



# SAN FRANCISCO SYMPHONY

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## SAN FRANCISCO SYMPHONY EDUCATION AND COMMUNITY PROGRAMS

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The San Francisco Symphony (SFS) is a vital cultural resource in the Bay Area, committed to serving the community. The Symphony's educational and community programs reach hundreds of thousands of people of all ages throughout Northern California, touching a broad economic and cultural cross-section of the population. The SFS's nationally acclaimed *Adventures in Music* (AIM) program—which provide comprehensive music education to all SFUSD students in grades 1 through 5—celebrates its 25<sup>th</sup> anniversary in the 2012-13 season and continues to serve as a national model for music education in the schools. During the 2011-2012 Centennial Season, the Symphony's *Instrument Training and Support* program expanded to serve every SFUSD music student in grades 6 through 12. The SFS continues to provide both of these programs at no cost to children or schools. *Concerts for Kids* makes live orchestral music available to more than 26,000 children, teachers and chaperones each year throughout Northern California. The San Francisco Symphony Youth Orchestra has achieved an international reputation for excellence, recognized by a 2011-12 ASCAP Award for Adventurous Programming of American Music on Foreign Tours. Through the multifaceted *Community of Music Makers* program, amateur adult musicians actively participate in music-making at Davies Symphony Hall and engage with SFS musicians and conductors. An array of other programs reach young instrumentalists, students of all ages and adults, providing access to and engagement with music of the highest quality. Regarding the SFS's education and community programs, the *Wall Street Journal* states, "The San Francisco Symphony serves as the industry standard," while *The New York Times* refers to the SFS as "a music education powerhouse."

### **PROGRAMS FOR CHILDREN**

#### **Adventures in Music (AIM)**

*Adventures in Music* (AIM) is a comprehensive music education program designed specifically for San Francisco's public elementary schools, in partnership with the San Francisco Unified School District. Celebrating the 25<sup>th</sup> anniversary of its partnership with the SFUSD during the 2012-13 season, AIM serves *every child in grades 1 through 5 in every San Francisco public elementary school*, as well as a number of the City's parochial and independent schools. AIM reaches nearly 24,000 children and more than 1,100 teachers annually, and is presented to schools absolutely free of charge. Since its inception in 1988, over 120,000 children have gone through the AIM program. Former National Endowment for the Arts Chairman Dana Gioia praised the program as one of nationwide importance.

The goal of AIM is to provide all elementary schoolchildren of the San Francisco Unified School District with equal access to music education, through an interdisciplinary program which integrates live music performances and related music-learning experiences with the everyday classroom curriculum. AIM is also committed to introducing students to artistic excellence, increasing students' abilities to perceive and comprehend music, and fostering an awareness of music in the context of everyday life.

The AIM program consists of a series of in-school ensemble performances, an interdisciplinary curriculum, professional development for teachers, a workbook journal for each student, supplementary resources for each classroom and a hallmark private concert by the San Francisco Symphony at Davies Symphony Hall.

Each year, AIM begins with professional development workshops for classroom teachers and principals in which the Symphony introduces the year's curriculum and discusses the program's mechanics. Classroom teachers then prepare their students for a series of four in-school ensemble presentations, utilizing the AIM curriculum and resources. The AIM ensembles that visit the schools represent different cultures, mirroring the rich diversity of the area as represented in San Francisco's public classrooms. The ensembles are selected and trained by the Symphony's Education Department. The in-school presentations are engaging and participatory, integrating music and music concepts tied to the AIM curriculum. The hallmark event of the AIM program is a trip to Davies Symphony Hall to hear the San Francisco Symphony perform a private program that highlights what the children have been learning in their classrooms. All aspects of the AIM program are designed in alignment with local, state, and national curriculum frameworks.

An evening component of AIM allows parents and families to experience the program on selected AIM school campuses in different neighborhoods around the city. Held in the spring, the evening component of AIM provides an opportunity for parents to be involved in their children's musical education. Students bring their families to school in the evening to attend a performance by one of the AIM ensembles. Parents receive an AIM program guide with information about the ensembles, as well as a copy of their own AIM student journal.

### **Concerts for Kids**

The *Concerts for Kids* series has been introducing children to symphonic music since 1919, serving young people from kindergarten through 9th grade from all over Northern California. More than 26,000 children, teachers, and chaperones attend these concerts each season, and it is not unusual to see busloads of students from as far away as Humboldt or Stanislaus counties. For most of these students, the San Francisco Symphony's *Concert for Kids* provides their first experience of live orchestral music.

*Concerts for Kids* targets specific age groups: Children's Concerts serve young children in kindergarten through the 3rd grade; Youth Concerts serve students in grades 4 through 9. The \$5.00 ticket price assures that most schools will find the concerts affordable, and a Ticket Assistance Fund helps about 1,000 children from schools that demonstrate need.

The program provides study guides and study CDs of the concert repertoire to help teachers prepare their classes for the visit to Davies Symphony Hall. A Docent Training Program provides insights about the concert to teachers, parents, and school volunteers, who then carry this information back to the school groups who will be attending. In addition, the Symphony's Volunteer Council has an active group of nearly 60 volunteers who serve as Education Docents, visiting schools throughout the Bay Area to prepare students for their *Concerts for Kids* performance.

A Visual Arts Project extends the *Concerts for Kids* experience for students upon their return to the classroom. Students are encouraged to create artwork to express their impressions of the Symphony visit and the concert experience. All students who submit an entry receive a personalized certificate of participation. Selected *Concerts for Kids* artwork has been displayed in venues as diverse as the San Francisco International Airport and the Main Branch of the San Francisco Public Library.

### **Music for Families**

This popular series for Bay Area families was launched in 1993 and is designed to introduce children and their parents to the wonders of live orchestral music. Part performance and part family outing, the series consists of engaging matinee concerts designed to spark the imagination of the whole family through an exploration of different aspects of the orchestra and its repertoire. *Music for Families* concerts are geared for ages 7 and up. Tickets for children age 17 and under are half-price.

*Music for Families* concerts are designed to be educational, engaging, and fun. They include performances of great symphonic music, fascinating musical discoveries, and informative talks about the orchestra, the instruments, the musicians, and the music being performed. Ticket-buyers receive a free *Music for Families*

booklet at the start of the season. In addition, one week prior to each concert, each family receives a special pre-concert program guide. Along with the program guide may come a related music education resource, such as a book or compact disc. These pre-concert materials help families prepare for the concerts, and provide opportunities for continued music engagement at home.

## **SFSKids.org**

*SFSKids.org* is a free online educational resource designed to serve children, adults, families, teachers, and schools. The site presents opportunities for learning about music through interactivity, animation, and the creative exploration of music-making. It is designed to be comprehensive, fun, and easy to understand. When the original site was launched in 2002 as one of the first music websites for children, it quickly became the pre-eminent free online music education resource for children, parents, teachers, and schools to learn about and engage with music. Since its debut in March 2002, *SFSKids.org* has garnered many awards and commendations, including a “Best Music Site” award in the 2002 Web Award Competition, coverage by *Time* magazine and the *Wall Street Journal*, and demonstrations on television. *SFSKids.org* has now reached more than five million users and averages 1,500-2,000 visits per day.

During the 2012-13 season, in partnership with the Center for Computer Games and Virtual Worlds at the University of California at Irvine (UCI), the SFS will revamp this innovative and popular website into a state-of-the-art interactive virtual music world, utilizing current technical capabilities. The expanded and updated *SFSKids.org* will continue to empower young learners, their families, and schools, using modes of engagement which are at the forefront of online learning and which are familiar to today’s Internet-savvy users.

## **PROGRAMS FOR STUDENTS**

### **San Francisco Symphony Youth Orchestra**

The San Francisco Symphony Youth Orchestra (SFSYO) provides pre-professional orchestral training, tuition-free, to some of the Bay Area’s most talented student instrumentalists between the ages of 12-21. Founded in 1981, the Youth Orchestra has achieved an international reputation as one of the most accomplished youth ensembles of its kind. The group presents a three-concert subscription series at Davies Symphony Hall, holiday concerts for families as well as seasonal and other special concerts and appearances. The SFSYO also tours internationally. The group has traveled to Europe and Asia, giving acclaimed performances at legendary concert halls such as the Amsterdam’s Concertgebouw, the Berliner Philharmonie, Vienna’s Musikverein, the Théâtre des Champs-Élysées in Paris, the Mariinsky Theater in Saint Petersburg as part of the White Nights Festival, and many others. The Youth Orchestra is composed of 105 musicians from the greater Bay Area and Northern California.

The Youth Orchestra rehearses and performs in Davies Symphony Hall under the direction of Donato Cabrera, the San Francisco Symphony Resident Conductor and Wattis Foundation Music Director of the San Francisco Symphony Youth Orchestra. As part of the SFSYO’s innovative training program, musicians from the San Francisco Symphony work with the young players each Saturday afternoon in intensive sectional rehearsals, followed by full orchestra rehearsals with Cabrera. SFSYO members also have the opportunity to work with many of the renowned artists performing with the San Francisco Symphony. Past guests have included Michael Tilson Thomas, Sir Simon Rattle, Kurt Masur, Valery Gergiev, Isaac Stern, Yo-Yo Ma, Yehudi Menuhin, Pinchas Zukerman, and Midori, among many others. Guest artists conduct the ensemble, offer master classes, and answer questions from the SFSYO.

The Youth Orchestra’s international tours, held every three or four years, serve to broaden the cultural and musical experience of the young performers. Five years after its founding, the Orchestra embarked on its first European tour where it was awarded the City of Vienna prize, the world’s highest honor for youth orchestras, at the International Youth and Music Festival. Highly successful concert tours followed, to Asia in 1989 and to Europe in 1992, 1995, and 1998, 2001 and 2004. The SFSYO’s 2008 European tour included

debuts at the Berlin Philharmonie, the Munich Philharmonie, and Prague's opulent Smetana Hall. In June 2012, Donato Cabrera led the SFSYO on its eighth European tour. For its series of six performances—including appearances at the Berlin Philharmonie, Munich Philharmonie, the International Festival d'Echternach in Luxembourg, the Rheingau Festival Wiesbaden, Regensburg and Salzburg—the SFSYO won a 2011-12 ASCAP Award for Adventurous Programming of American music on foreign tours.

### **Instrument Training and Support Program**

The *Instrument Training and Support Program* was launched in 2006 and is designed to assist instrumental music programs in San Francisco's public middle and high schools. During the 2011-2012 Centennial Season, the SFS expanded the scope of this important program and support *every* orchestra and band in SF's public middle and high schools. Through the ITS program, the Symphony provides the services of professional musicians as clinicians and coaches for students of all levels, as requested by the school music teacher. The teaching artists lead orchestra and band students in group coaching sessions, sectionals, or master classes, and consult with school music teachers on student diagnostics and achievement. Since inception, approximately 4,000 students have been served directly at their schools with coaching by professional musicians. The program also provides resources and supplies such as instruments, strings, bows, mouthpieces, music stands, and sheet music, and provides for instrument repairs. An additional aspect of the program allows students and their parents to attend selected SFS concerts as an extension of their music studies. To date, more than 12,000 students have received free tickets to attend San Francisco Symphony performances. The *Instrument Training and Support Program* is provided to schools free-of-charge.

### **Howard Skinner Student Forum**

The Howard Skinner Student Forum is a ticket program offered to students on college campuses throughout the Bay Area. Through the Student Forum, students can purchase subscriptions to selected series of performances at a 50% discounted price at Davies Symphony Hall. The SFS coordinates the program through student representatives. These ambassadors help to promote the Symphony's special offer through the distribution of materials, sending out emails to classmates, posters and by word-of-mouth. Nearly 400 students subscribe each year, for a total of over 5,500 concert tickets.

The Howard Skinner Student Forum has been serving students for more than 60 years and has played an important role in developing new audiences and supporters for the Symphony. A remarkable number of Symphony Board members, past and present, began their association with the Symphony through the Student Forum.

### **Summer Music Program**

The San Francisco Symphony's Education Department provides a series of professional music ensembles in an educational format to support various summer programs, such as the San Francisco Conservatory of Music's *Summer Music West*. These services are provided free-of-charge.

## **EDUCATION FOR ADULTS**

### **Community of Music Makers**

Through this multifaceted program, the San Francisco Symphony serves amateur adult musicians and promotes active participation in music-making and lifelong learning, with Davies Symphony Hall as a hub of music activity. Launched in 2011, *Community of Music Makers* extends the Symphony's role beyond its historic performance and teaching model by creating opportunities for SFS concertgoers to participate in music-making under the auspices of the SFS and with the support of SFS artistic resources.

During the 2012-13 season, there are two workshops each scheduled for amateur choral, strings, and wind and brass musicians. Four chamber music workshops are also planned. The first instrumental and chamber workshops of the season take place in October, and the first choral workshop takes place in November. Information is available at [www.sfsymphony.org/musicmakers](http://www.sfsymphony.org/musicmakers), and visitors can sign up for news about upcoming workshops and other related events.

In 2012 the SFS partnered with classical music website *San Francisco Classical Voice* (SFCV) to launch a chamber music convening website, [comm.sfcv.org](http://comm.sfcv.org), as part of the Symphony's *Community of Music Makers* program. The new website supports chamber music performance in the community and serves as a clearinghouse to help individual players and ensembles find each other, as well as communicate among each other and with the San Francisco Symphony. The website welcomes musicians of any level to either browse [listings](#) from other members looking to form chamber ensembles, or [create a profile](#) to post their own listings to find chamber music partners. The site also contains [resources](#) for chamber music ensembles, including scores, audio clips, video and readings on select works, as well as information on other chamber music workshops and festivals. Resources for additional repertoire will be continually added.

### ***Inside Music Talks***

These thirty-minute talks from the stage of Davies Symphony Hall precede all San Francisco Symphony subscription concerts and Open Rehearsals. The talks are free to ticketholders for the concert to follow. The speakers include a roster of noted Bay Area scholars and music professionals. *Inside Music* is one of the most popular pre-concert talk series anywhere in the U.S., averaging 1,000 patrons for each talk. More than 100 talks are presented each season.

### **Program Notes on the Web**

Program notes are authored by award-winning SFS program annotators James Keller and Michael Steinberg, and other writers committed to bringing readers closer in touch with the music. These notes are available at no cost via the Symphony's website, [www.sfsymphony.org](http://www.sfsymphony.org), and are posted on a concert's designated event page one week prior to the performances. The SFS website also includes an [archive](#) of past program notes and special feature articles.

### **Audio Podcasts**

One of the works on each subscription week program is highlighted in an audio version of the program notes prepared by SFS program annotators James Keller and Michael Steinberg. The story behind the music is narrated by Rik Malone and brought to life with musical excerpts from the San Francisco Symphony's recording archives. The SFS also offers a series of 12 podcasts titled "From the Archives," in which pre-concert lecturer Scott Foglesong explores nearly a century's worth of recordings, including some that have not been available to the public for generations. Audio podcasts are available at [sfsymphony.org/podcasts](http://sfsymphony.org/podcasts), and can be downloaded for free from the iTunes store.

### **Keeping Score®**

Michael Tilson Thomas and the SFS launched the national *Keeping Score* PBS television series and multimedia project in 2006, to help make classical music more accessible to people of all ages and musical backgrounds. The project, an unprecedented undertaking among orchestras, is anchored by eight composer documentaries, hosted by Tilson Thomas, and eight live concert films, and includes [www.keepingcore.org](http://www.keepingcore.org), an innovative website to explore and learn about music; a national radio series; documentary and live performance DVD and CDs; and an education program for K-12 schools to further teaching through the arts by integrating classical music into core subjects. To date, more than nine million

people have seen the *Keeping Score* television series, and the Peabody Award-winning radio series has been broadcast on almost 100 stations nationally.

## **COMMUNITY PROGRAMS**

The Symphony is committed to sharing its music with people of all ages, cultural backgrounds and economic situations. The Symphony has initiated a number of engagement programs which make its music accessible to a broad constituency.

### **Free Outdoor Concerts**

The San Francisco Symphony annually offers free outdoor concerts. These performances at venues like Justin Herman Plaza, Golden Gate Park, Stern Grove and Dolores Park attract diverse and enthusiastic audiences from throughout the entire Bay Area.

### **Social Media**

The San Francisco Symphony uses a variety of social media platforms to interact with its concert-goers, worldwide fans, and new audiences. Fans on Facebook and Twitter can get up-to-date information on concerts, recordings, and special events, learn more about the orchestra, and win tickets and special prizes.

### **Senior Citizen Discount Packages**

The Symphony offers Bay Area seniors an opportunity to attend matinee concerts at Davies Symphony Hall at a dramatically reduced price. *Silver Savers*, the San Francisco Symphony's Senior Citizen Discount Package, offer eight or sixteen concerts at a cost of between \$12 and \$45 per concert, depending on seat location. The Open Rehearsal Series also offers a low-cost, daytime alternative to the regular subscription series, which appeals to many seniors.

### **All San Francisco Concert**

Each year during Opening Week, the Symphony invites the community to celebrate the start of a new season with the *All San Francisco Concert*. Tickets to the event, priced at \$10, are distributed through more than 100 local social service and neighborhood organizations. The concert sells out each year. In 2007 the SFS introduced the *Ellen Magnin Newman Award*, to be granted to an organization in the Bay Area that does outstanding community service work. Recipients include the Bayview Hunters Point Foundation and Larkin Street Youth Services. The winner of the 2012 *Ellen Magnin Newman Award* is Woman, Inc., a community-based, multi-service agency serving survivors of domestic violence in San Francisco and the Bay Area since 1978.

### **Deck the Hall Community Day**

*Deck the Hall Community Day* is a repeat performance of the annual holiday *Deck the Hall* concert, offered free of charge to nearly 2,000 Bay Area children who would not otherwise be able to attend. Invitations are sent to local schools and charitable organizations with the intent of making the Symphony experience accessible to low-income children and their families. In 2012, more than 50 groups brought children to Community Day, including Glide Memorial Church, Chinatown Community Children's Center, Mission Child Development, the YMCA, and elementary and preschools from various San Francisco neighborhoods.

### **Tickets for Community Constituencies**

The Symphony distributes 7,000 complimentary tickets annually to Bay Area community groups and underserved populations through relationships with such organizations as the Community Music Center, the San Francisco Art & Film Program for Teenagers, and the Community School of Music and Arts in Mountain View, among many others. In addition, the SFS annually donates hundreds of tickets to charities for auctions or other fundraising efforts.

### **Bus Service**

A bus service is offered from approximately 20 locations all over California to Davies Symphony Hall for the Thursday Matinee Series, providing transportation to those who might not be able to drive into the city. Buses pick up patrons from as far away as Yuba City and Chico to the north, Sacramento to the east, Lodi and Modesto in the Central Valley, and Santa Cruz to the south.

### **Volunteer Council**

The San Francisco Symphony's *Volunteer Council* (VC) provides volunteer support to the SFS in the areas of fundraising, audience development and community service. Nearly 1,500 committed and energetic volunteers belong to leagues around the entire Bay Area. Ranging in age from mid-30s to the mid-80s, these volunteers serve the SFS as educational docents, event planners, league representatives or office volunteers.

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