



CLEVELAND LANDMARKS PRESS

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FOR IMMEDIATE RELEASE

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CLEVELAND LANDMARKS PRESS ANNOUNCES THE RELEASE OF "AS THE STAGE TURNED: A FRONT ROW THEATER MEMOIR"

CLEVELAND, OH, May 13, 2025 – Cleveland Landmarks Press is thrilled to announce the upcoming release of *As The Stage Turned: A Front Row Theatre Memoir* by Jeannie Emser Schultz, available May 19. This captivating new memoir takes readers behind the scenes of the legendary Front Row Theatre, a cultural icon of Northeast Ohio from 1974 to 1993.

As the longtime director of marketing and publicity for the venue, Emser Schultz offers a vivid, insider's account of nearly two decades of star-studded performances, backstage drama, and the unforgettable energy of live entertainment. From Sammy Davis Jr.'s opening night to Frank Sinatra's famously demanding entourage, *As The Stage Turned* brings to life the triumphs and challenges of a one-of-a-kind venue that became a mecca for show business.

Told through lively vignettes, Emser Schultz's memoir details everything from the theater's planning and construction to the colorful personalities it attracted—from comedians like Bob Newhart to outspoken stars like Roseanne Barr. With a rotating stage, diverse acts ranging from rock bands to political speakers, and a constant stream of eccentric backstage requests, the Front Row offered an experience unlike any other. Readers will enjoy never-before-shared anecdotes, including tales of death threats, contract disputes, quirky dressing room demands, and what it truly took to run a top-tier entertainment venue in a quiet Cleveland suburb.

"The Front Row was more than just a theater—it was a uniquely immersive experience that brought the glitz of Las Vegas to Highland Heights," says Emser Schultz. "I wanted to preserve its story and the incredible personalities who made it shine."

Though the venue closed in 1993 and was demolished in 1995, its spirit lives on in this engaging memoir that is equal parts showbiz history and love letter to Cleveland's golden age of live performance.

As The Stage Turned will be available through Cleveland Landmarks Press. For more information or to schedule an interview with Emser Schultz, please contact us at hello@teachcle.org or [216.658.4144](tel:216.658.4144). Additional details can be found at the link below.

About Cleveland Landmarks Press

Cleveland Landmarks Press is a locally rooted independent publisher committed to preserving and celebrating the rich, diverse history of Northeast Ohio. Through engaging books, vivid photography, and well-researched storytelling, we bring the people, places, and moments that shaped Greater Cleveland to life. From architectural landmarks to neighborhood histories, our publications aim to educate, inspire, and cultivate a deep sense of place and pride in the region's past and future. Learn more at clevelandlandmarkspress.com.