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NEW VIRTUAL CLASS PLATFORM  
**BROADWAY360**  
ANNOUNCED

FIRST SERIES OF CLASSES  
LAUNCHES THE WEEK OF NOVEMBER 9, 2020

OFFERING SESSIONS WITH

3-TIME TONY® AWARD-WINNING PRODUCER  
**EVA PRICE**

PLAYBILL'S DIRECTOR OF SOCIAL MEDIA  
**FELICIA FITZPATRICK**

TONY® AND DRAMA DESK AWARD-WINNING  
GENERAL MANAGER & EXECUTIVE PRODUCER  
**ROY GABAY**

FOUNDER & CREATIVE DIRECTOR OF THEATRICAL  
MARKETING & ADVERTISING AGENCY, THE PEKOE GROUP  
**AMANDA PEKOE & CHRISTOPHER LUECK**

LEGENDARY BROADWAY PRESS REPRESENTATIVE  
**RICK MIRAMONTEZ**

**New York, NY** (October 23, 2020) – Broadway industry professionals **Samara Finkle** and **Clinton M. Kennedy** today announced their new virtual class platform, **Broadway360**, launching the week of November 9, 2020 with sessions from 3-time Tony® Award-winning Producer **Eva Price**; Playbill's Director of Social Media, **Felicia Fitzpatrick**; Tony® and Drama Desk Award-winning General Manager, **Roy Gabay**; Founder & Creative Director of Broadway Marketing and Advertising Agency, The Pekoe Group, **Amanda Pekoe** and **Christopher Lueck**; and legendary Broadway Press Representative, **Rick Miramontez**.

**Broadway360** is an interactive series of discussions with Broadway's leading behind-the-scenes players that offers a more complete view of the work that goes into making a production come to life on stage.

In a joint statement, Finkle and Kennedy said, "We realized that there is a need that isn't being filled by all the wonderful artistic masterclasses on singing, dancing, and directing. While those classes are fantastic, there is so much more to learn in the world

of theater. We are passionate about breaking down those barriers to educate people and demonstrate that you can have a career in this business, even if your strongest skills are not traditionally associated with the theater.”

To learn more and register for classes, visit [broadway360.biz](http://broadway360.biz)

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### **SCHEDULE FOR FIRST SERIES OF CLASSES**

Monday, November 9, 2020 at 6:00 PM

*Producing with Eva Price*

Tuesday, November 10, 2020 at 6:00 PM

*Social Media with Felicia Fitzpatrick*

Wednesday, November 11, 2020 at 6:00 PM

*General Management with Roy Gabay*

Thursday, November 12, 2020 at 6:00 PM

*Marketing & Advertising with Amanda Pekoe and Christopher Lueck*

Thursday, November 12, 2020 at 7:30 PM

*Publicity with Rick Miramontez*

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[Click to download artwork and headshots.](#)

## BIOGRAPHIES

**EVA PRICE** is an NYCLU/ACLU honoree for her commitment to works spearheaded by female creatives and people of color, and a Crain's 2020 Notable LGBTQ Leaders and Executives Honoree. She is a three-time Tony Award-winning Producer. Credits: *Oklahoma!* (Best Musical Revival); *Jagged Little Pill* (15 Tony nominations); *Angels in America* (Tony-winning revival starring Nathan Lane and Andrew Garfield); *Dear Evan Hansen* (6 Tony Awards including Best Musical); *On Your Feet!*; *Frankie Valli and the Four Seasons on Broadway!*; *Peter and the Starcatcher* (5 Tony Awards); *Colin Quinn Long Story Short* (directed by Jerry Seinfeld); *Annie* (Tony-Nominated Musical Revival); *The Merchant of Venice starring Al Pacino* (Tony-Nominated Play Revival); *Carrie Fisher's Wishful Drinking*; *The Addams Family*; *Cruel Intentions: The '90s Musical*; *The Lion*; *Small Mouth Sounds*; *The Hip Hop Nutcracker with Rap Icon Kurtis Blow*; *The Magic School Bus Live! The Climate Challenge*; *Ella*.

**FELICIA FITZPATICK** is Playbill's Social media Director and the creator of *Call and Response*, a podcast that explores the intersection of Blackness and performing arts. Her writings have been featured in *Teen Vogue*, *BuzzFeed*, *Zora*, and more. She has moderated and participated in multiple panels for brands such as BroadwayCon, the American Theatre Wing, and The Strand Bookstore. She is a TedxBroadway Leadership Board member and is the proud owner of NOW That's What I Call Music! albums 4, 7-8, 10 and 16.

**ROY GABAY** his most recent project prior to the pandemic shutdown was the acclaimed production of *Fiddler on the Roof in Yiddish*, directed by Joel Grey. Upcoming projects include the stage musical adaptations of the films *A Walk on the Moon* and *Monsoon Wedding* as well as the Broadway revival of *Last Summer at Bluefish Cove*, directed by Cynthia Nixon. Roy won the Tony Award for the 1998 revival of *A View From the Bridge* starring Anthony LaPagli and Allison Janney and was nominated four other times for *Fela! The Little Dog Laughed*, *Metamorphoses*, and *Frozen*. [www.letsjumpstart.com](http://www.letsjumpstart.com)

**AMANDA PEKOE** founded The Pekoe Group in 2009 which has grown into one of the top advertising agencies on Broadway and Off. She's worked with shows such as *SIX*, *Rock of Ages*, *Oh, Hello On Broadway*, *SpongeBob SquarePants On Broadway*, *The Lightning Thief: The Percy Jackson Musical*, *Eclipsed*, *Natasha, Pierre, and the Great Comet of 1812*, *Avenue Q*, *The Play That Goes Wrong*, *Fiddler on the Roof in Yiddish*, and more. In addition to running her own company, Amanda teaches Advertising for Theatre for the Columbia University MFA Theatre Management and Producing program and Marketing the Arts for the Baruch College CUNY MA Arts Administration program; as well as being a regular speaker for the Commercial Theatre Institute. She is also Co-Vice Chair of the Lincoln Center Theater Angels.

**CHRISTOPHER LUECK** is a creative entrepreneur driven by joy. He has a MA in education from NYU and a BFA in acting from Brooklyn College and is a graduate of The Dell'Arte School of Physical Theater. With Amanda Pekoe (his wife and partner in most things) he has produced theatre, run an advertising agency, taught MFA Candidates and most recently fostered two newborn kittens found in a shoe box in Brooklyn. In a past life Christopher was a blackbelt martial artist, award-winning clown and slapstick comedy expert.

**RICK MIRAMONTEZ** began his career, direct from college, as the press director of the Center Theatre Group / Ahmanson Theatre where he organized the campaigns for more than 25 major productions, including the RSC's *The Life and Adventures of Nicholas Nickleby* and world premieres of Neil Simon's *Brighton Beach Memoirs* and *Biloxi Blues*, and James Kirkwood's infamous *Legends!* (starring Mary Martin and Carol Channing, and documented in Kirkwood's hilarious book, "Diary of a Mad Playwright"). He was the press director for the 1987 and 1990 Los Angeles Festival (the latter under the direction of Peter Sellars), seminal events in the American cultural world, where he introduced Cirque du Soleil to the U.S. media, as well as Peter Brook's epic *The Mahabharata*. From 1988-1996, Miramontez headed his own firm, Rick Miramontez Company, which represented many of the major arts events on the West Coast, including the American Premiere of *Sunset Boulevard*, Disney's *Beauty and the Beast*, Cirque du Soleil at Santa Monica Pier, Los Angeles Festival, Pasadena Playhouse, *The Groundlings*, and UK/LA (the latter complete with *Royal Visits* by HRH The Prince of Wales and HRH The Duke of York). His office, located in the art deco headquarters of *La Opinion*, was a hub partly responsible for the renaissance of the new Downtown L.A. In New York, Miramontez (with his friends and colleagues Richard Kornberg, John Barlow and Michael Hartman) was behind the press campaigns for *Hairspray*, *Sweeney Todd*, and *Dirty Rotten Scoundrels*, among others, and was account executive for *Rent*, *The Producers*, and *Long Day's Journey Into Night*, to name a few. As President and Founder of O&M Co., established in 2006 and now DKC/O&M, he has represented many of Broadway's Tony Award-winning hits, including *Hadestown*; *Oklahoma!*; *Dear Evan Hansen*; *Hello, Dolly!*; *Fun Home*; *Kinky Boots*, *Beautiful*; *The Humans*; *Clybourne Park*; *Hair*; *School of Rock*; *Cats*; and *Spider-Man: Turn Off The Dark*, to name a few. The artists with whom he has worked include Karole Armitage, Bea Arthur, Lauren Bacall, Alan Bates, Alison Bechdel, Ingmar Bergman's, Bono, Fernando Botero, Matthew Broderick, Peter Brook, John Cage, Glenn Close, David Copperfield, Hume Cronyn, Merce Cunningham, The Del Rubio Triplets, Eve Ensler, Harvey Fierstein, Joel Grey, Lillian Hellman, Charlton Heston, David Hockney, David Henry Hwang, Jay Johnson, Sidney Kingsley, Eartha Kitt, Larry Kramer, Angela Lansbury, Elizabeth LeCompte, John Lithgow, Dorothy Loudon, Patti Carole King, LuPone, Dorothy McGuire, Sir Ian McKellen, Bette Midler, Arthur Miller, Jack O'Brien, John Osborne, Jonathan Pryce, Chita Rivera, David Rockwell, George Rose, Peter Shaffer, Neil Simon, Elaine Stritch, Stephen Sondheim, Jessica Tandy, Julie Taymor, Tommy Tune, Sir Peter Ustinov, Lynn Redgrave, Vanessa Redgrave, and Lord Andrew Lloyd Webber, among countless others.

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