



# SAN FRANCISCO SYMPHONY

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## SAN FRANCISCO SYMPHONY EDUCATION AND COMMUNITY PROGRAMS

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### OVERVIEW

The San Francisco Symphony (SFS) is a vital cultural resource in the Bay Area, committed to serving its 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, now in its 28<sup>th</sup> year, provides comprehensive music education experiences to all San Francisco Unified School District students in grades 1 – 5, and continues to serve as a national model for music education in the schools. The SFS’s *Instrument Training and Support* (IT&S) program serves band and orchestra classes in the SFUSD’s middle schools and high schools, grades 6 – 12. Through these two music education programs—AIM and IT&S—the Symphony provides extensive in-school support to San Francisco’s public schools, serving students throughout their elementary and secondary years, grades 1 – 12. The SFS provides both of these programs at no cost to children or schools.

*Concerts for Kids* makes live orchestral music available to thousands of schoolchildren and teachers throughout Northern California. The free website *SFSKids.org* provides online learning about music for children, parents, teachers, and schools. The *San Francisco Symphony Youth Orchestra* has achieved an international reputation for excellence; its alumni may be found in many of the nation’s top professional orchestras, including five alumni who are currently members of the San

Francisco Symphony. 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. Now in its 29<sup>th</sup> year during the 2016-17 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 more than 25,000 children and their teachers annually, and is presented to schools absolutely free of charge. Through AIM, each student receives five consecutive years of music education experiences at their school and at Davies Symphony Hall. 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 musical styles and cultural traditions, mirroring the rich diversity of San Francisco. 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 students have been learning in their classrooms. All aspects of the AIM program are designed in alignment with local, state, and national curriculum frameworks, including California's recently adopted Common Core Curriculum.

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 SFS's *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 defrays the cost of 1,500 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 is displayed at 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 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 for use on desktop and laptop computers, specially created 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. Designed to be comprehensive, fun, and easy to understand, the site incorporates up-to-date techniques for online education, such as game-based learning environments and simulation scenarios—modes of engagement that are at the forefront of online learning and which are familiar to today's Internet-savvy users. The current version of the site, launched in 2014, was created in partnership with the Center for Computer Games and Virtual Worlds at the University of California at Irvine. *SFSKids.org* has now reached more than five million users and averages 1,500-2,000 visits per day.

The original version of *SFSKids* 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 then, the site has garnered many awards and commendations, as well as coverage by *Time* magazine and the *Wall Street Journal*, and demonstrations on television. Now called *SFSKids Classic*, this original version is still accessible via a link on the current *SFSKids.org* homepage.

## **PROGRAMS FOR STUDENTS**

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

The *Instrument Training and Support Program* (IT&S) was launched in 2006 and is designed to assist with instrumental music programs in San Francisco's public middle and high schools. Through the IT&S 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. The *Instrument Training and Support Program* is provided to schools free-of-charge.

### **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 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 110 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, Herbert Blomstedt, Kurt Masur, Yo-Yo Ma, John Adams, Joshua Bell, Isaac Stern, Yehudi Menuhin, Pinchas Zukerman, Mstislav Rostropovich, 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 Youth 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, 1998, 2001, 2004, 2008, 2012, and 2015. The SFSYO's 2008 European tour included debuts at the Berlin Philharmonie, the Munich Philharmonie, and Prague's 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. The most recent tour, also under Cabrera's baton, took place in summer of 2015 and included return engagements at the Berlin Philharmonie, the Amsterdam Concertgebouw, and Prague's Smetana Hall, as well as debut appearances in Milan with a performance at the Sala Verdi of the Milan Conservatory and in Udine at the Teatro Nuovo Giovanni da Udine. The SFSYO was also featured as the opening concert of the Audi Summer Festival's 25<sup>th</sup> Anniversary Season in Ingolstadt, Germany, in a performance that was transmitted worldwide via live webcast on Bavarian Radio and telecast in Europe on the Unitel channel.

### **College Student Program**

The San Francisco Symphony's College Student Program gives Undergraduate and Graduate students access to \$20 tickets for a variety of SF Symphony concerts. It features multiple College Nights throughout the season which attract students from dozens of colleges across the Bay Area.

## **EDUCATION FOR ADULTS**

### ***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 120 talks are presented each season.

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

Program notes are authored by award-winning SFS Program Annotator James M. Keller, former Program Annotator Michael Steinberg, Contributing Writers Scott Foglesong and Thomas May, and other writers committed to bringing readers closer to 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.

### **Audio Podcasts**

Selected works on subscription week programs are highlighted in an audio version of the program notes by SFS James M. Keller, former Program Annotator Michael Steinberg, Contributing Writers Scott Foglesong and Thomas May, and other guest writers. The story behind the music is narrated by KDFC Radio's Rik Malone and brought to life with musical excerpts from the San Francisco Symphony's recording archives. The SFS also offers a series of 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](https://itunes.apple.com/us/album/sfs-symphony/id123456789) and [soundcloud.com/sfsymphony](https://soundcloud.com/sfsymphony).

## **Keeping Score ®**

Michael Tilson Thomas and the SFS launched the national *Keeping Score* PBS television series and multimedia project in 2006, to make classical music 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 videos, now available on DVD and Blu-ray and for download starting in December 2015. It also includes [www.keepingsscore.org](http://www.keepingsscore.org), an innovative website to explore and learn about music; a national radio series; and an education program for K-12 schools to further teaching through the arts by integrating classical music into the core curriculum. To date, more than six million people have seen the *Keeping Score* television series in the U.S. and episodes have been broadcast in countries around the world. The radio series has been broadcast on more than 400 stations nationally. The Mahler episode won the prestigious German *Preis der Deutschen Schallplatten Kritik* award (2011).

## **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, Civic Center Plaza, Dolores Park, and the James R. Herman Cruise Terminal at Pier 27 attract diverse and enthusiastic audiences from throughout the entire Bay Area.

### **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 concerts at a cost of \$20 or \$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**

Once a year, the Symphony brings together a wide variety of the Bay Area's most impactful community groups and nonprofit organizations to Davies Symphony Hall to help celebrate the start of the season. Created by veteran philanthropist Ellen Magnin Newman, the All San Francisco Concert poignantly reminds us that the Symphony's influence on cultural life lies in its commitment to community outreach. Largely underwritten by Wells Fargo, tickets are priced at \$10 each and are sold 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. Past recipients include Woman Inc., Creativity Explored, and BAYCAT. The winner of the 2016 *Ellen Magnin Newman Award* is Bay Area Girls Rock Camp, an organization that empowers girls through music and promotes an environment that fosters self-confidence, creativity and teamwork.

### **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 4,000 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 2015, more than 50 organizations brought children to Deck the Hall Community Day, including Glide Memorial Church, Chinatown Community Children's Center, Mission Child Development, the YMCA Buena Vista School, and elementary and preschools from various San Francisco neighborhoods.

### **Tickets for Community Constituencies**

The Symphony donates approximately 6,000 complimentary tickets annually. These tickets go to community groups and underserved populations through relationships with various Bay Area organizations such as the Community Music Center,

the San Francisco Art & Film Program for Teenagers, families and patients at UCSF Benioff Children's Hospital and many others. In addition, the Symphony donates tickets to various charities to be used as auction items for their fundraising efforts.

### **Bus Service**

A bus package is offered from approximately 12 locations throughout 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* offers a variety of volunteer opportunities for individuals to become involved. From all parts of the Bay Area, over 1,500 committed volunteers support the Symphony in areas of fundraising, audience development, and community outreach. Opportunities include: special events, office volunteers, retail, tour docents, educational docents, League membership and more. The SFS has nine satellite groups called Leagues in San Francisco as well as in outlying communities in Marin, Contra Costa and the Peninsula that support the organization through their volunteer activities. These members are passionate about the Orchestra and its mission and produce fundraising events, support and docent the *Concerts for Kids* program and are involved in audience development in their communities.

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