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Beyond The Music

Rock Art Show gets listeners talking

Classic Rock programmers are constantly looking for ways to keep their stations relevant and fresh. Greater Philadelphia Radio Group Director/Marketing Scott Segelbaum hit the jackpot in 1992 when he staged the first Rock Art Show at KLSX/Los Angeles, where he was working at the time.

"The show got a lot of attention and publicity," Segelbaum says. "Because of this show, Robbie Kreiger of The Doors — who had never done art before — did something for us, and now he has his own pieces going out."

A few years later the opening-night party for a KLSX Rock Art Show attracted some of the artists themselves, as Elton John, Stevie Nicks and Yes' Jon Anderson stopped by. "It certainly gets the media out there when you have that kind of star power," Segelbaum says.

When Segelbaum joined Greater Media's Philadelphia stations in the mid-1990s, the Rock Art Show came with him, to the cluster's Classic Rock WMGK. "The first event in Philadelphia was a tremendous success for the station," Segelbaum says. "The imaging of the event, the charity aspect of it, the press attention we got — it was amazing."

Segelbaum has now made the decision to expand the Rock Art Show to other markets. It hit the road for the first time this year, and seven stations

have signed agreements with Segelbaum and his advisor, former WMMR/Philadelphia PD Sam Milkman, to stage the exhibit in their towns.

Cool Investments

The show's 150 featured framed pieces of art include lithographs and paintings by famous musicians, in addition to hand-penned lyrics, Beatles animation art, classic album art, photos of classic rock artists and works inspired by classic rock artists, including pieces by late *New Yorker*

magazine caricature artist Al Hirschfeld.

Perhaps the best part of the show is that all of the pieces in the exhibit are for sale, with a certain percentage of the proceeds going to a charity of the participating station's choice. Want to take home a cell of Beatles cartoon art? It's yours. "This is not a memorabilia show," Segelbaum says. "These are actual things that can go in an office, living room or family room. It's an investment."

One example of the many items available for purchase is a limited-edition piece from Paul McCartney. "McCartney printed only 300 numbered lithographs of one of his pieces, and it's signed," Segelbaum says. "When you see this collection, you'll look at it and say to yourself, 'This is really cool.' People have seen Jerry Garcia's ties, but when they see his artwork up close and in person, they really oooh and aaah."

Other items in the exhibit include outtake photos of a Crosby, Stills and Nash album cover shoot; outtakes from the famed shoot for the Doors' *Morrison Hotel* album cover; "Reality," a 2003 limited-edition lithograph created by David Bowie for his CD of the same name; and Jerry Garcia's "Dawn at the Ritz," which captures the artist's impressionist vision of New York's Central Park. Also on display is the popular "Jerry Garcia Multimedia" by Baron Wolman and Rick Garcia.

The marriage of rock and art isn't that far-fetched. Many famous rock 'n' roll stars went to art school and forged

their craft as musicians there, including John Lennon, Garcia and Bowie. Interestingly, one of Bowie's instructors in art school was the father of famed guitarist Peter Frampton.

Rockin' Road Show

The Rock Art Show is "seamless," says Segelbaum, meaning that any station that brings the exhibit to its market may brand the event as its own. "We just run it and put it together," says Segelbaum. "This is a whole new way to see classic rock artists, and

proceeds will benefit the Jimmy V. Foundation, formed in memory of famed North Carolina State men's basketball coach Jim Valvano.

WGRF/Bufalo and WDVE/Pittsburgh have already brought the show to town this year, and it will be staged by WODE/Allentown; WBOS/Boston; WBLM/Portland, ME; WTKV & WTKW/Syracuse; and WRCK/Utica, NY before the end of the year. WMGK is also planning a Rock Art Show event (Greater Media gets the right of first refusal in those markets where the company owns stations).

A Total Package

Show venues range from vacant stores in shopping malls to galleries to hotel ballrooms. "It's basically up to the radio station," Segelbaum says. "They know how best to promote themselves."

The show can also be tailored to suit the station's image. "For a 'Class-



SATURDAY MORNING BEATLES A limited-edition cell featuring cartoon art from the Beatles' ABC-TV Saturday-morning animated series is just one of many pieces available for sale in the Rock Art Show.

ic Rock That Really Rocks' station, we'll get more material that reflects that station's playlist," Segelbaum says. He's more than willing to make adjustments for a station.

While the Rock Art Show has proven to be popular with listeners, it's also helped some stations financially. "This is something that makes a lot of money for a radio station, and we work with the GMs, PDs and sales managers to make sure it's done well," Segelbaum says. "It's not just a situation where we bring in some artwork. It's a total package, and they can call it whatever they want."

"I've been in marketing and promotions for 20 years, and one of the things that comes back to me is how easy this thing is to do for radio. With the cooperation and support of all, it's really a great thing for a station to be involved in."

A full listing of exhibit pieces and further information about the Rock Art Show can be found at www.rockartshow.com.



GENERATIONS Late Who bassist John Entwistle created this piece by placing each band member in a different generation — one he believed was significant for that person and best illustrated his personality.