOUR SUPPORT

Even with the huge volunteer effort this display costs the Association more than \$10,000 per year for storage, electricity, hired labor and equipment, and replacement parts. So we ask everyone to help with the cost of this sparkling, shared display for our community. Become our partner in keeping this Holiday tradition alive.

ACTION ITEM

- Send your contribution of \$100 or more if you are a business or \$25 or more if you are a resident to Bloomfield Business Association, P. O. Box 90194, 15224, payable to *Bloomfield Business Association*. Please note that it is for “holiday lights.”
- Go overboard on decorating your windows for the Holidays. See more about the new BBA window decorating contest in this issue.

THANKS

- As of November 15, thanks to Fifth Third Bank, Skip Albanese and Dan Albanese for lining up as Holiday Lights Sponsors...

• Program Tease

MICHELENE

Congratulations, you've found a great radio show just for kids. I'm Michelene and the name of our show is 'Michelene's House.' That's where I live.

Stay tuned and you'll hear lots of cool music, like from 'Lion King' and Sweet Honey and the Rock. Plus, you'll meet lots of great characters... all just for kids.

Well, actually, if there are any adults with you, we also have one 'oldie' for them, too. Oonly if they behave themselves, though. (*squawk*) Stay tuned for lots of fun...

(*music continues under break announcer...*)

• BREAK #1: sponsor

ANNOUNCER

Michelene's House is brought to you by Jamis Cain Productions, in partnership with cultural organizations and corporations that care about families with young children. They also believe that learning can be fun. And now, lets get back to Michelene's musical house...

• First Song Intro.

MICHELENE

Where do we start? I've got so much great music that I want to share with you. It comes from all over the country and even all over the world. All different kinds.

And when you hear something you like, feel free to get up and dance or sing—unless it freaks somebody in your house.

To start, how about if we all say 'hello' to each other? This song says 'hi' to kids around the world...

• Song #1: "Hello Song," then Song #1 ID

MICHELENE

It's amazing, all the different languages kids use around the world. That was a song by Fred Miller from his album 'What's Wrong With This Picture?', in case you want to get a copy.

You know what? Having your own radio show is cool, but I wish I had a friend to help—and keep me company.

I'm looking around my bedroom here... (*squawk*) And I see one of my favorite puppets, Jose the Parrot. He's a really colorful bird from Latin America. Maybe I'll just turn on my imagination and make him come to life. Here goes... (*imagination sound effects*)

JOSE (*parrot*)

Squawk! Hola, Michelene—that means 'hello' in Spanish. You got some powerful imagination! Gracias. That means 'Thank You'.

MICHELENE

Wow, Jose. I always wanted to bring you to life and, 'Bam!', there you are. Imagination is amazing.

JOSE

For sure, Michelene. Say, I've been listening to you—

MICHELENE

Listening?! You mean you could hear me while you were a puppet?

JOSE

Sure—I just couldn't say anything until you imagined me to life. Gracias again for your imagination. It's pretty boring just sitting there all the time.

Hey, this radio show is a great idea. But, what you need is a partner—a disk jockey to spin the songs and tell people about the music.

MICHELENE

You know about music, Jose?

JOSE

You bet! I love music and the people who make it.

MICHELENE

This is perfect. What an amazing parrot you are.

JOSE

True. But I need a 'handle'—a special name. How about 'Jose DJ?'... (*more*)

(*end of sample*)

15

Spots for WTAE-TV

Lean Cuisine ‘Learn to Ski’ spot

MUSIC up and under

NARRATOR

WTAE-TV, Seven Springs and Lean Cuisine invite you to learn to ski! It’s ‘Lean Cuisine Learn-to-Ski Days’ at Seven Springs—from Saturday, February 18th through Sunday, February 26th. That’s nine fun-filled days to choose from.

Just bring 15 dollars and any Lean Cuisine proof-of-purchase. You’ll get skis, boots and poles... lessons...and practice time. Call 814-352-7777. Remember your Lean Cuisine proof-of-purchase and have fun!!

Lincoln Mercury ‘President’s Day Sale’

MUSIC up and under

NARRATOR

For one week only, South Hills Lincoln-Mercury is selling every new Mercury for just \$95!

The ‘\$95 Presidents Sale means you can buy any new Mercury in stock for \$95 over factory invoice.

Buy a Mystique... a Sable... a Villager... a Grand Marquis... or any Mercury for just \$95 over factory invoice.

The \$95 Presidents Sale means you save a lot of these presidents right now!

For one week only you pay just \$95 over factory invoice at South Hills Lincoln-Mercury.

South Hills Lincoln-Mercury, route 19 south. Don’t miss this sale— it all ends Saturday at five!

“Family Works” sponsored PSA

‘Family Works’ Music & ID

This Family Works moment is brought to you by Wendy’s (and Giant Eagle and HealthAmerica).

ANNOUNCER

Doing school work together can strengthen your family and increase your child’s confidence. Talk about what happened in school today. Create a friendly atmosphere, without pressure. Help your

kids organize to get things done. A special, tidy space with no distractions often helps. Find a tutor, if necessary— there are free ones available. And always convey the message that education is important.

‘F/W’ Music & ID

:04

Wendys knows the family works (and Giant Eagle and HealthAmerica).

City Theater spot

DRIVING MUSIC up & under

MALE FAN

City Theater is one of the most intimate theater spaces in the city. It’s great to be so close to the action.

FEMALE FAN

The South Side has it all: restaurants, art galleries, shops—and now, City Theater.

MALE FAN

The best productions I’ve seen in Pittsburgh have all been at City Theater.

FEMALE FAN

I like everything about City Theater.

NARRATOR

You gotta see it! City Theater—now live on the Southside!

West Virginia Public Theater Spot

MUSIC up and under

NARRATOR

If you’re crazy about Broadway, then Broadway Crazy is for you. It’s All-American fun, like George Gershwin...

Will Rogers...

Rags to Riches...

Neil Simon...

Andrew Lloyd Weber?

Well, almost All-American.

Broadway Crazy won’t cost you an arm and a leg either: seniors take 10% off; you and 9 friends save 25%; a season ticket gets you one show free.

Broadway’s closer—and more affordable—than you think. Call now.

(end of sample)