



Music Conservatory of Westchester's Director of Communications Recognized as "Rising Star"

*Jon Chattman receives The Business Council of Westchester's
"Rising Stars – Forty Under Forty" award*

White Plains, NY (April XX, 2011) – Mamaroneck resident Jon Chattman, director of communications at the Music Conservatory of Westchester, was named a winner of the "Rising Stars - Westchester's Forty Under Forty" by The Business Council of Westchester. He will be honored for his professional accomplishments, leadership qualities, and outstanding success at an awards ceremony June 9, 2011.

The Business Council of Westchester's program to honor business leaders throughout Westchester is modeled after the national business recognition program "Forty Under Forty." Forty awards are given to young men and women who exemplify professional or entrepreneurial skills and have demonstrated leadership, foresight, and a vision for the future of Westchester.

Chattman, 34, joined the Conservatory in 2009 as its communications manager and was promoted the following year to director of communications. In the past two years, he has increased media coverage for the school by over 60 percent. Additionally, he has strengthened the Conservatory's online presence through various social media platforms, including an informative school blog, as well as a revamped website that has brought more online visitors than ever before. At a time when other Westchester music programs have declined in membership, his out-of-the-box approach has helped the Conservatory increase its student base.

"Jon is an extremely driven, forward-thinking person," said Carol Shiffman, executive director of the Music Conservatory of Westchester. "He's a great asset to the Conservatory. We are thrilled with Jon's many accomplishments and proud to congratulate him as one of Westchester's 'Rising Stars.'"

Prior to joining the Conservatory, Chattman worked as an online communications and creative director, and as managing editor for a chain of weekly Westchester newspapers. He is currently a regular contributor to publications such as *The Huffington Post* and *Danbury News Times*. In February 2011, he was one of just two credentialed reporters covering the Academy Awards for *The Huffington Post*, and the only publication representative reporting from the Independent Spirit Awards.

Chattman, who has received numerous New York Press Association (NYPA) awards for his writing, has interviewed a diverse range of personalities including Tom Cruise, Al Gore, Javier Bardem, Hulk Hogan, Jodie Foster, and Snoop Dogg; his interviews have appeared in *The New York Post*, *Marvel Comics*, and *TV Guide*, among others. Furthermore, he has released three well-received books, including the humorous "Sweet Stache" (Adams, 2009). He has two additional works that will be published this fall.

Chattman launched thecheappop.com, a pop culture humor site that specializes in celebrity interviews and entertainment news, in 2005. He has taken the site beyond an entertainment source by also serving as a concert and comedy show promoter. He has sponsored shows at Webster Hall and the Music Conservatory of Westchester, each time benefiting a different

charity. On June 11, he will host a Japan relief benefit at Webster Hall featuring rock acts Trouble Andrew, The Kickdrums, and the Front Bottoms.

“I’m never satisfied with the status quo,” said Chattman. “I always aim to grow personally and professionally and am extremely honored to be named a ‘Rising Star’ from the Business Council of Westchester.”

Of the Conservatory, Chattman said, “I am so inspired on a daily basis by the work that’s done here. I’d like to reach as broad an audience as possible to ensure that those who don’t already know about us discover just how imperative and impressive an organization we really are.”

The Music Conservatory of Westchester is located at 216 Central Avenue in White Plains, NY. They can be reached at (914) 761-3900 or by visiting www.musicconservatoryonline.org. Follow the Conservatory on Facebook (Westchester MusicConservatory) and Twitter (@MusicCW), or check their new blog (www.musicconservatoryblog.org) for the latest news and updates.

About the Music Conservatory of Westchester

The Music Conservatory of Westchester (www.musicconservatoryonline.org) is a non-profit community school of the arts, providing outstanding music, musical theatre, and music therapy programs for people of all ages and abilities (summer registration open now). The Conservatory’s 36,000-square-foot facility in White Plains offers a Recital Hall and 43 acoustically designed classrooms and teaching studios. Their comprehensive programs include performing ensembles, musicianship classes, music therapy, student performances, master classes, workshops, and more. All students receive free admission to the Conservatory’s annual “Live on Central” concert series of faculty recitals and children’s concerts. This year, the Conservatory awarded \$110,000 in scholarship support and tuition assistance to more than 115 of its students. The Conservatory is chartered by the New York State Board of Regents, a member of the National Guild of Community Schools of the Arts, and is one of only 19 non-degree granting institutions in the country to be fully accredited by the National Association of Schools of Music.

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Jon Chattman, the Music Conservatory of Westchester’s Director of Communications and founder of pop culture website thecheappop.com, has been named a “Rising Star” by The Business Council of Westchester. The honor recognizes Chattman’s professional accomplishments, leadership qualities, and outstanding success.