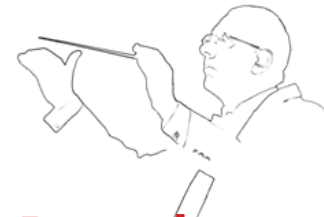


PR & Media



Leon Botstein

Music Director and Principal Conductor,
Jerusalem Symphony Orchestra IBA

Since the appointment of internationally renowned, Grammy nominee Leon Botstein as music director and principal conductor of the Jerusalem Symphony Orchestra IBA in 2003, Mindset has represented his interests in Israel, as well as those of the Friends of the JSO, which Botstein established to raise support for the orchestra.

Making use of a wide range of media and marketing materials, including focused advertising campaigns, citywide posters and press engagements, MindSet has helped maintain the stature of Leon Botstein and the JSO as vital and valued cultural assets. From a music event with the maestro at the U.S. Consulate in Jerusalem or at the U.S. ambassador's home in Herzliya to a send-off reception prior to the orchestra's 2006 U.S. tour to press interviews and articles, MindSet has kept Israeli audiences and the city of Jerusalem engaged with the JSO and its music director.



Maestro Botstein



Botstein with U.S. Ambassador Richard Jones at the pre-tour reception



Botstein takes to the streets