

1687, INC

# ANNUAL REPORT 2010



Bern Nix, musician, 1687 core ensemble and Max Clark, *The Facts* crewmember

## Letter from Lenore Von Stein, Artistic/Executive Director

I'm writing this in September 2011 - from this vantage point 2010 looks like a transition year between 2009 and 2011. In 2010 our video series *THE FACTS* became a weekly series broadcast Thursdays at 8:30PM (it was shown monthly in 2009) to New York City audiences on Manhattan Neighborhood Network, Verizon and RCN and on the web. The format of the series also expanded to include episodes of discussion, and the technical quality of show increased dramatically. The content of the art music episodes also evolved as we, the artists took more chances, delved deeper, and found more common ground as well as continued to adapt to performing to cameras without an audience. Violist Rachel Evans joined our core ensemble in 2011.



*THE FACTS* now has three types of episodes – the central “type” is the performance episode made of composed and improvised music and stories using music and stories to tell a story. The other two episode types rotate around this axis. The “facts” in these works are the details of the story e.g. circumstances, reasoning, and emotions as well as the psychology and motivations of the storyteller. We are exploring reality e.g. why and when a thought occurs – the circumstances - what are the precursors - the antecedents?

The TV/web video series is both an art and business initiative that allows us to find workable, ethical, stimulating interstices between these two activities without modifying the artwork.

During 2010 -2011 our all-volunteer staff grew and professionalized – production people from the TV industry joined us in a variety of capacities including direction, audio, and floor management as well as video editing.

Thanks to all who made these second and third years of creative and technical growth and increased business savvy (through TV production) possible – onward.

Lenore

1687, Inc.  
*Free and Expressive Music & Art Since 1994*

Board of Directors:

<b>Gela Kline</b>	MSW, Retired Counselor working with disabled people
<b>Marc Mannheimer</b>	Visual Artist, Professor of Art, Endicott College, MA.
<b>Naveen Seth</b>	Economist, Professor of Economics, Management Department Chair, Vaughn College of Aeronautics & Technology
<b>Joan Tucker</b>	Senior Vice President, Financial Advisor MorganStanley SmithBarney
<b>Lenore Von Stein</b>	Composer/Performer/Director, Executive/Artistic Director, 1687
<b>Gary Von Stein</b>	Freelance Business Consultant, Direct Marketing & Media Operations

Core Ensemble:

**Lenore Von Stein**, Composition, Direction, Soprano, Narrator  
**Andrew Bolotowsky**, Flutes  
**Rachel Evans**, Viola  
**Beth Griffith**, Soprano  
**Bern Nix**, Guitar



Beth Griffith

I was initially drawn to work with 1687 because it offered a chance to rehearse and perform on a regular basis with uniquely accomplished and experienced musicians. At a time when performance opportunities for non-commercial music shrink along with artist funding, Lenore von Stein shows undaunted determination in swimming upstream to keep 1687 producing. Over our years together, a quite unique concept has matured, combining music and text in a way that enhances both not only as art forms but as tools of exploring, understanding, healing. The work is always challenging, interesting and a joy. **Beth Griffith, 2010**

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Staff:

**Max Clark**, Floor Manager, Crew Reporter,  
Lighting

**Janine Davis**, Floor manager

**Clara Eusebi**, Web Master, Marketing

**Daniel Garriga**, Video Editor, Titles

**Stephen C. Maio**, Video Editor, Titles

**Don Young**, Audio

**Daniela Muhling**, Audio, Technical  
Direction, Camera, Marketing, Titles

**Birgit Pellenkoff**, Director, Technical  
Director, Audio

**Pedro Florentin**, Direction

**Jacqueline Sotomayor**, Cameras

**Lenore Von Stein**, Artistic /Executive  
Director, Producer, Video Editing

**Jonathan Walker**, Production Manager,  
Cameras, Recording

Consultants

**Jenny Zhang**, Personnel

**Manuel Messerli**, Video Editing

**Marilyn Ries**, Audio

Jonathan Walker



Working on *THE FACTS* with a group of talented individuals from different backgrounds and walks of life as well as different skills is a great learning experience. Crewmembers contribute their knowledge to each other and this is what makes the wheels run smooth. You have individuals who are dedicated to the show and put their heart into the production. Whether it's the production meeting or in the studio, there is no difference in the work ethic from the crew. Having a B.A. in broadcasting and mass

communication I'm passionate about producing this show and believe the progress we've made within the last year can be seen and heard on any medium.

My wish for this show within the next 3 or 4 years is to acquire a bigger studio and a larger audience. Important to promoting our work are the proper funding, recruiting, and a new eye-catching website linked to various social networking sites. In addition, promoting the show to music or art major college students would be good, too. **Jonathan Walker, 2010, member of the production crew for The Facts**

## 1687 PROJECTS

### ***THE FACTS***

*The Facts* examines modern life using beautifully played art music alternating with episodes featuring rehearsals of the music and discussions with experts in a number of fields. The music investigates human emotions and thought processes (in the case of this show's music think J.S. Bach talking to Charlie Parker and listening to Beethoven, Schoenberg and the Blues). The music is both composed and improvised and played by an ensemble of classical and jazz musicians. This expressive music is interlaced with stories that are realistic, startling, and/or amusing - the combination is down-to-earth and sophisticated.

During 2010 episodes of *THE FACTS* dealt with love, sex, age, ethics (*The Vincenzo Trilogy*), ambition, class structure (*The Weaker; Getting Weaker Finding Strength*), loneliness, fantasies and realism (*The Importance Of Reality*), as well as US public schools and human educational needs (*How People Learn and The American Educational System*)

- ***THE FACTS: Educational Component***

The “back story” (rehearsal and discussion) is integrated into fabric of *The Facts* to increase audience awareness of the artist's viewpoints and processes as well as visceral and imaginative involvement, e.g. adding detail that makes a statistic or event realer, and re-sensitizing an audience that may be numbed by mainstream media. Each episode of *The Facts* tells its own story; the occasional viewer can enjoy an episode, more regular viewers can watch the development of ideas and techniques. *The Facts* is smart, imaginative, and well-crafted - serious 21<sup>st</sup> Century TV.

- ***THE FACTS: Marketing Objectives***

The series allows us to distribute our work widely and consistently, which in turn gives us information that aides marketing, e.g. statistics describing the work's appeal – when and where to invest for market growth. The production of *The Facts*, broadcast on MNN' Channel 67/68, Verizon Channel 34, and RCN Channel 85 & the web via blip.tv, provides an unusual opportunity to market a complex American TV series to an international audience.

### **Volunteer Program**

In 2010 everyone working with 1687 was volunteering: artists, web designers, and TV crew, and administration. Persons volunteering for the TV crew had a range of backgrounds - some were TV or film professionals looking to expand or hone their skills and/or to work on an art project. Some crewmembers were completely new to TV and video production. All crewmembers received the necessary training from Manhattan Neighborhood Network, for example, operation of TV and video cameras, TV control room equipment as well as video editing and blogging. The crewmembers also received on-the-job training in crew organization as they participated in many aspects of making TV shows.

1687's *Arts and Business Log* ([http://1687.org/wordpress\\_3/](http://1687.org/wordpress_3/)) is an on-line chronicle of the show's production, marketing and fundraising activities, useful internally, for prospective funders, and artists working in public access and/or on limited budgets as well as the public.

**FISCAL YEAR 2010**

Based on taping 14 TV shows – twelve music episodes and two discussion episodes

**Personnel Services**

1. Executive/Artistic Director (In-Kind)	0	
2. Composer/Director (In-Kind)	0	
3. Musician Services (In-Kind)	0	
4. TV Crew Services (In-kind)	0	
5. TV Editing services (In-Kind)	0	
6. Training (In-kind)	0	
7. Total Personnel Costs		0

**Operating Expenses**

8. Equipment	94	
9. Rehearsal and Meetings: Supplies	365	
10. Video Supplies	147	
11. Travel	40	
12. Computer Hardware & Software	1734	
13. Rent: office space, utilities	9035	
14. Phones:	587	
15. Answering Service, PO Box, Website	370	
16. Bank Fees	125	
17. Office Supplies	512	
18. Total Operating		13,009
19. Total Annual Expenses		13,009

**REVENUES**

20. Unearned Income		
21. Government Grants, NYSCA	0	
22. Individuals	13,009	
23. Earned Income - Admissions	0	
24. Total Annual Revenues		13,009
25. Total In-Kind Estimated Operating	\$140,670	

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