



**MILWAUKEE**  
JEWISH FEDERATION

**FOR IMMEDIATE RELEASE**

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**Music Industry Exec Shares Insider Stories**  
*'From Rockin' the Rec Room, to NYC Club Scene, to the Record Biz, and Back Again,'*  
*with former Milwaukeean Bob Appel*

MILWAUKEE, Wisconsin—Milwaukee native Bob Appel, COO at FORA.tv and one of the founders of The Knitting Factory, will share stories from the vaults of this influential music venue and talk about his experiences in the record business at 7 p.m. Aug. 7 at Jewish Museum Milwaukee, 1360 N. Prospect Ave. This is the final program for the Jews Who Rock exhibit, which runs through Aug. 10.

The Knitting Factory was established as an art gallery and performance space, as well as a home for experimental music. Originally located in Manhattan, the club quickly emerged as a home for music that didn't neatly fit into the categories of jazz or rock. Artists including Sonic Youth, Cassandra Wilson, and Yo La Tengo were among the artists who played there.

Like so many record executives, Appel's entree into the music business was driven by the decision to quit performing and jump into the business side of the industry. He went from guitar riffing — Appel was a founding member of *Swamp Thing*, a popular rock band from Madison's mid-80s scene — to principal of the New York City club, The Knitting Factory (1986), to doing A & R for Windham Hill, to Vice President of A & R and Creative Services at Six Degrees Records in San Francisco. Aside from signing acts and producing records, Appel spearheaded the digital music sales efforts at Six Degrees, driving production, content creation, website construction and e-commerce systems, as well as partnerships with digital distributors such as iTunes, Emusic, and Ioda. His passion for global issues, digital media, and classic-rock lyrics, made him a perfect fit as a member of the founding team at FORA.tv.

This program is free for Museum members and \$5 for non-members; to register or for more information visit [www.jewishmuseummilwaukee.org](http://www.jewishmuseummilwaukee.org) or call (414) 390-5730.

The exhibit runs through Aug. 10. p.m. and Sunday 12 p.m. - 4 p.m. Several special events for the exhibit will soon be announced on [JewishMuseumMilwaukee.org](http://JewishMuseumMilwaukee.org). Admission is free for museum members. Non-member price includes both museum and special exhibit: \$6 adult; \$5 seniors; \$3 students; \$15 families. The core component of the exhibition was organized by National Exhibits & Archives, LLC, with additional pieces provided by local collectors.

**About the Jewish Museum Milwaukee**

*The Jewish Museum Milwaukee is dedicated to preserving and presenting the history of the Jewish people in southeastern Wisconsin and celebrating the continuum of Jewish heritage and culture. The history of American Jews is rooted in thousands of years of searching for freedom and equality. We are committed to sharing this story and the life lessons it brings with it, so that we may enhance the public's awareness and appreciation of Jewish life and culture.*

**About the Milwaukee Jewish Federation**

*For more than one hundred years, the Milwaukee Jewish Federation has been dedicated to building a strong Jewish community. The agency distributed nearly \$19 million last year to Jewish and non-Jewish organizations locally and around the world.*

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