

NEW YORK CELEBRITY BULLETIN, THURSDAY, SEPTEMBER 19, 2013

## CELEBRITY OF THE DAY



SUSAN SCHULMAN

Susan L. Schulman has been a theatrical press agent for over 40 years, handling Broadway, off-Broadway, dance, film, special events, TV, books, dance and individual personalities.

Born and bred in New York City, Schulman was a New York City 'theatre kid' who waited outside stage doors, not for autographs, but to tell actors how they had enhanced her life. She attended Hunter Elementary and Hunter High School, NYU and holds a Master's degree in Theatre Arts from Columbia University. Upon graduation from college she landed several low-paying but interesting jobs including Assistant to the Press Director at Lincoln Center which utilized her writing skills and love of the theatre. After a year and a half at Lincoln Center she worked for virtually every top theatrical press agent in New York, honing her skills with the legendary Bill Doll, Mary Bryant, Arthur Cantor, Frank Goodman and Merle Debuskey.

Schulman also worked at WNET/Channel 13 handling such legendary programs as "The Forsyte Saga" (which included conducting a cross-country publicity tour with the mini-series star, British actress Susan Hampshire), and the groundbreaking documentary series "An American Family," among others, and at United Artists as a Senior Publicist (*Lady Caroline Lamb*, *Last Tango in Paris* and *Tom Sawyer*, *The Musical*).

Susan has heralded such worthy stage projects as Lauren Bacall in *Applause*, Jim Dale in *Scapino*, George C. Scott in *Death of a Salesman* and *Sly Fox*, Bob Fosse's *Dancin'*, *Death and the Maiden* with Glenn Close, Richard Dreyfuss and Gene Hackman, and *A Streetcar Named Desire* with Alec Baldwin and Jessica Lange, as well as The Dance Theatre of Harlem, Feld Ballet, Joffrey Ballet, Circle in the Square, Phoenix Theatre, Manhattan Theatre Club, etc. She has also been associated with such less memorable productions as *The Candy Apple*, *Brighttower*, *Father's Day*, *All God's Chillun' Got Wings*, *An American Millionaire*, *Nash at Nine*, *Cleavage*, *All Night Strut*, *Waltz of the Stork*, *How To Build a Better Tulip* and *The Merchant* (the production that killed Zero Mostel.)

In 1978 Susan opened her own press office in the legendary Paramount Building handling theatre, dance, books, special events and individual personalities. Clients included Karen Akers, Carlin Glynn and Peter Masterson, Jack Gilford, Gene Klavan, The Feld Ballet, MTC, Phoenix Theatre, Joffrey Ballet, The Cleveland Play House, Garrison Keillor and "A Prairie Home Companion," plus the Broadway production of *Requiem for a Heavyweight* with John Lithgow and George Segal.



In 1984, CBS made Susan the offer she couldn't refuse, so she closed her office and moved to CBS-TV Entertainment in the newly-created position of Director, Press Information, handling the publicity for all the CBS Mini-Series including "Space," "Robert Kennedy and His Times," "Alice in Wonderland" and Joan Collins in "Sins."

After CBS, Susan headed the Public Relations/Corporate Communications department at USA NETWORK for 4 years where she supervised the growth of the popular basic cable network from 4 hours of original programming per week to a full 24-hour schedule of new and/or exclusive programming. She then moved to the ARTS & ENTERTAINMENT Network (A&E) in a similar capacity and was subsequently named Vice President at Brown & Powers Public Relations, an international firm where she headed the Entertainment Division handling clients such as the BBC and Andrew Lloyd Webber.

In 1992 Susan returned to her first love, the theatre, handling the Broadway production of *City of Angels* as well as the movie star-laden productions of *Death and the Maiden* and *A Streetcar Named Desire*. Surviving that, Susan decided to re-open her own theatrical press office, back home in the Paramount Building. In addition to such Broadway productions as the 'new Rodgers & Hammerstein musical' *State Fair* and the Johnny Mercer musical *Dream*, Susan has represented many extraordinary Broadway, TV and film actors including Brian Stokes Mitchell, Karen Ziemba, Kathleen Chalfant, Karen Mason, Penny Fuller, Harry Groener and Jason Graae. She handled the national tours of *State Fair*, *Porgy and Bess* and *Man of La Mancha* as well as such not-for-profit arts institutions as Repertorio Espanol, The York Theatre, The Colleagues Theatre Company, CAP21, The All for One Festival, the Theatre World Awards, and Pulse Ensemble Theatre.

She is honored to be featured in three recent theatre books: *IT HAPPENED ON BROADWAY* by Myrna and Harvey Frommer; *THE BIRTH OF SHYLOCK AND THE DEATH OF ZERO MOSTEL* by Arnold Wesker, and Peter Filichia's *BROADWAY MUSICALS: The Biggest Hits and the Biggest Flops 1959-2009*. Susan has been an Adjunct Professor at Columbia University's Graduate School of the Arts, creating and teaching a course in theatrical publicity and audience development, and often lectures about the theatre and public relations. She has been a member of ATPAM (Assn. of Theatrical Press Agents and Managers) since 1973 and served on the Board of Advisors of Inside Broadway. She is included in numerous Who's Who lists and is a graduate of the AWED program for women business owners. She has served as a NYSCA (New York State Council on the Arts) Theatre Program Panelist.

Schulman's entertaining and dishy memoir, *BACKSTAGE PASS TO BROADWAY*, has just been published by Heliotrope Books with a cover designed by Broadway's top graphic designer, Frank Verizzo, known as FRAVER. Schulman shines the spotlight behind the show curtain, sharing true tales of her life in the theatre, having worked with some of Broadway's most talented and creative people - sometimes behaving badly and often with astonishing grace - as they struggled to create theatre magic.

She shares her adventures working with Mary Martin, George C. Scott, Lauren Bacall, Yul Brynner, Robert Redford, David Merrick, Bob Fosse, Raul Julia, Zero Mostel, Vanessa Redgrave, Henry Winkler, Lesley Ann Warren, Katharine Hepburn, Glenn Close, and many more.

Schulman has survived some spectacular theatrical train wrecks including the play that killed Zero Mostel; legendary producer David Merrick's final hurrah, and the fading film diva who sabotaged her own return to Broadway.

Schulman also explains what a theatrical press agent does, how she does it, and how theatre promotion has changed.

Susan Schulman is available for interviews regarding *BACKSTAGE PASS TO BROADWAY*.

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