



PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact:

Katy Glodosky

kglodosky@weillcenter.com

(920) 627-2619

WEILL CENTER TEAM MEMBER EARNS MUSIC INDUSTRY CERTIFICATE FROM NEW YORK UNIVERSITY AND BILLBOARD

Ziegelbauer learns industry essentials to enhance experiences for Weill Center patrons

SHEBOYGAN, WI (March 23, 2021) – The Weill Center for the Performing Arts, a 1,150-seat live event venue in Downtown Sheboygan today announced its Events and Communication Coordinator, Cassie Ziegelbauer earned her Music Industry Essentials certificate from New York University Tisch School of the Arts - The Clive Davis Institute of Recorded Music in partnership with Billboard and Yellowbrick.

“We are proud of our team’s dedication to stay current with trends and best practices in the music industry,” said Weill Center Executive Director Katy Glodosky. “As the world of live events continues to change, Cassie’s new knowledge will support the high-quality experiences we provide to our patrons.”

The educational program provides comprehensive insights into the music industry. Course curriculum includes fan engagement, music marketing, development of music in the digital age, contracting and licensing, and artist management. Program instructors include executives from Billboard, NYU professors, and music industry professionals such as celebrity vocal coach Stevie Mackey, World Artists United Founder and CEO Jalen James Acosta, and Gordy Enterprises CEO Kerry Gordy.

Ziegelbauer will incorporate her new learnings as she manages the Weill Centers communication platforms, develops and implements event-specific marketing plans, and oversees creation of advertising and collateral materials and community outreach activities. On event days, Ziegelbauer also coordinates artist hospitality, VIP pre-show activities, meet and greets, post-show merchandise signings and more. In addition to the Weill Center, Ziegelbauer is as an active member of Sheboygan Theatre Company’s fundraising and marketing committees.

The New York University Tisch School of the Arts is one of the nation’s leading art centers for the study of performance, cinema and emerging media arts. The Clive Davis Institute of Recorded Music is the first and only program of its kind to provide professional business and artistic training toward a BFA in Recorded Music. The program is supported by Billboard, a



destination for the world's most popular music charts, news, videos, analysis and events. Working in partnership with the world's leading universities, brands, and industry experts, Yellowbrick creates a learning experiences to help tomorrow's leaders discover and pursue career paths in growing, global industries that align to their passions.

About the Stefanie H. Weill Center for the Performing Arts

The Weill Center for the Performing Arts is a 1,150-seat live event venue in Downtown Sheboygan, WI. The Weill Center presents a series of live performances including music, comedy, variety acts, movies and more. In 2001 the theater was restored to its original Spanish Colonial Revival architectural style and atmospheric theater, as built in 1928. The theater is currently listed on the National Register of Historic Places. This season the Weill Center will celebrate its 20th Anniversary Season. For more information and a full schedule of events, visit weillcenter.com.

###