

# PRESS RELEASE

**Media Contact:** Wayne McWorter  
wmcworter@mccallum-theatre.org  
(760) 340-6505, ext. 132



FOR IMMEDIATE RELEASE:

July 15, 2024

## **McCallum Theatre Announces Its Sponsorship of the Popular Podcast **BIG CONVERSATIONS, LITTLE BAR** Hosted by Patrick Evans & Randy Florence**

Palm Desert, CA – The McCallum Theatre is pleased to announce a significant strategic partnership with the popular weekly one-hour podcast *Big Conversations, Little Bar*, produced by the Mutual Broadcasting System.

Hosted by Coachella Valley television personality Patrick Evans and former Palm Desert Chamber president Randy Florence, the podcast has become a beloved staple for listeners seeking fascinating, humorous, and candid conversations with the Desert Cities' most colorful and interesting residents. Now in its fifth season, *Big Conversations, Little Bar* has delighted audiences with its rich tapestry of guests, ranging from local performers, artists, and public servants to historians, entrepreneurs, and business leaders.

Wayne McWorter, Vice President – Marketing for the McCallum, stated, “As the new Title Sponsor of *Big Conversations, Little Bar*, the McCallum Theatre has the privilege of supporting their long-form, in-depth interview format that deeply engages with its audience, revealing the impact dedicated individuals can and do have on our Desert community.” He continued, “*Big Conversations, Little Bar* has become the most talked-about podcast in the desert, and we are proud to shine a spotlight on the podcast’s mission to spotlight the creativity, passion, and unique stories of Coachella Valley’s residents.”

“We are absolutely thrilled to partner with the McCallum Theatre,” says co-host Patrick Evans. “Their commitment to the arts and our community aligns perfectly with the stories we aspire to share, making this a match made in heaven.”

McCallum Theatre has always been intertwined with the podcast, with key leaders like Board of Trustees Chairperson Garry Kief and Vice President – Education Kajsa Thuresson-Frary, as well as former executives Mitch Gershenfeld and Jeffrey Norman having shared their stories in previous episodes. Past episodes of *Big Conversations, Little Bar* have also been a natural showcase for those artists who have breathed life into the venue, including such notable guests as Laurence Luckinbill and Lucie Arnaz-Luckinbill, *One Night Only* producer Michael Childers, and Grammy® Award-winning jazz vocalist Diane “Deedles” Schuur.

Not only will this partnership highlight the McCallum's vibrant schedule but will also offer special behind-the-scenes features on the podcast, enhancing the listener experience on the Big Conversations, Little Bar website and social media platforms.

Evans' co-host behind the mic, Randy Florence said, "Working with McCallum Theatre gives us an incredible opportunity to bring even more compelling content to our audience. We are excited about the ways this partnership will allow us to grow."

In addition to those already mentioned, the podcast has featured diverse figures like journalists Bruce Fessier, Maggie Downs, Larry Bohannon, Brooke Beare, and Steven Biller. Also, local luminaries such as Tribal leader Reid Milanovich, Visitors Bureau CEO Scott White, retired U.S. Senator Barbara Boxer, U.S. Representative Mary Bono, tennis champion Rosie Casals, film directors Kim Waltrip and Christian Sesma, and actors and producers like Richard Jay Alexander, Jim J. Bullock, Danny Bonaduce, Udo Kier, Judith Chapman, and Patrick Warburton have also shared their captivating stories.

This partnership with McCallum Theatre promises to enrich the content of *Big Conversations, Little Bar* by providing audiences with exclusive insights into important initiatives and performances. Listeners can anticipate engaging behind-the-scenes features and unique episodes available online and on social media channels.

Episodes of *Big Conversations, Little Bar* can be accessed from the podcast's website at <> <http://www.BigConversationsLittleBar.com>; **subscription is free, and the entire library is available through major podcast platforms including Apple Podcasts, Amazon Music, Captivate.fm, Spotify, Stitcher, and TuneIn. New episodes are released every Monday.**

Recorded on-location at Little Bar in Palm Desert, dubbed "the Center of the Coachella Valley Universe," episodes of *Big Conversations, Little Bar* capture the vibrant energy of live audiences on Tuesday afternoons. The podcast's concept was born from spontaneous, engaging conversation between Evans and Florence, while accompanied by a mid-week bourbon and within earshot of Goldenvoice co-founder and Little Bar owner Skip Paige.

The McCallum Theatre's support will enhance the ability of *Big Conversations, Little Bar* to spotlight the creativity, passion, and unique stories of Coachella Valley's residents.

Stay connected with *Big Conversations, Little Bar* on Instagram (@BigConversationsLittleBar) and on Facebook (/BigConversationsLittleBar)

# # #

For *Big Conversations, Little Bar*, please contact:  
John McMullen, Mutual Broadcasting System  
john@mutualbroadcastingsystem.com | (760) 574-3250

*The McCallum Theatre Box Office, phone center, and website, are the **only** authorized outlets for tickets to performances presented at the Theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*



## McCallum Theatre

Box Office: (760) 340-2787 | Admin: (760) 345-6505  
A 501(c)(3) nonprofit performing arts center, EIN# 95-2834871

[Manage Preferences](#) | [www.McCallumTheatre.org](http://www.McCallumTheatre.org)

You are receiving this email because you made a purchase or signed up to receive our email communications.

Sent to: [wmcworter@mccallum-theatre.org](mailto:wmcworter@mccallum-theatre.org)

[Unsubscribe](#)

McCallum Theatre, 73000 Fred Waring Drive, Palm Desert, CA 92260, United States