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CLEARWATER

JAZZ HOLIDAY

Presented By



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ANNUAL REPORT TO SPONSORS

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JAZZ HOLIDAY

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Without your support and that of our other corporate and public sponsors, the Clearwater Jazz Holiday could not keep jazz alive in Coachman Park. We look forward to having you back in 2008 to continue the amazing tradition of this community oriented event that has built up so much goodwill and brand awareness throughout the southeast.

MARINEMAX

CLEARWATER JAZZ HOLIDAY

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In cooperation with
RuthEckerdHall.com
RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

Thursday, October 18th
Air Force Band Falconaires
George Benson
Friday, October 19th
Ray & Friends
Jazz Surge with Chuck Owens
Norman Brown, Peabo Bryson,
Jeff Lorber and Marion Meadows
Saturday, October 20th
Michael Ross Quartet
Brian Bromberg's Downright Upright Band
Arturo Sandoval
Medeski Martin & Wood
Sunday, October 21st
REH / CJH Jazz Youth Band
Hendrik Meurkens Samba Jazz Quartet
Lynne Arriale Trio
Joe Gransden
Natalie Cole

St. Petersburg Times
tampabay.com
STAGE

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2007 Clearwater Jazz Holiday Foundation President - Patrick Sheppard | 2007 Clearwater Jazz Holiday Jazz Force President - Bill Smith | Poster created by Judith Duccio and designed by Tim Doolittle

2007 Clearwater Jazz Holiday Poster





George Benson

**Air Force Academy Band Falconaires
George Benson**

**Ray & Friends
Chuck Owen & the Jazz Surge featuring
special guests: Mike Mainieri & Adam Nussbaum
Grammy Award Winner Norman Brown featuring
Peabo Bryson, Jeff Lorber and Marion Meadows**

**Michael Ross Quartet
Brian Bromberg's Downright Upright Band featuring
Randy Brecker, Mitchel Forman, Gary Meek & Dave Weckl
Arturo Sandoval
Medeski Martin & Wood**

**REH/CJH Jazz Youth Band
Hendrik Meurkens Samba Jazz Quartet
Lynne Arriale Trio featuring Lynn Arriale – piano,
Thomson Kneeland – bass, Steve Davis – drums
Joe Gransden
Natalie Cole**



Natalie Cole



Medeski Martin & Wood

World-Class Line-Up of Performers

2007 Clearwater Jazz Holiday Promotional Brochure



2007 Clearwater Jazz Holiday Marketing Quantifiabiles

Web development/BubbleWorld - January 2007 redesign

Ad/marketing creation/ Tim Boatright - January - August 2007

Jazzlz Magazine, April 2007 issue full page display ad

Down Beat, May 2007 full page ad in Jazz Festival Guide

Smooth Jazz News, May 2007, full page inside back cover

Abyss Jazz Magazine, May/June, July/August, Sept/Oct - full page back covers

Down Beat, June 2007, full page ad

Jazzlz Magazine, June 2007 issue full page display ad

Jazz Times Magazine, May 2007, full page color ad

JazzTimes Magazine, Jul/Aug 2007, full page color ad

Jazzlz Magazine, August 2007 issue full page ad, 2 page display

Florida Monthly Magazine, Sept 2007, full page color ad

AAA Going Places, Sept/Oct issue, 1/3 page ad

Florida Travel & Lifestyles, Sept 2007, full page color ad

Chicago Jazz Magazine, full page color ad in Festival Guide and Festival Program

CBS Outdoor, billboards in Hillsborough, Pinellas & Sarasota counties - 2 million impressions

Clearwater Jazz Holiday brochures - 150,000 produced

30 second Clearwater Jazz Holiday TV spot - 2500 airings on Brighthouse Cable

30 second Clearwater Jazz Holiday TV spot - 100 airings on Network, Tampa Bay's 10

AT&T The Real Yellow Pages, front cover, Pinellas Edition 2.4 million impressions

Florida Monthly Magazine, October issue, 1/6 page ad 2500 Clearwater Jazz Holiday posters

St Petersburg Times, 3" x 12" columns - 5 different ads, 12 insertions, 1.3 million impressions per run

WSJT 60 second PSA - 1000 airings beginning mid-September 2007

Clearwater Jazz Holiday ads in periodicals and local rag newspapers - ad sizes from 1/4 page to full page, 100,000 impressions

The 2007 Clearwater Jazz Holiday was advertised in the following print media:

The St Petersburg Times

Accent on Tampa Bay

Abyss Jazz Magazine

Chicago Jazz Festival

Downbeat Magazine

Jazziz Magazine

Florida Monthly Magazine

Smooth Jazz News

Tampa Bay Magazine

TBT

AAA Going Places Magazine

Tampa Bay Woman

Community newspapers

and more...

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THE Tri-County Forty-Niner SHOPPERS GUIDE
SERVING SOUTHWEST PASCO & NORTHERN PINELLAS COUNTY
OCTOBER 2007 Volume 5, No. 11

coupons inside! **coupons inside!** **coupons inside!**

MARINEMAX CLEARWATER JAZZ HOLIDAY
Mercedes-Benz
FOUR DAYS & NIGHTS OF FREE JAZZ!
October 18-21, 2007 at Beautiful Coachman Park

HOME OF THE \$49 AD

- WIN \$500,000 CASH PLAY "TEXAS HOLD'EM" FOR GREYHOUND BENEFIT. SEE PG. 3
- \$100 OFF "SCENT CHIPS" HOME FRAGRANCE GET COUPON PG. 13
- 3 TOPPING PIZZA ONLY \$7.99! AT "TONY PEPPERONI'S" GRAND OPENING-COUPON PG. 7
- "SAVE-ON" PLUMBING PROFESSIONAL PLUMBERS AT DISCOUNT PRICES SEE PG. 15
- FREE MOVIE SEE CINEMA GRILL @ EMBASSY 6. DETAILS PG. 6

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Print Ads



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Print Ads



Print Ads

RIDES

TEST RIDE | 2008 Scion xB

The brave little toaster grows up

By Clint Williams
Los Angeles Bureau

The 2008 Scion xB is bigger than the quirky car it replaces, but does that make it better? You've got to say "No."

While not all the changes are for the better, the redesigned Scion xB offers more power and more safety features than the cult car it replaces.

Looks: The new 2.4-liter engine produces 25 more horsepower than the old xB. That power flows into the xB on the verge of peppy, making it more fun to drive than its predecessor. The four-speed automatic is smooth and efficient.

The xB wheelbase has grown by 4 inches while the overall length is longer by 4 feet. It's also 3 inches wider. Yet it sits lower than the original. The longer, wider stance makes for a smoother ride.

The Scion xB has the spaciousness of a minivan.

Passengers front and back enjoy limo-like legroom. There is enough headroom in the wide seating area to accommodate a 6-foot-10-inch person. There is plenty of space for a family of four. There aren't nearly 22 cubic feet

of cargo space behind the rear seats. There is a new tray beneath the rear seats for stashing DVDs, coloring books and other small items for the young/hidden.

Drives: Rear visibility. The redesigned xB sports a much thicker C-pillar and smaller rear window, restricting the view when backing up. Also missing: a long list of options. The larger body means fewer miles in the gallon.

Safety: The second-generation xB offers more safety features compared to the older xB, including electronic stability control with traction control and front and rear side-curtain air bags.

Cost: All Scion cars with free oil change at 5,000 miles and 10,000 miles. The standard 160-watt Pioneer sound system comes with a special iPod port to play portable tunes through the car speakers.

Bottom line: The xB remains a frugal family car offering plenty of features at a no-dodge sticker price well south of \$20,000.

Edmunds.com says: "You'd certainly buy it before we would a PT Cruiser or a Chevrolet HHR. Because, let's face it, those cars are square."

Yes, I've grown older and bigger and lost some of my edge, but I'm much improved. Will the hip, young 20-somethings still love me? They should.

The lowdown

Drive: Front-wheel drive, four-door compact wagon.
Base price: \$16,600; \$18,970 (as tested)
Engine: 2.4-liter, 158-horsepower four-cylinder with five-speed manual or four-speed automatic transmission.
EPA estimated mileage: 22 mpg (city), 28 mpg (highway)

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 Buy any DVD from the list above at regular price & receive 10 Sale DVDs for FREE!
 Present this ad at the time of purchase & receive 15 Sale DVDs for FREE!
 Not to be combined with any other offer.

MARINEMAX CLEARWATER JAZZ HOLIDAY
 Mercedes-Benz
FOUR DAYS & NIGHTS OF FREE JAZZ!
 October 18-21, 2007 at Beautiful Coachman Park
 Don't Miss:
George Benson, Natalie Cole, Medeski Martin & Wood, Norman Brown, Peabo Bryson, Arturo Sandoval & more!
 St. Petersburg Times TAMPA BAY.COM
 Ruth Eckerd Hall.com
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22 | tbt* www.tampabay.com | Thursday, October 11, 2007



Print Ads

2 | Wednesday, October 13, 2007 | St. Petersburg Times | P.8





FOUR DAYS & NIGHTS OF FREE JAZZ!

October 18-21, 2007 at Beautiful Coachman Park

Don't Miss:
George Benson,
Natalie Cole,
Medeski Martin & Wood,
Norman Brown, Peabo Bryson,
Arturo Sandoval & more!






St. Petersburg Times
tampabay.com
STAGE
RuthEckerdHall.com














Visit ClearwaterJazz.com

OPINION

Your letters » Share your opinions | go to tampabay.com/letters

Youth need to slow down

I am a 23-year-old lifelong resident of Land O'Lakes and am appalled, frightened and saddened at the loss of lives I have witnessed in a mere eight years. The most shocking thing is the people that I am referring to were in their 30s or younger.

What is going on in our town that has everyone racing to their demise? When are we, as today's youth, going to wake up and realize there are consequences to our actions? While yes, a very small percent of deaths are natural causes or tragic (not-at-fault) accidents, the majority are self-inflicted. Car accidents, suicide, and the all too common overdose. That is the one that I don't understand. The drug that kills in Land O'Lakes comes from Land O'Lakes. Your friend from middle school is your dealer or middle man.

Drops seem to be the killer of my class, and for the most recent graduates of Land O'Lakes High School, it is car accidents. Take it slow. The speed limits were not set in place to ruin your parade but to try to limit the loss of lives in an accident.

Please, your vehicle with your closest classmates is not the only one on U.S. 41 or State Road 54. The family in the minivan going to PAL baseball practice or out to eat at ABC Pizza is on the same stretch of highway as you.

Amanda Perez, Land O'Lakes

Sumner was right in his comments

I do not think that outgoing County Attorney Robert Sumner needed to apologize for correctly labeling Tim Hayes a "developer's candidate" in the upcoming county attorney selection. It was polite and politically correct for him to apologize, but I agree with his statement in the first

her Parkway, Swan Lake Mini, Hidden Creek Golf Course, Woods L.B. Farms, Quail Hollow Golf Course, Collier Commons, and Caliente Resort. For several years one of my largest clients was Scarborough Corporation, a division of Weyerhaeuser Corp., which was headquartered in Pasco County and for which I handled all of their Pasco County projects.

Along with the builders' and developers' quotes in Yip's first article, this proves to me that Tim Hayes is the developer's candidate and should not be selected to help guide growth for perhaps the next 20 years. Developers have too much influence in county government already. Having the people's attorney on the side of the developers will only hurt the people of Pasco County.

In Willife's application, outside of working as a law clerk in attorney offices prior to 1993, she states that she has worked entirely for Pasco County in the county attorney's office. Having more than 12 years of experience in county offices, she has worked for Robert Sumner and knows the staff, the commissioners, and the history and legacy of development in Pasco County. In my opinion, she is knowledgeable, thoughtful, competent, and supportive of the high quality of life that we presently strive for in Pasco County. If selected, she would be able to ensure the continuance of a high-quality office of the county attorney.

I feel that Robert Sumner has been good for our county, and has fairly ruled and advised to the betterment of the county residents, and not necessarily for the betterment of the developers. I feel that Barbara Willife will continue this legacy with efficiency and competence. Next week, the commissioners should vote to select her to be Robert Sumner's replacement.

Richard K. Riley, Trinity

Bar shop keeps her in

most skillfully by its actors, especially Morgan Reid opened a picture into the world of how a woman (played by Reid) totally dedicated to her sick child might get through each day of her life. Further, the performers showed the audience what would save this woman when the purpose for her very being was taken from her.

This play, like just about any other play, is about the successful or unsuccessful interaction of the characters (mostly tragedy) and the ability of the actors therefore to reach their audience with the playwright's theme. I saw this connection between the actors. I felt this connection. I was brought to tears by Ms. Reid, as was most of the audience. But Fredrickson never mentioned any of these things. Did she miss them altogether?

Fredrickson mentioned that Ms. Reid "hovers... watchfulness gets a bad cloaking at times," but "she does do a nice job of showing concern." What? Did Fredrickson not understand the character of M'Lynn at all? Thank God Ms. Reid did understand that any good mother of a diabetic daughter with a willful streak would "hover" long time.

If the playwright wanted her to be the loving character, frightened to death and in partial denial, he would have written it that way. Fredrickson might have wanted her to do a nice job of "showing concern." However, she did an excellent job of dealing with her daughter's problems. Fredrickson didn't write the play did she?

As long as I'm on the topic of Ms. Reid, Fredrickson mentioned that she "showed the scenery a bit much in her big dramatic moment near the end of the play." Here again, she really misses the boat. To my mind, Ms. Reid brilliantly portrayed the only emotional character in the play. Everyone else is in the beauty parlor. Her daughter died! She need-



Print Ads



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The 2007 Clearwater Jazz Holiday received press coverage in the following:

The St Petersburg Times

Abyss Jazz Magazine

Downbeat Magazine

Jazzlz Magazine

Florida Monthly Magazine

Tampa Bay's 10 WTSP

WJST 94.1

Smooth Jazz News

Tampa Bay Magazine

TBT

AAA Going Places Magazine

Tampa Bay Woman

Community newspapers

and more...

News Coverage



News Coverage



News Coverage



News Coverage

2B | Thursday, August 2, 2007 | St. Petersburg Times ★★★★★

entertainment.tampabay.com for the latest news

St. Petersburg Times
2B
ENTERTAINMENT

OVERHEARD
"I'm not a grandiose movie star at all. But I always like to know when lunch is going to be."
Catherine Zeta-Jones, going on to say she gets really upset if lunch doesn't happen when it's supposed to because her blood sugar goes down and she gets the shakes.

BRITNEY HAD ISSUES WITH PHOTOGRAPHERS
Britney Spears threw a baby bottle and threatened to kill the two photographers who took pictures of her and her two sons leaving a Las Vegas spa last week, according to the photos, who also were attacked by Spears' bodyguard. Spears shouted "I am going to kill you!" at Andrew Deetz during the fracas at the Wynn Las Vegas casino-hotel, according to a statement released by Deetz's lawyers and reported by the Associated Press. In front of several other people, Spears also told Deetz he should get a restraining order against her because she was going to kill him or hire someone who would, the statement said. Deetz and Kyle Henderson were taking pictures of Spears and young Sean and Jayden as they left the spa accompanied by two bodyguards. One bodyguard, Cesar Julio Camara, attacked both men at different times until Wynn security intervened, the photos said. Las Vegas police issued a summons for a charge of battery to Camara.

An unforgettable lineup
Clearwater Jazz Holiday organizers say this year's event will be better than ever.

IF YOU GO

Jazz Holiday lineup
Thursday, Oct. 18
6 p.m. Air Force Band Falconaires
8 p.m. George Benson
Friday, Oct. 19
5 p.m. Ray & Friends
6:45 p.m. Jazz Surge with Chuck Owen
8:45 p.m. Norman Brown, featuring

A new 'View' master
Whoopi Goldberg is chosen to take over the show's job of moderator.

Associated Press
NEW YORK — Whoopi Goldberg, named Wednesday as the new moderator of *The View* as the show puts Rosie O'Donnell in its rearview mirror, said her new job is a "big ol' thrill for me."
Goldberg jogged down the aisle of the New York studio, slapping hands with the audience, when the announcement was made live on the air by show creator Barbara Walters.
"I love this show," said Goldberg, one of a select few performers to win an Oscar, an Emmy, a Tony and a Grammy award. "I love coming on it. I love hanging out with you guys."
O'Donnell announced in the spring she was leaving ABC's daytime talk show after

Natalie Cole performs in Warsaw, Poland, on July 16 during the Warsaw Summer Jazz Days festival. Cole will close out the Clearwater Jazz Holiday on Oct. 21.

Associated Press
Singer and guitarist George Benson, right, shown performing with singer Al Jarreau in July, will open the Clearwater Jazz Holiday.

Associated Press
Singer and guitarist George Benson, right, shown performing with singer Al Jarreau in July, will open the Clearwater Jazz Holiday.

Goldberg

BY RITA FARLOW AND LORRI HELFAND
Times Staff Writers
CLEARWATER — The 28th annual spread out over the four days," said Bob Seymour, jazz director at WUSF-FM 89.7. Several local acts will perform, includ-

News Coverage



News Coverage



News Coverage



News Coverage



News Coverage

Jazz Holiday broadens its range

The Clearwater festival brings in an eclectic mix of musicians to its annual homage to all things jazz.

BY PHILIP BOOTH | Staff Correspondent

The Clearwater Jazz Holiday has redesigned its sound. Gone is the preponderance of smooth jazz that has filled so many recent festivals. Out, too, are blues acts and New Orleans musicians.

Instead, the festival has booked a couple of big names — George Benson tonight and Natalie Cole on Sunday — and, for the first time, a nationally known jazz band, Medeski Martin and Wood, headliners on Saturday.

Also in the mix: Afro-Cuban jazz from Arturo Sandoval, mellow sounds from Norman Brown and a collection of local and national talent from across the jazz spectrum.

Medeski Martin and Wood should attract younger listeners. It will be interesting to see if their own fans also find appealing the fiery

brand of Afro-Cuban jazz played by trumpeter Sandoval, slated to perform before 3PMF on Saturday. “Of all the different offshoots of jazz that the festival has had from time to time, it is a nice direction for the festival to stretch in,” said Bob Seymour, longtime jazz director at WISF-FM 88.7 and a frequent onstage musician at the Jazz Holiday. “I’m looking forward to seeing how [Medeski Martin and Wood] do as headliners. It’s a big act to fill, following Arturo Sandoval.”

Seymour points to Sandoval, vibraphonist/harmonic player Hendrik Meurkens, pianist Lynne Arriale, Chuck Owen & the Jazz Surge, and bassist Brian Bromberg as among the artists he’s most excited about hearing in what he called “one of the better lineups in recent years.”

Tonight



U.S. Air Force Academy Falconaires

8:30 to 10 p.m.
The year’s military precision 10-piece big band based in Colorado Springs, Colo. The group regularly tours the country, bringing to life of 100+ live performances and nationwide large ensemble pieces in festivals, concert halls, music conferences, colleges and schools.

George Benson

8:30 to 10 p.m.
The jazz-influenced guitarist made his comeback breakthrough with 1976’s new classic “Breezin’” about and his debut recording. Grammy-winning cover of

Leon Russell’s “The Highway” shows how much Benson has grown since his 1976 breakthrough. He is now a multi-instrumentalist, playing guitar, piano, and organ. He has also released several solo albums, including “The Highway,” “The Highway,” “The Highway,” and “The Highway.”

Friday

Ray & Friends

8 to 9:30 p.m.
The band’s new album “Ray & Friends” is a collection of songs inspired by the life and music of Ray Charles. The album features a mix of classic soul and contemporary R&B.

Chuck Owen and the Jazz Surge, with special guests Mike Mainieri and Adam Nussbaum

8:45 to 9:30 p.m.
Owen, longtime jazz studies professor at the University of South Florida, leads the 17-piece professional ensemble orchestra at USF’s Center for Jazz Commission on campus devoted to the study of jazz.



Norman Brown featuring Peabo Bryson, Jeff Lerber and Marion Meadows

8:48 to 11 p.m.
This year’s edition of the guitarist’s “Summer Storm” tour is supported by the 10-piece band featuring Peabo Bryson, Jeff Lerber, and Marion Meadows. The band is known for its soulful sound and has released several albums.

Saturday

Michael Ross Quartet

8:45 to 10 a.m.
The band’s new album “Michael Ross Quartet” is a collection of songs inspired by the life and music of Michael Ross. The album features a mix of classic soul and contemporary R&B.



Brian Bromberg’s Downright Upright Band featuring Randy Brecker, Michel Forman, Gary Meek and Dave Weckl

8:45 to 9:45 p.m.
Bromberg, a former bassist whose album “Downright Upright” was a major success, leads the band. The band features some of the best jazz musicians in the world.

Arturo Sandoval

7:28 to 8:45 p.m.
The jazz trumpeter and percussionist is performing with his band.

Sunday

The Ruth Eckerd Hall/Clearwater Jazz Holiday Jazz Youth Band

1:45 to 2:30 p.m.
The band’s regular at the festival, suitable for all ages.

Hendrik Meurkens Samba Jazz Quartet

3:45 to 4:15 p.m.
Meurkens, a German jazz pianist, leads the quartet.

Lynne Arriale Trio featuring Thomson Kneeland and Steve Davis

4:45 to 6 p.m.
Arriale, a pianist, leads the trio. The trio features some of the best jazz musicians in the world.



Natalie Cole

8:30 to 10 p.m.
The daughter of Nat King Cole, Cole is performing with her band.

Joe Gransden

8:30 to 9 p.m.
Gransden, a pianist, is performing with his band.

Clearwater Jazz Holiday

The festival is in Clearwater, Fla., at the Clearwater Convention Center. It runs from 10 a.m. to 10 p.m. on Friday, Saturday, and Sunday. Tickets are available at the festival.

Do's and don'ts

- Do: Bring your own cash.
- Do: Bring your own food.
- Do: Bring your own drink.
- Do: Bring your own sunscreen.
- Do: Bring your own hat.
- Do: Bring your own sunglasses.
- Do: Bring your own camera.
- Do: Bring your own binoculars.
- Do: Bring your own map.
- Do: Bring your own compass.
- Do: Bring your own first aid kit.
- Do: Bring your own water.
- Do: Bring your own snacks.
- Do: Bring your own entertainment.

Where to park



News Coverage



News Coverage



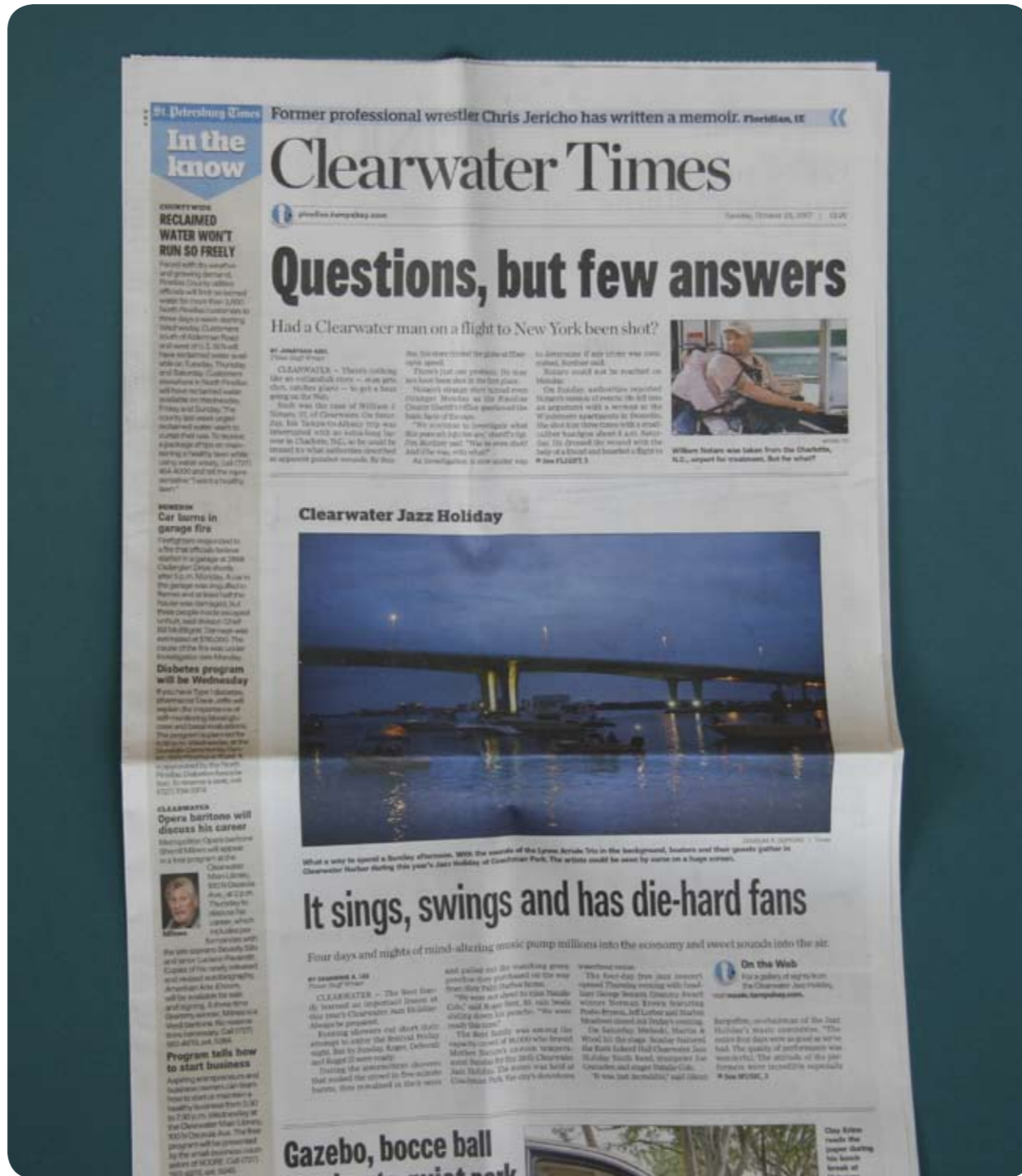
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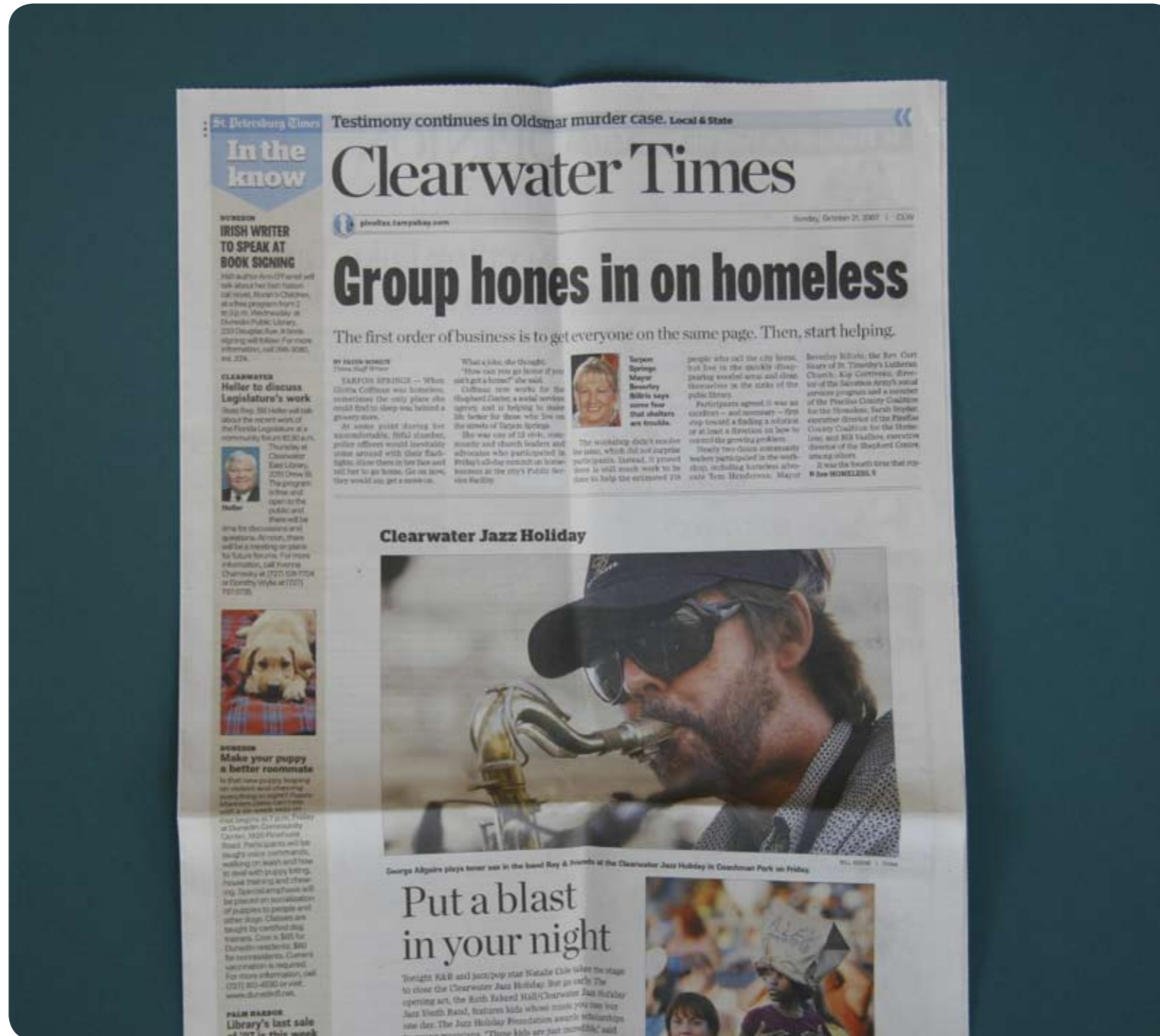
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Video of Performances

Click the artist below for a video clip of their performance



George Benson



Grammy Award Winner Norman Brown featuring Peabo Bryson, Jeff Lorber and Marion Meadows



Brian Bromberg's Downright Upright Band featuring Randy Brecker, Mitchel Forman, Gary Meek & Dave Weckl



Arturo Sandoval



Medeski Martin & Wood



Joe Gransden



Natalie Cole

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2007 Clearwater Jazz Holiday TV and Radio Advertising

Click to view
TV spot



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[Radio Spot 1](#) | [Radio Spot 2](#) | [Radio Spot 3](#)

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Click to view Official Advertising Audits and the Community Impact Report

Brighthouse Advertising Audit

WTSP 10 Advertising Audit

WSJT-FM Performance Affidavit

Clearwater Jazz Holiday Visitor and Economic Impact Study

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Outdoor Advertising



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