

FACT SHEET

TITLE: **TONY BENNETT DUETS: THE MAKING OF AN AMERICAN CLASSIC**
[TV-G] [CC] [Stereo]

LENGTH: 1/60

NOLA CODE: TBAC

CATEGORY: Music & Entertainment

OFFERED: Premium Service 18 offer, January 2007

RELEASE DATE: March 1, 2007

CONTRACT TERMS: Four releases through February 29, 2008

PROGRAM SUPPLIER: Sony BMG Music Entertainment

PROGRAM DESCRIPTION: **TONY BENNETT DUETS: THE MAKING OF AN AMERICAN CLASSIC** goes into the studio for a behind-the-scenes look at the making of Tony Bennett's acclaimed 2006 album, *Duets — An American Classic*, that found the singer recording many of his biggest hits and favorite songs – live in the studio with some of today's biggest stars. Elton John, Bono, Barbra Streisand, Stevie Wonder, Sting, the Dixie Chicks, and others participate in this musical celebration of Bennett's 80th birthday.

PROMOTIONAL MATERIALS: Use the above program description for guide listing. A press kit, including fact sheet, press release, song list and biography will be posted to PBS Connect and APTonline.org. Color photos will be available via email and on APTonline.org.

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PRODUCTION CREDITS: Executive producer: Danny Bennett
Produced and directed by: Jay Krugman

BROADCAST HISTORY: Previously aired on KACV, KERA, KPBS, WGBH, and WNET.

RELATED MERCHANDISE: Individual viewer purchase: Various recordings by Tony Bennett are available in retail outlets nationwide.

Pledge:
A CD, DVD and CD boxed set are available as pledge premiums. Contact Anita Thomas at Forest Incentives at 215-659-1800 for details.

VIEWER INQUIRIES: American Public Television
Viewer Services
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Boston, MA 02110
617-338-4455 ext. 202

WEB SITE: www.tonybennett.net
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PRESS RELEASE

Legendary Performer Tony Bennett Debuts Star-Studded Duets Special on Public Television

Music icon Tony Bennett celebrated his 80th birthday with panache, releasing a new hit album, *Duets – An American Classic*, that garnered critical acclaim and earned three Grammy nominations. Now, American Public Television (APT) will distribute a documentary that takes fans behind-the-scenes for an up-close look at the making of this 2006 blockbuster album. In **TONY BENNETT DUETS: THE MAKING OF AN AMERICAN CLASSIC**, Bennett sings his hits alongside top contemporary artists, including Bono, Sting, Elton John, Stevie Wonder, John Legend, the Dixie Chicks and more. The star-studded program, airing on public television stations nationwide starting March 1, 2007, captures live recordings from Bennett and his guests – an unusual recording style that sets this duet project apart from others on the market.

“Mr. Bennett is nothing less than a living icon and this program gives his legion of fans a view of his recording process – and his relationship with a panoply of contemporary artists – they could never otherwise experience,” says Eric Luskin, vice president of APT’s Premium Service division. “This is an emotional, well-crafted program that sets public television apart from everyone else.”

Known for his impeccable phrasing and easy, swinging style, Tony Bennett has long been a major player in the popular music scene. His sophisticated voice has repeatedly delivered hit after hit since the early 1950s. Bennett’s numerous credits include: more than 50 million records sold world-wide, 13 Grammy Awards and the Grammy Lifetime Achievement Award.

– more –

This program captures his best-loved songs, including “Are You Havin’ Any Fun,” “The Best is Yet to Come,” “Just in Time” and “Because of You,” and brings new life to them with the unique vocal contributions of his guest performers.

In addition to the stellar song selection, the guest artists provide interviews that reveal their admiration for Bennett’s body of work. “He is like a house you can’t break into,” says Bono, who candidly expresses his awe. Phil Ramone, the producer of Bennett’s *Duets* CD, also provides insightful commentary. “The real *live* part of it is the Tony Bennett experience,” notes Ramone, who reveals that most of the guest performers were unfamiliar with Bennett’s typical live recording process. These sincere, diary-style segments help show the artistic process behind Bennett’s music.

TONY BENNETT DUETS: THE MAKING OF AN AMERICAN CLASSIC is full of the swinging music Bennett helped popularize. It provides a rarely seen look at the collaborative process behind a duets recording and will thrill Bennett fans seeking a new compilation to add to their collection.

TONY BENNETT DUETS: THE MAKING OF AN AMERICAN CLASSIC is presented by Sony BMG Music Entertainment in association with American Public Television’s Premium Service. The program is executive produced by Danny Bennett and produced and directed by Jay Krugman.

About American Public Television

For 45 years, American Public Television (APT) has been a prime source of programming for the nation’s public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television’s lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules such as *JFK: Breaking the News*, *Battlefield Britain*, *Globe Trekker*, *Rick Steves’ Europe*, *Great Museums*, *Jacques Pépin: Fast Food My Way*, *America’s Test Kitchen From Cook’s Illustrated*, *Broadway: The Golden Age*, *Lidia’s Family Table*, *California Dreamin’ – The Songs of The Mamas & the Papas*, *Rosemary and Thyme*, *P. Allen Smith’s Garden Home*, *The Big Comfy Couch*, *Monarchy*, and other prominent documentaries, dramatic series, how-to programs and classic movies. For more information about APT’s programs and services, visit APTonline.org.

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SONG LIST

Tony Bennett Duets: The Making of an American Classic

"I Wanna Be Around" (w/Bono)
"Are You Havin' Any Fun" (w/ Elvis Costello)
"Cold, Cold Heart" (w/ Tim McGraw)
"Lullaby of Broadway" (w/the Dixie Chicks)
"Put on a Happy Face" (w/ James Taylor)

"The Very Thought of You" (w/ Paul McCartney)
"Just in Time" (w/Michael Buble)
"Boulevard of Broken Dreams" (w/Sting)
"The Best is Yet to Come" (w/ Diana Krall)
"Rags to Riches" (w/ Elton John)
"The Shadow of Your Smile" (w/Juanes)

"Because of You" (w/ k.d. lang)
"Sing You Sinners" (w/ John Legend)
"The Good Life" (w/ Billy Joel)
"For Once in My Life" (w/ Stevie Wonder)

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BIOGRAPHY

Tony Bennett

Tony Bennett is an artist who moves the hearts and touches the souls of audiences. He's the singer's singer and has received high praise from his colleagues through the years, including Frank Sinatra who stated unequivocally, "Tony Bennett is the best singer in the business." He is an international treasure who was honored by the United Nations with their "Citizen of the World" award, which aptly describes the scope of his accomplishments.

The son of a grocer and Italian-born immigrant, Anthony Dominick Benedetto was born on August 3, 1926, in the Astoria section of Queens. He attended the High School of Industrial Arts in Manhattan, where he continued nurturing his two passions – singing and painting. His boyhood idols included Bing Crosby and Nat King Cole, both big influences on Bennett's easy, natural singing style. Tony sang while waiting tables as a teenager then performed with military bands during his Army enlistment in World War II. He later had vocal studies at the American Theatre Wing School. The first time Bennett sang in a nightclub was 1946 when he sat in with trombonist Tyree Glenn at the Shangri-La in Astoria.

Bennett's big break came in 1949 when comedian Bob Hope noticed him working with Pearl Bailey in Greenwich Village in New York City. As Bennett recalls, "Bob Hope came down to check out my act. He liked my singing so much that after the show he came back to see me in my dressing room and said, 'Come on kid, you're going to come to the Paramount and sing with me.' But first he told me he didn't care for my stage name (Joe Bari) and asked me what my real name was. I told him, 'My name is Anthony Dominick Benedetto,' and he said, 'We'll call you Tony Bennett.' And that's how it happened. A new Americanized name, the start of a wonderful career and a glorious adventure that has continued for 50 years."

With over 50 million records sold world-wide and platinum and gold albums to his credit, Bennett has received 13 Grammy Awards including the Grammy Lifetime Achievement Award. The MTV generation first took Tony Bennett to heart during his appearance with the Red Hot Chili Peppers on the 1993 MTV Video Awards ceremony. He appeared on *MTV Unplugged* and the resulting recording of the same name garnered the singer Grammy's top award, "Album of the Year." "Tony Bennett has not just bridged the generation gap," pointed out *The New York Times*, "he has demolished it. He has solidly connected with a younger crowd weaned on rock. And there have been no compromises." Bennett credits his son and manager, Danny, for his success in capturing a whole new generation of listeners.

His initial successes came via a string of Columbia singles in the early 1950s, including such chart-toppers as "Because of You," "Rags To Riches" and a remake of Hank Williams' "Cold, Cold Heart." He had 24 songs in the Top 40, including "I Wanna Be Around," "The Good Life," "Who Can I Turn To (When Nobody Needs Me)" and his signature song, "I Left My Heart In San Francisco," which garnered him two Grammy Awards. Tony Bennett is one of a handful of artists to have new albums charting in the '50s, '60s, '70s, '80s, '90s and beyond. He introduced a multitude of songs into the Great American Songbook that have since become standards for pop music. He has toured the world to sold out audiences with rave reviews whenever he performs. Bennett re-signed with Columbia Records in 1986 and released the critically acclaimed *The Art Of Excellence*. Since his 1991 show-stopping performance at the Grammy Awards of "When Do The Bells Ring For Me," from his *Astoria* album, he has received a string of Grammy Awards for releases including *Steppin' Out*, *Perfectly Frank*, and *MTV Unplugged*. In celebration of his unparalleled contributions to popular music with worldwide record sales of over 30 million, Columbia/Legacy assembled *Forty Years: The Artistry of Tony Bennett*. The four-CD boxed set, released in 1991, chronicles the singer's stellar recording career and documents his growth as an artist inspiring *Time* magazine to call the collection "... the essence of why CD boxed sets are a blessing."

Tony Bennett became a Kennedy Center Honoree in 2005, was named an NEA Jazz Master in January of 2006, and has just been named this year's recipient of Billboard Magazine's prestigious Century Award, in honor of his outstanding contributions to music.

Tony Bennett has also received an Emmy Award and a Cable Ace Award for his groundbreaking television special, "Live By Request...Tony Bennett," which featured a unique interactive format in which the viewing audience called in song requests to the performer live during the program, a concept created by Bennett that has become a regular special on the A&E network. Bennett has also authored two books, *What My Heart Has Seen*, a beautifully bound edition of his paintings published in 1996, and *The Good Life*, his heartfelt autobiography released in 1998. He won his thirteenth Grammy Award in 2006 for *The Art of Romance*.

Tony Bennett is a dedicated painter whose interest in art began as a child. He continues to paint every day, even while touring internationally. He has exhibited his work in galleries around the world and he was chosen to be the official artist of the 2001 Kentucky Derby and created two original paintings celebrating this historic event. The United Nations has commissioned him for two paintings, including one for their 50th anniversary. His original painting "Homage to Hockney" is on permanent display at the Butler Institute of American Art and the

landmark National Arts Club in New York is home to his painting, "Boy on Sailboat, Sydney Bay." Most recently his oil painting, entitled, "Central Park," was accepted to the Smithsonian's American Art Museum's permanent collection in Washington, DC.

Throughout his career, Tony Bennett has always put his heart and time into humanitarian concerns. He has raised millions of dollars for the Juvenile Diabetes Foundation which established a research fund in his name. His original paintings each year grace the cover of the American Cancer Society's annual holiday greeting card, proceeds from which are earmarked for cancer research. He is active in environmental concerns and has performed at fundraisers for both the Walden Woods Foundation and the Save the Rainforest Foundation. The Martin Luther King Center in Atlanta bestowed upon him their "Salute to Greatness Award" for his efforts to fight discrimination. He conceived and spearheaded the effort to honor his great friend with the establishment of the Frank Sinatra School of the Arts which opened its doors as a New York City public high school offering an extensive arts curriculum in September of 2001.

In the 1950s, thousands of screaming bobby-soxers surrounded the Paramount Theatre in New York, held back only by police barricades, to see their singing idol Tony Bennett. Today the children and grandchildren of those fans are enjoying the same experience. Perhaps what sums up Tony's legacy and longevity best was the observation *The New York Times* made in a review of *MTV Unplugged*: "What accounts for the Bennett magic? Artistry certainly. The repertory is indeed classic ... But perhaps more important is his ability to convey a sense of joy, of utter satisfaction, in what he is doing."

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