

**Jewel unveils latest album in a live telecast from WQED's studios**  
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By Sara Bauknecht, Pittsburgh Post-Gazette



Bill Wade/Post-Gazette

Jewel, at WQED's studios during Velocity Broadcasting's First Spin performance, which allows ticketholders to watch her concert in private venues.

Like a scene straight out of Hollywood or some posh New York City premiere, just under 100 VIPs gathered at the WQED studios in Oakland Monday evening for the private world debut of pop-country singer Jewel's ninth studio album "Sweet and Wild," which hit stores Tuesday.

As guests walked the red carpet and settled in at the candlelit tables surrounding the modest-size, platform stage, thousands of others geared up to watch the event on large screens at clubs and restaurants throughout North America and Australia via the Pittsburgh-based Velocity Broadcasting's First Spin platform. Monday evening marked the pilot for First Spin, which gives ticketholders the chance to watch private concerts in high-definition at about 80 Morton's Steakhouses, 40 Maggiano's and numerous private clubs and theaters. In Pittsburgh, the public could screen the event

at the Rivers Club in Oxford Centre and at Carmike 10 on Fort Couch Road in Bethel Park. The concept for First Spin was first tested in 2006 with jazz musician Wynton Marsalis.

First Spin has an interactive component. Viewers used Mindshare handsets throughout the evening to vote on what dress Jewel should wear and which song she should play to close the show. Audiences also used handsets to participate in a Jewel trivia game, which ended with a fan watching the event in Durham, N.C., winning an autographed iPad.

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#### Photo gallery

See more [photos from Jewel's studio performance at WQED in Oakland](#).

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The concert opened with introductions by the host of CMT's "Top 20 Countdown," Evan Farmer, and WPXI's Darieth Chisolm, and comedian Alison Becker was on hand to give the latest scoop from backstage.

Ms. Becker helped Jewel field questions that viewers called, texted and e-mailed in throughout the evening, covering topics such as Jewel's favorite snack, who she'd like to do a duet with, and what she likes to do during her free time.

Viewers also were treated to video clips of a pre-recorded interview with Nathan Chapman, co-producer of Jewel's latest album; a tour of Jewel's bus and private jet; and a look at some of the work that went into building the illuminated stage, which took about 300 hours to construct.

The clustered arrangement of tables around the stage made it a bit tough at times to see and hear the monitors, but the studio audience -- sipping chardonnay and chatting -- didn't seem to mind too much.

Country duo Steel Magnolia kicked off the show with a six-song set, highlighted by the toe-tapping "Ooh La La." Their performance featured a nice variety of upbeat tunes, sensual ballads and songs about breaking up and getting back together.

Jewel took the stage in a pair of chocolate brown boots and the pastel print dress viewers selected for her earlier in the evening. Her 17-song set opened with "Near You Always." The 90-minute performance included a few Jewel classics, such as "Hands" and "Foolish Games," and a sampling of songs from her new album.

She stood center stage for most of the show playing the guitar. A keyboardist accompanied her during "Foolish Games" and "Satisfied," a single from her new album about not being afraid to share your feelings with those you love.

It was easy to get caught up in the narratives of Jewel's lyrics or the power of her voice when she sustained notes so long that the room erupted with applause. But every now and then a camera would rove by on a dolly track or the room temperature would dip even lower, reminding studio audience members that they were at a taping and not actually at some swanky, intimate club like the setup of the room suggested. (At one point, even Jewel asked that the air conditioning be turned down a bit so her guitar wouldn't go out of tune.)

Through it all, Jewel shined like the lights that enveloped the black gossamer backdrop and the star bursts of colors that swirled behind her like shapes made by a Spirograph.