

Joe Augustine



Jazz Pianist/Steinway Artist



STEINWAY & SONS

PIANO MAKERS

STEINWAY HALL 109 WEST 57TH STREET, NEW YORK, N.Y. 10019

TELEPHONE: (212) 246-1100 FAX: (212) 262-4680

FOR RELEASE: January 6, 1997

STEINWAY & SONS NAMES JOE AUGUSTINE TO INTERNATIONAL ARTIST ROSTER

Steinway & Sons is proud to have named the exceptional pianist Joe Augustine to its worldwide artist roster. Since 1853, Steinway & Sons has been maker of the world's most sought after pianos, and its Concert and Artist Department has served the most talented and revered pianists throughout the globe since the late 1860's, making available instruments for performance and recording, television, and radio.

Included on the Steinway Artist roster have been such immortals as Irving Berlin, Duke Ellington, George Gershwin, Vladimir Horowitz, Ignace Paderewski, Cole Porter, and Sergei Rachmaninoff. Today's Steinway Artists include the leading stars in the musical firmament, among them Vladimir Ashkenazy, Daniel Barenboim, Van Cliburn, Billy Joel, Herbie Hancock, Evgeny Kissin, Peter Nero, Maurizio Pollini, Billy Taylor, and Roger Williams.

Acceptance into the worldwide Steinway Artist roster indicates not only high musical performance achievement, but it reflects the artist's dedication to and confidence in the Steinway piano. Steinway Artists all own Steinway pianos and, unlike virtually any commercial endorsement, they are not paid to play the Steinway. Steinway & Sons maintains nearly 300 pianos throughout North and South America for Concert and Artist services, and its artists receive excellent assistance from the Steinway dealers in North and South America and throughout Europe and Asia. The technical support that is available to the Steinway Artist family is the best in the world.

The members of the Steinway Artist family are each as unique as the instruments the Company makes. Whether their music is classical, jazz, popular, religious, or new age, the common thread among the over 1000 artists who grace the roster is their belief in the Steinway piano as a piano that will allow them to express themselves as no other instrument can. The House of Steinway deeply values the artistry of Joe Augustine and is committed to assisting him in his performance and recording activities throughout the world.

For more information, please contact Mr. Peter B. Goodrich, Vice President, Worldwide, Concert and Artist Activities, at the above address.



Joe Augustine

Steinway Artist

Jazz pianist and Steinway Artist Joe Augustine is on a life-long journey to nurture his own unique musical signature. "To know I touch others is what fuels and satisfies me," says Augustine. After more than 30 years at the keyboard, Augustine is a master at creating meticulous, distinctive arrangements so that his listeners hear the music in exciting new ways. "I've spent my life applying a positive, creative energy to everything I play," he says.

Whether playing classic standards or his own compositions, his inventive musical style has been described as accessible and engaging...lyrical, even playful. The melody always remains solidly up front. This fresh new sound lies somewhere between Oscar Peterson and Dave Grusin with a little Fats Waller stride style tossed in for good measure.

A national recording artist of long standing, Augustine's latest and 13th CD *Jazzscapes* was inspired by paintings from the collection of the Butler Institute of American Art. A synergy of art and jazz, visual art as inspiration for sonic art is the recording's basic concept. Augustine draws on his own experience as pianist, composer and arranger to create just the right blend of melody, harmony and rhythm to render his musical masterpiece. This trio project is his third CD for 1201 Music, an independent East Coast Jazz Label.

License to Groove and *Cool Today, Jazz Tonight*, also for 1201 Music, feature piano, acoustic bass, guitar, drums, and percussion. The music ranges from funky to lyrical and is a mix of jazz standards, and Augustine originals. Previously Augustine recorded seven albums for Revere Records, a West coast label, beginning in 1992 with *Reminisce*. Others include *Alone, Swing~Then & Now, Chapter and Verse, Touching you, Christmas is...* and *Moondance*. For his first national label, Moulin D'or, Augustine recorded – *Sentimental Journey, Swinging on a Star* and *Synergy*. CD's are available nationally from retail music stores and online at www.joeaugustine.com. Additionally, Augustine has recorded for two prominent piano player systems-QRS Pianomation and Piano Disc. (15 recordings and a video for QRS and 5 recording for Piano Disc)

During his career, Augustine has received numerous honors, including selection to the roster of Steinway artists in 1995-a life-long honor. He has appeared in a variety of musical settings from jazz clubs to symphony halls and is featured as guest artist with the Youngstown Symphony for their first commercial recording....*Home for the Holidays*.

Augustine also lectures extensively at colleges and universities on a variety of topics such as "**Music as a Business**" and "**Anxiety and Performance**." His lectures and master classes have been given rave reviews by faculty and students nationwide.

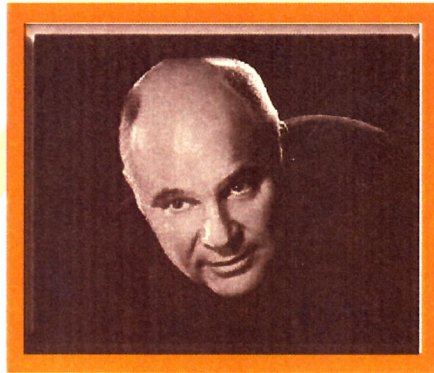
Joe Augustine's serious study of the piano began at age 15. He played professionally six nights a week while earning a degree from Youngstown State University. Classical training with Dolores Fitzer and extensive jazz and compositional training with Gene Rush coupled with study in New York with masters in the jazz field distinguishes Augustine's work from other players.

Joe's New York Trio performed in Beverly Hills, CA in January 2005 as a guest of Steinway and Sons at the Beverly Hills Wilshire Hotel. Also, in January, Joe performed 3 solo concerts in Maui. He performed a series of events at the design center in San Francisco, CA and a series of lectures under the auspices of Steinway (Sherman Clay Co.-San Francisco, CA).

Great News! The University of Akron's School of Music is very proud to announce that Joe Augustine has been appointed ARTIST in RESIDENCE in the Jazz Studies Program. His activities will encompass four categories; teaching/lecturing, service/community outreach, development and research. Joe's life-long appointment as a Steinway Artist reflex dedication and commitment only to be enhanced by this collaboration.

Joe's music was used for two episodes of the CBS TV show "Criminal Minds", recently in the 2007-2008 series.





A N • E V E N I N G • W I T H • A N • A R T I S T

Joe Augustine

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Augustine also lectures extensively at colleges and universities on the subject of "Music as a Business." This seminar is designed to help students with marketing themselves and their music skills. On many campuses, he often conducts Master Classes as well. These programs have been given rave reviews by college faculty and students nationwide.

Joe Augustine's serious study of the piano began at age 15. He played professionally six nights a week while earning a degree from Youngstown State University. Classical training with Dolores Fitzer and extensive jazz and compositional training with Gene Rush coupled with study in New York with masters in the jazz field distinguishes Augustine's work from other players.

When:

Friday
June 25th, 2004
7:00 pm

RSVP by June 22nd

Where:

Sherman Clay & Co.
2030 Duane Ave.
Santa Clara, Ca.
Free Admission

To Celebrate Steinway's 150th Anniversary



Q. What do these great pianists

Cyrus Chestnut

Peter Nero

Dick Hyman

Marian McPartland

Roger Kellaway

Dave McKenna

Jessica Williams

Paul Smith

Tom Grant

Joe Augustine

**have in common with the best
classical, pop and country
pianists in the world?**

**A. The Artist Series recordings
for**

PianoDisc[®]

**America's Best Selling
Player Piano System**

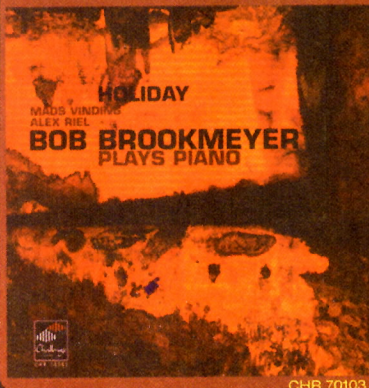
PianoDisc takes your piano to the next level:

- Turns your living room into a jazz club or concert hall
- Sets the mood for any occasion
- Lets you enjoy state-of-the-art music technology—including MIDI—via your acoustic piano keyboard
- Records your own piano performances and more...

Great new Jazz recordings for those Jazz lovers on your gift list—At music retailers everywhere!

BOB BROOKMEYER TRIO

holiday—bob brookmeyer plays piano



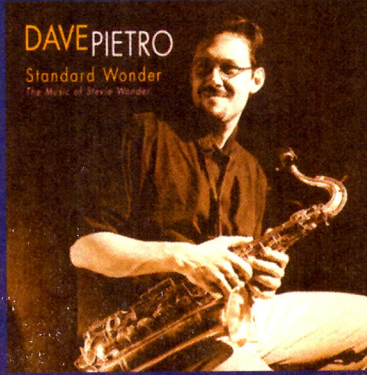
A rare recording from Bob Brookmeyer, where he's playing piano instead of conducting or playing his valve-trombone.

Another great recording from a legendary Jazz artist!

CHR 70103

DAVE PIETRO

standard wonder—the music of stevie wonder



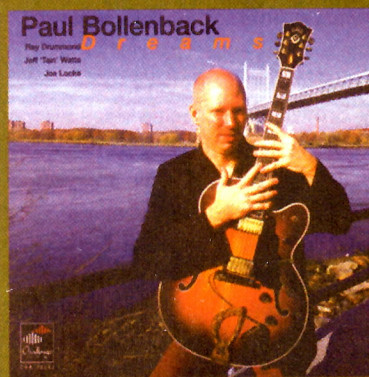
Dave Pietro dedicated this CD to Stevie Wonder to thank Stevie for bringing so much joy and great music to so many people.

Special guests:
Brian Blade
Pete McCann
Pete McGuinness
Scott Colley
David Berkman

CHR AL 73212

PAUL BOLLENBACK

dreams



His most acoustic recording to date!

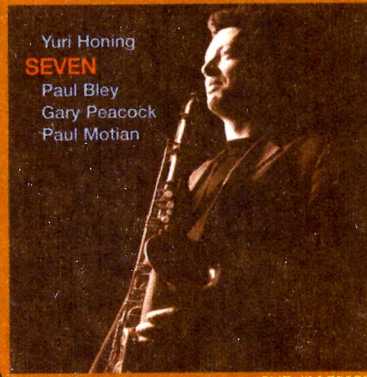
"...burning a blue streak... fluid bop solo...daring intervallic leaps..."
—Bill Milkowsky,
Guitar Player Magazine

Featuring:
Ray Drummond,
Jeff 'Tain' Watts
Joe Locke

CHR 70082

YURI HONING

seven



Very special guests:
Paul Bley, Paul Motian and
Gary Peacock

The original Paul Bley Trio is backing Dutch saxophone player Yuri Honing on this album.

Yuri is known in the US and Canada as a member of Misha Mengelberg's band.

CHR JIM 75086

JOE AUGUSTINE

cool today, jazz tonight



A master pianist and Steinway Artist, Joe Augustine has honed that art for three decades.

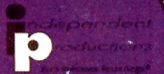
Joe's is a subtle, sophisticated art, full of unexpected rhythmic and harmonic turns that reward careful listening.

The music ranges from funky to lyrical, and every bar is as unpredictable as it is accessible.

GJM 6012

MARK LEVINE & THE LATIN TINGE

serengeti



"...one of the great Latin Jazz recordings of the year."
—Erik Manqueros
"The Latin Style of Jazz"
Latin Style Magazine

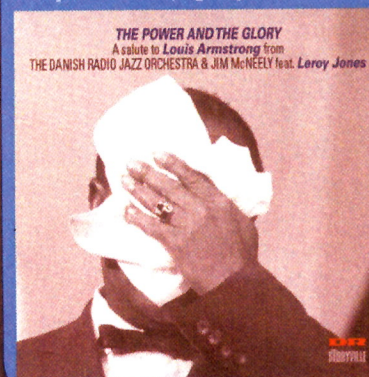
"...one of the grand masters of Latin Jazz."
—James D. Armstrong, Jr.
JazzNow.com

"...impeccable swing, imaginative arrangements and excellent interplay."
—Jesse 'Chuy' Varela
Latin Beat Magazine

IPR 2006

LEROY JONES & THE DANISH RADIO JAZZ ORCHESTRA

the power & the glory



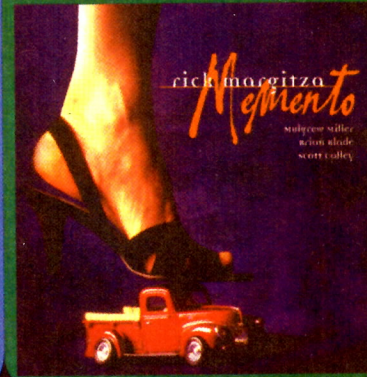
Former Columbia Records recording artist Leroy Jones steps out with The Danish Radio Jazz Orchestra to accomplish the risky task of interpreting Armstrong's wonderful music in a modern Big Band context.

Satch would have dug this album...and so will you!

STO 1014250

RICK MARGITZA

memento



"Memento features nine original compositions so immediately irresistible that even on first listen, they feel like standards...the tenor and soprano saxophonist's distinct sound...works beautifully with the effervescent piano of Mulgrew Miller."
—Ed Trefzger

Featuring:
Scott Colley—bass
Brian Blade—drums
Mulgrew Miller—piano

PMT 2076

Joe Augustine

Performance Credits

Joe Augustine performs live with symphony orchestras, in jazz and supper clubs, in concert venues large and small, with his trio and as a solo pianist. He lectures on "Music as a Business" at colleges and Universities. Listed below are representations of his work.

Benefits

Williamsport Symphony
Youngstown Symphony
WGMC Jazz Radio-Rochester, NY
Southwest FL Steinway Society Scholarship Fund
Lancaster Summer Arts Festival
Saugatuck Lakeshore Arts Connection

Symphony Concerts

Youngstown Symphony Pops Concerts-
"Voice of the Piano"-(Premier-5 performances)
Christmas Pops (4)
Gershwin Centennial Tribute (5)

Pops Concert-Williamsport Symphony Orchestra
Pops Concert-Cleveland Pops Orchestra
Concerts

Rio DeJaniero, Brazil; Buenos Aires, Puerto Madryn,
Montevideo, Argentina; Quebec City, Quebec;
Bar Harbor, ME; Halifax, Nova Scotia

Lectures/Seminars/Performances

Penn State University, PA	Lafayette School, CA
Susquehanna University, PA	West Valley College, CA
Muhlenberg College, OH	Norte Dame de Namur
Hiram College, OH	College, CA
Westminster College, PA	
McCaskey High School, PA	
Marietta College, OH	
Kent State University, OH	
Cleveland Institute of Music, OH	
Youngstown State University, OH	
Defiance College, OH	

Community Music Series

(and church sponsored events)
Wellfleet, MA
Williamsburg, VA
Short Hills, NJ
Greenville, PA
Youngstown, OH
Vienna, VA
Sandusky, OH
Little Rock, AR

National Record Labels

1201 Music - 3 Titles
Revere Records – 8 Titles
Moulin D'or Recording – 3 Titles
Player Piano System Recordings
QRS – Pianomation _ 14 Titles
1- Promotional Video
PianoDisc – 5 Titles

Receptions

Tony Bennett – 2 Art Openings
Al Pacino
Ted Kennedy
Jay Rockefeller
Dan Quale
Joseph Kennedy
Al D'Amato
Chen Chi- Art opening

Steinway Sponsored Concerts and Promotional Events

Glen Cove, Long Island and New York, NY; Boston, Natick and Worcester, MA; Burlington, VT;
Hartford, CT; Lancaster, Pittsburgh and Williamsport, PA; Youngstown, OH; Wichita, KS; Charlotte,
High Point and Wilmington, NC; Nashville, TN; Boca Raton, Longboat Key, Sarasota, West Palm Beach,
Miami, Ft. Lauderdale and Naples, FL; Chicago, IL; Sacramento, Los Angeles, San Francisco, Saratoga,
Belmont, Walnut Creek, San Diego, and Santa Clara, CA; Atlanta, GA; Bloomfield Hills, MI;
Washington, DC; Fairfax and Virginia Beach, VA; College Park, MD; Portland, OR; Seattle and Bellvue,
WA.

Quotes
From and About Joe Augustine and His Music

Joe Augustine... "lets the good times roll via listener friendly sentiment, catchy hooks and nicely-designed arrangements."

All About Jazz.com

Joe Augustine's style is "lively and interesting, and his skills polished and confident."

"Take elements of George Winston, Herbie Hancock and Ramsey Lewis, with a dash of Joe Sample, and you come close to describing the Augustine experience."

Jazz USA.com

"Joe Augustine's music ranges from funky to lyrical, and every bar is as unpredictable as it is accessible."

"Joe's is a subtle sophisticated art, full of unexpected rhythmic turns that reward careful listening."

"Joe Augustine at his best – a singer's heart and lively musical intelligence."

"Augustine is a pianist of rare sensitivity and imagination."

John Nielsen

"I've always felt that music should be about surprise – with taste."

Joe Augustine

"Joe Augustine's music is uplifting and stimulating."

Cornelia Seckel, Art Times

"Joe Augustine is a charming, bright, straightforward man...who plays one heck of a piano."

Jim Knipfel, New York Press

"Augustine may be the perfect pianist to interpret Gershwin's work because he fully appreciates the beauty of melody."

"Augustine's style is deceptively simple; he never allows the listener to lose touch with the essence of the composer's work."

Andy Gray, Tribune Chronicle

“Stylistically, Augustine stands on the border between smooth classics and today’s beat-driven music. Translating the former into the language of the latter seems to be a mission for him.”

**G. Gregory McDonald,
The Cape Codder**

“As you listen to Augustine’s inventive harmonies and intricate rhythms, you’ll know that Joe is a seasoned pro playing music he’s thought about and cared about for a long time.”

Jan Glazier for PianoDisc

Augustine’s “marvelous technique and playful soul combine to produce music that amuses constantly and satisfies deeply.”

Quote from a listener.

“Joe Augustine’s interpretations are unique and totally unparalleled.”

“Experience Joe Augustine – he’ll stay with you long after the music stops.”

Joanie Scott, listener

New York Press

February 2000

Sonic Surgeon

"THE PIANO IS THE easiest instrument in the world to overplay," says pianist Joe Augustine. "You don't have to take breaths—you just sit there and have this command of the instrument—or lack of, if you will. I tried as hard as I could to go the opposite direction. That is, giving back some of the music of these standards."

Augustine's no Liberace. His near-minimalist interpretations sound more like George Winston playing a piano bar. He plays the standards, yes—but not in the standard way. Augustine, who lives in Ohio, doesn't seem to do much of anything in the standard way.

"I got hurt playing ball—I loved playing football—and I was walking by the band room in my high school one time and I heard this great jazz coming from in there and I knew the director didn't play piano. There was a young man in there who was doing his student teaching. So I just kind of sat there and watched him for about an hour, and right before he was ready to quit, I said, 'Do you mind if I play?' I sat there and played what he had just finished playing and he said, 'Oh, you play' and I said, 'No, I never played before.' He gave me this lecture about learning to play correctly as opposed to just sliding through using my ears. And I'm certainly glad that I took his advice."

Along with playing piano professionally, Augustine went on to get a business degree in 1971. A few years ago, he combined his love of

music and his business smarts into a lecture, "Music as a Business," which he took on the road.

"As a matter of fact, I'm doing two lectures in Boston in May. Steinway set this up." (In 1995, Joe was named an official "Steinway Artist.") "I give an hour lecture, then play a bit. It's basically to explain to the kids that once they're out of school, they get slapped in the face with the real world. I go through very matter-of-fact things: phone ethics, the importance of contracts, how to hire management, how to seek a record label. It's a long-term process, but it's fun. I want the students to realize what they're worth, and how to determine a fee. How to get to the money and discuss it and still do it in a tasteful fashion. Everybody hates to talk about that. I'm not too crazy about it either; presently I have a manager to do that for me. But for the first 20-25 years of my career, I did it myself. There's always a way."

The press kit that accompanies Augustine's latest release is a masterpiece. A real attention-grabber. He's described as "a sonic surgeon for the soul," and "a cognac in a six-pack world." Augustine's full-color brochure also outlines the five Ts that constitute his performances: Touch, Timing, Technique, Temperament and Talent. When I asked him to tell me a little bit more about "The Five Ts," he just laughed.

"I heard something like that a long time ago, and I'm not exactly sure where. I'm not even sure that those are the same Ts that I used. I just took something one day and tried to develop it so that it would give a person a good understanding of what I think about when I play.

"On the brochure, I think it says something like 'some multi-dimensional mechanism that begins between my ears' and it's not nonsense, it's the truth. I'll hear something, and then I realize through emotion I want to touch the listener and that dictates to me through a concept of tension and release how I'm going to pull this off."

A few minutes later, the subject came up again.

"I did a television news feature with the president of Steinway last August... They talked to me about a whole lot of things and it's funny, I laughed when you said 'The Five Ts'—that's the first thing she picked up on—the lady who interviewed me thought it was kinda cool to talk about stuff like that."

I asked him how he felt about being promoted as "a cognac in a six-pack world," explaining that I thought it was something we could all strive for.

"You know, it's funny," he told me, after taking a deep breath. "I have no control over how people critique my work. I work really hard at attempting to give back the music with honesty and integrity. That's very important to me. It's hard to explain. I hadn't done a solo piano piece for about five years and I was really hungry to do another one because they're so challenging—'In the Wee Small Hours of the Morning' or 'Someone to Watch Over Me'—doing it the way the author would want it portrayed. I constantly think of the words when I play—as if I was singing, so I would take a breath and allow the space for the music to give something. That was my premise, when I did this."

Joe Augustine is a charming, bright, straightforward man. A real American, who plays one heck of a piano. The funny—or maybe sad—thing is, I probably never would have paid him any mind had his press kit not called him a bunch of goofy names. I guess it just goes to show that every once in a while, mock it as we will, p.r. works.

To order Augustine's most recent CD, *Touching You*, call 800-850-4245. You may also contact his Web site at www.joeaugustine.com

JIM KNIPFEL



JOE AUGUSTINE

Lectures / Seminars / Workshops

Topics:

- Musical Dichotomy
- What is the Music we call Jazz?
- Define your skills
- Improvising
- Music as a Business
- Anxiety and Performance
 - I. Balance the mind and your music
 - II. Reach peak levels of performance
 - III. Path to true concentration
 - IV. Learn self one and self two
 - V. Know your limitations
 - VI. Stamp out self-doubt
 - VII. Enjoy the experience
- Music and the Environment

Text Development: Joe has written 2 books

- Jazz Studies-Guide for beginning Jazz students
- 12 of Joe's own best selling compositions transcribed from his recordings

Departments:

- Music
- History
- Fine Arts
- Philosophy
- Liberal Arts

Master Class:

- Composition and Harmonization
- Development of a Signature Style

(Attendees at these workshops and classes have included both students and educators.)

LICENSE TO GROOVE—PIANIST / COMPOSER
JOE AUGUSTINE'S SLY, ENDLESSLY SURPRISING
DEBUT WITH 1201 MUSIC

License to Groove marks Joe Augustine's debut with 1201 Music. If you don't know his work, you're in for a treat. If you do, you're still in for a treat, for Augustine is a pianist of rare sensitivity and imagination. As its name implies, *License to Groove* swings—nonstop, even at slow tempos—but its rhythms are sly, subtle, surprising and varied. Augustine and his colleagues are obviously enjoying themselves, and we get to share in the fun.

The program is a mix of original material and old standards treated in new ways. (Listen, for example, to "Cute Li'l Darlin'"; Augustine's nifty amalgam of the two classic Neil Hefti tunes.) It's also an adventure in different rhythms—funk, bossa nova, straight-ahead four-four—many in combination with each other. The result is a succession of surprises, all of them pleasant. Says Augustine: "I wanted 12 totally different grooves, all treated with class and true marksmanship."

Mission accomplished. But then, Augustine has the chops—and the credentials—to meet that kind of challenge. Based in Ohio, he has been performing for decades in every conceivable setting from solo gigs to concerts with symphony orchestras. His primary influences, he says, are the great composer / arrangers—Johnny Mandel, Bill Holman and Dave Grusin. ("They write wonderful things that I try to apply to my solo and small-group work.") Since 1995, Augustine has been a Steinway artist—the ultimate accolade for a pianist. And, it should be noted, he has a wonderful inborn feel for the blues.

He's joined here by musicians with equally impressive resumes: bassist David Finck, guitarist Peter Calo, drummer Clint de Ganon and percussionist Steve Kroon. Their long, long lists of credits read like a Who's Who of modern jazz and pop music: Dizzy Gillespie, André Previn, Clark Terry, Randy Brecker, David Sanborn—and Diana Krall, Roberta Flack, Carly Simon, Bette Midler and Blood, Sweat & Tears, among many others. The proceedings get underway with one of the great jazz anthems, "Killer Joe," taken at an easy lope and distinguished by some wonderful bass work and Augustine's seamless segues from piano to Hammond organ and back. "Angel Eyes," that great saloon song, is given a sly, bluesy treatment that makes one think these particular angel eyes had a bit of devil in them. "Hot Salsa," an Augustine original, pays affectionate homage to the Latin groove but never strays far from the blues. "The Dukester" is a 12-bar blues based on a theme pecked out by Augustine's playful cat, Duke. "Smooch," also penned by the pianist, features a nifty combination of swing and hip-hop rhythms. "Dreamwave" is a lovely bossa nova featuring lighter-than-air piano filigrees.

Then there's "Another Rainy Day," a gentle, pensive melody over dense, gentle chords with plenty of space for beautifully lyrical solos. "It's one of the most poignant ballads I've ever written," Augustine says. "It took me to a place I've never been to before, a place of pure emotion and pure soul. Simple emotions give you strength, they make the song sing all by itself." Well, yes. But it still takes a master singer to let it happen. And that, ultimately, is what distinguishes Joe Augustine at his best—a singer's heart and lively musical intelligence. "I've always felt that music should be about surprise—with taste," he says. Amen.

Welcome aboard.

February 8, 2000
Street Date

an IWS License Corp. Label
licensed by 1201 Music, Inc. • Postal Box 3322 • Sea Bright • NJ 07760
tel. (732) 530-1400 • fax (732) 530-5058 • management@1201music.com • www.1201music.com



6011-2 (6-60652-6011-2-5) MSRP \$15.98

TRACK LISTING

1. Killer Joe 4:27 *
2. Chill Out 3:37 †
3. Cute Li'l Darlin' 4:33 *
4. License to Groove 3:17
5. Angel Eyes 4:42
6. Hot Salsa 4:23
7. The Dukester 3:12 *
8. Love's a Groove 4:00
9. Smooch 4:02
10. Doxy 3:04 *
11. Dreamwave 4:41
12. Another Rainy Day 3:36

RADIO CUTS

- (*) Straight Jazz
- (†) NAC

Previous Releases

A piano-oriented experience, featuring Augustine's supreme chops, of which he has a plenty!
IMPROVIJAZZATION NATION

Piano. Jazz. Beautiful stuff. The love of piano oozes from within Joe Augustine.
CHATTANOOGA FREE PRESS

Augustine may be the perfect pianist to interpret Gershwin's work because (he) fully appreciates the beauty of melody.

TRIBUNE CHRONICLE

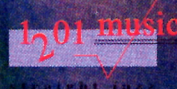
Augustine originals are lush with honest-to-goodness romance and are straight from the heart...

THE URBAN NETWORK

Recorded at Nola Studios, New York
Produced by Joe Augustine & Michael Moryc
Mastered at Mastermix, Nashville, TN



Joe Augustine (Steinway B Grand Piano, Hammond B3)
Peter Calo (Acoustic & Electric Guitar)
David Finck (Acoustic & Electric Bass)
Clint De Ganon (Drums)
Steve Kroon (Percussion)



Radio Promotion

CONTACT:

Matrix Promotions
Michael Moryc
217 Silo Court - Nashville, TN
Tel. (615) 662-1413 • fax 662-0512
mmmatrix@bellsouth.net

- SUGG. AIRPLAY STICKER
- RADIO INTERVIEWS AND STATION IDS

Jan. 3 service to 300 stations
Jan. 17 radio promotion / straight jazz
Feb. 14 radio promotion / NAC
February advertising Gavin

Publicity

CONTACT:

Julie A. Planck
4 Berkeley Square
Berkeley Heights, NJ 07922
Tel. (908) 322-8228
Fax (908) 322-7171
japlanck@worldnet.att.net

Jan. 3 service to 100 key contacts

- jazz publications
- national music magazines
- daily newspapers & local tabloids
- lifestyle & fashion
- syndicated TV shows, national networks

Artist/Tour Management

CONTACT:

Julie A. Planck
4 Berkeley Square
Berkeley Heights, NJ 07922
Tel. (908) 322-8228
Fax (908) 322-7171
japlanck@worldnet.att.net

Feb. / Mar. To Be Determined

Various performance dates are currently planned.
Joe Augustine has been actively performing over
the past 30 years.

Retail Promotion

• RELEASE INFORMATION

- Streetdate February 8, 2000
- MSRP \$15.98
- 10% deal on all releases to 2/11/00
- Boxlot - 27 CDs
- NAC genre (file under jazz)

• PROGRAM FUNDING

- RETAILER CATALOGS
- NEW RELEASE BINS
- LISTENING STATIONS
- ENDCAPS

• POP MATERIAL

- ARTIST SIGNED CD
- SIGNED ARTIST PHOTOS

• CONSUMER ADVERTISING

- Jazziz (March)
- JazzTimes (April)
- Downbeat (April)



1201 music
straight jazz

Joe,
For New Release section on web site:

License to Groove

Piano, Joe Augustine
Bass, David Finck; Guitar, Peter Calo
Drums, Clint de Ganon; Percussion, Steve Kroon

LICENSE TO GROOVE-PIANIST/COMPOSER JOE AUGUSTINE SLY, ENDLESSLY SURPRISING DEBUT WITH 1201 MUSIC

As its name implies, LICENSE TO GROOVE swings-nonstop, even at slow tempos- but its rhythms are sly, subtle, surprising and varied. The program is a mix of original material and old standards treated in new ways. It's also an adventure in different rhythms-funk, bossa nova, straight-ahead four-four, Latin-many in combination with each other. The result is a succession of surprises, all of them pleasant. Says Joe, "I wanted 12 totally different grooves, all treated with class and true marksmanship."

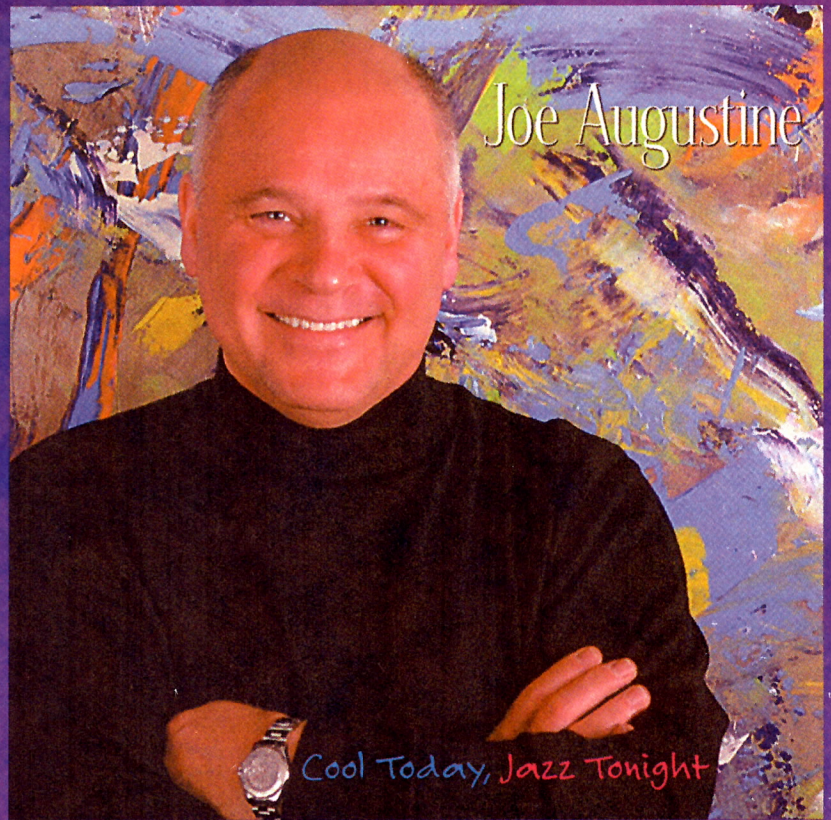
The recording gets underway with one of the great jazz anthems, "Killer Joe," distinguished by some wonderful bass work and Joe's seamless segues from piano to Hammond organ and back. "Cute Li'l Darlin," is a clever amalgam of two classic Neil Hefti tunes, and "Angel Eyes" is given a sly, bluesy treatment. Joe wrote eight songs for the album-among them, the title cut "License to Groove," "Hot Salsa," which pays affectionate homage to the Latin groove; "The Dukester," a 12-bar blues based on a theme pecked out by Joe's playful cat, Duke; "Smooch," which features a clever combination of swing and hip-hop rhythms; "Dreamwave," a lovely bossa nova and "Another Rainy Day," a gentle, pensive melody over dense, gentle chords. "It's one of the most poignant ballads I've ever written," says Joe. "It took me to a place I've never been to before, a place of pure emotion and pure soul."

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**NEW from
Master Pianist
Joe Augustine**

COOL Today JAZZ Tonight



*"I've always felt that music should be about surprise - with taste,"
Joe Augustine likes to say.*

In Cool Today/Jazz Tonight, his second outing for 1201 Music, he shows us exactly what he means. Surprises abound in the 12 cuts on this CD. The music ranges from funky to funny to gorgeously lyrical, and every bar is as unpredictable as it is accessible. Joe's is a subtle, sophisticated art, full of unexpected rhythmic and harmonic turns that reward careful and repeated listening.

Recorded at Quad Recording Studios, Nashville, TN Producer Michael Moryc

- | | |
|--|----------------------------------|
| 1. <i>Groove Attitude</i> (4:19) | 7. <i>Nature Boy</i> (5:19) |
| 2. <i>Night Train</i> (3:42) | 8. <i>Peel Me A Grape</i> (4:35) |
| 3. <i>Cool Days /
Jazz Nights</i> (4:08) | 9. <i>St Thomas</i> (2:39) |
| 4. <i>Fever</i> (4:06) | 10. <i>Funk 'N' Games</i> (3:56) |
| 5. <i>Special Day</i> (3:47) | 11. <i>Love For Sale</i> (4:51) |
| 6. <i>Samba De Boyz</i> (4:03) | 12. <i>No More Tears</i> (4:55) |



*Previous Release - (6011-2)
"License to Groove"*



1201 music
straight jazz

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COOL Today JAZZ Tonight

"I've always felt that music should be about surprise - with taste," Joe Augustine likes to say. In Cool Today/Jazz Tonight, his second outing for 1201 Music, he shows us exactly what he means. Surprises abound in the 12 cuts on this CD.

The music ranges from funky to lyrical, and every bar is as unpredictable as it is accessible. Joe's is a subtle, sophisticated art, full of unexpected rhythmic and harmonic turns that reward careful listening.

A master pianist and Steinway Artist, Joe Augustine has honed that art for three decades. He has written hundreds of songs and performed in every kind of setting from jazz clubs to concert stages, from solo recitals to full-dress gigs with symphony orchestras. That experience has given him a style all his own, marked by sophisticated harmonies, intricate rhythms and a profound respect for melody. Rhythmically, Joe plays around within the beat and avoids playing on the downbeat. Like the great Miles Davis-another artist of great lyricism-Augustine values the spaces between the notes as much the notes themselves. Where does all of this put him on the stylistic spectrum? Somewhere between Oscar Peterson and Dave Grusin, he says, with a little Fats Waller stride tossed in for leavening.

Like License to Groove, Joe's first CD with 1201 Music, Cool Today/Jazz Tomorrow is a mix of standards and original material. The proceedings get underway with "Groove Attitude," an original blues that features a funky beat and offbeat melodic and harmonic twists. Next comes a fresh take on "Night Train," another blues that those of us with long resumes remember as a pop hit from the 1950s. The beat here is straight-ahead 4/4.

"Cool Days/Jazz Nights" is another original-a gently swinging, atmospheric piece over a laid-back beat that still manages to swing. Once again, Augustine spices the tune with intriguing harmonies, but the real star here is his will-o'-the-wisp touch. Another song, another mood. "Peel Me a Grape," is a sly romp through the tune made famous by Diana Krall. Joe is clearly having fun here. Who else would make a delicate, Chopinesque cadenza suddenly morph into a blues lick?

For other pleasant surprises, check out Joe's calypso-style romp through "St. Thomas," Sonny Rollins' classic anthem, or listen to "Funk 'n' Games," which is exactly what its name implies-four minutes of melodic and harmonic twists laid over a funky beat. Or consider "Love for Sale," which might be thought of as Cole Porter via Thelonious Monk, Fats Waller and Andre Previn.

A word here about Augustine's accomplices in this caper. He is the featured artist, but they provide stellar support and deserve special mention. Guitarist Denny Jiosa's interplay with Augustine throughout the disk is beautifully sensitive. Ditto the varied rhythms laid down by drummer Chester Thompson and bassist Steve Novosel. Cool Today/Jazz Tonight may be a tour de force for the pianist/composer/leader, but it is also boasts ensemble work of a high order.

And so we come to "No More Tears," a ravishing little piece in which Joe's playing recalls the romantic, introspective Chopin of the Preludes. Listen to the simple melody, the evocative chord changes, the gorgeous contrapuntal playing. Beautiful? You bet-and jazz of a very high order.

Radio Promotion

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Publicity

CONTACT: To be determined

July 11 Service to 200 key contacts

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- National music magazines (21)
- Daily newspapers/local tabloids (81)
- Lifestyle & Fashion (25)
- Syndicated TV, national network (15)

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RELEASE INFORMATION

- Streetdate: July 10, 2001
- MSRP \$15.98
- 10% deal on all releases to 7/10/00
- Boxlot - 30 CDs
- NAC genre (file under smooth jazz/new age)

PROGRAM FUNDING

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- ARTIST SIGNED CD

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- JAZZ TIMES - June
- DOWNBEAT - July

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| June 5 | Letter, promotional CD & press release |
| July 5 | One Stop advertising campaign |



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Cool Today, Jazz Tonight

Joe Augustine (1201 Music)

By *Glenn Astarita*

The CD cover art features a photo of veteran jazz pianist, Joe Augustine smiling for the camera. Hence, a picture is worth a thousand words and the precursor for a good, solid outing by the leader of this date along with his quintet, also featuring the divergent talents of ex-Frank Zappa, "Genesis" and "Weather Report" drummer, Chester Thompson.

Essentially, Augustine forsakes any notions of pursuing heady, introspective, or self absorbed piano-based fare, as the leader lets the good times roll via listener friendly sentiment, catchy hooks and nicely-designed arrangements. The cheery proceedings commence with the vivacious, R&B and slightly funk tinged opener, "Groove Attitude." Through it all, the musicians' purvey hearty environs, whether engaging in a mid-tempo blues vamp on, "Fever" or melding simple rock motifs with a piquant Afro-Cuban pulse during the feisty, "Samba de Boyz".

The merriment surges onward with Sonny Rollins', "St. Thomas" and Cole Porter's "Love For Sale," as Augustine effectively utilizes all registers of his Steinway atop succinctly stated block chords, emphatic rhythmic passages and elegantly executed right hand single note leads. - *Cool Today, Jazz Tonight* serves as an appropriate description for this rather luminously performed affair, marked by an air of innocence and the artists' noticeable camaraderie. Recommended!

Joe Augustine

1201 Music

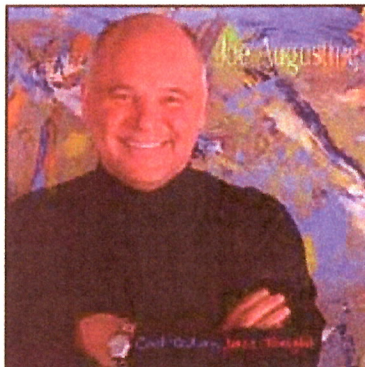
Track Listing: Groove Attitude; Night Train; Cool Days/Jazz Nights; Fever; (On This) Special Day; Samba de Boyz; Nature Boy; Peel Me A Grape; St. Thomas; Funk'n' Games; Love For Sale; No More Tears



Jazz Expo

November 2-4, Toronto, Canada

For the Professional...



Cool Today, Jazz Tonight Joe Augustine

(1201 Music - 2001)

▶ by S.H.Watkins, Sr.

Joe Augustine doesn't fit into any of my 'pat' categories. Take elements of George Winston, Herbie Hancock and Ramsey Lewis, shake them up with a dash of Joe Sample and you come close to describing the Augustine experience. His style is lively and interesting, and his skills polished and confident.

Groove Attitude, the first track describes the feel of this CD well... jazzy groove with a touch of attitude and Wes-Montgomery soul. Joe really shows off his chops on the cover of *Night Train*, handling the intricate runs with a natural rhythm. Same for the classic *Fever* and Diana Krall's famous *Peel Me A Grape*, both presented with Augustine's unique flair and styling, as is *Love For Sale*.

The title track is a smooth, swinging-yet-laid-back piece meant for lolling around on a summer afternoon. Joe's Calypso-style romp through the Sonny Rollins classic anthem *St. Thomas* is another enjoyable ride among the many found here. Hats off to Augustine and guitarist *Denny Jiosa* for an interesting and lively CD. Once you've heard Joe Augustine play, you'll know his style when you hear it as surely as you do that of Satchmo or Ramsey Lewis.


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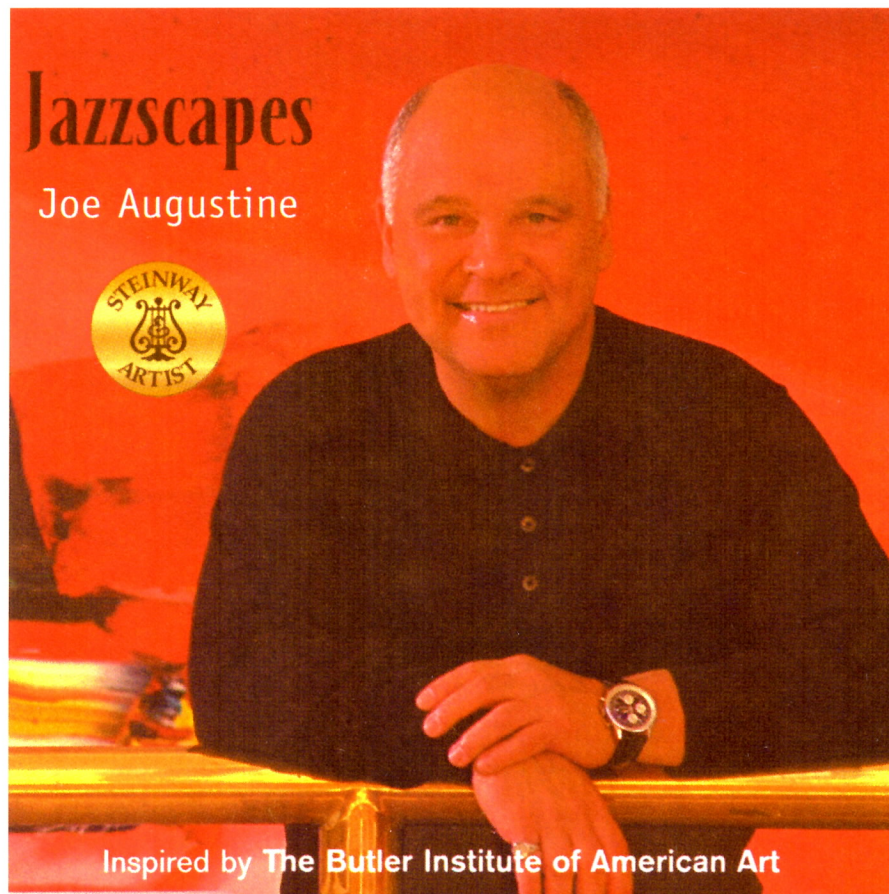
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Jazzscapes, a synergy of art and jazz inspired
By
paintings from the Butler Institute of American Art-
a captivating piano performance.

Jazz pianist Joe Augustine is a professional of the highest order. His inventive musical style has been described by many as accessible and engaging...lyrical, even playful. A Steinway artist since 1995, Augustine has approached every musical setting with ease and excitement, rewarding the listener every time.

His imaginative skill fits the premise of the project like a glove-visual art as inspiration for sonic art. Augustine draws on his 30+ years experience as pianist, composer and arranger to find just the right blend of melody, harmony and rhythm to render this musical masterpiece.



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ISAIAH JACKSON, Music Director

PATRICIA C. SYAK, General Manager and Development Director

As Music Director of the Youngstown Symphony, working with Joe Augustine and his trio on our Gershwin Tribute was truly a delightful collaborative effort. Mr. Augustine brought to the project a depth of understanding of both the composer and his music. He is a consummate professional and worked well with the orchestra, his trio, the vocalist and me. His signature style, musical integrity and positive rapport with all involved created an uplifting work climate. When handed the microphone, he was articulate and maintained a congenial and relaxed banter with the audience.

I would highly recommend this talented pianist (with or without his trio) to your organization.

A handwritten signature in dark ink that reads "Isaiah Jackson". The signature is written in a cursive, flowing style.

Isaiah Jackson
Music Director