Messages that Matter

League of American Orchestras

June 14, 2018
BEFORE WE GET STARTED
INTRODUCTIONS
+
MEMORIES
WE ARE IN THE BUSINESS OF MAKING MEMORIES
TODAY’S CONVERSATION

A NEED

NEW INSIGHTS (aka facts and figures)

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
TODAY’S CONVERSATION

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EXPLORE TOGETHER
THE OPPORTUNITY

PERENNIAL CHALLENGE OF MAKING OUR CASE
Let’s make arts and culture a recognized, valued, and expected part of everyday life.
CONNECT TO DEEPLY HELD VALUES
THEN
CAN WE DO THE SAME?
TODAY’S CONVERSATION

A NEED

NEW INSIGHTS
(aka facts and figures)

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
CONNECTION
is the key motivation,
and it is defined as
connection...

...to our family and friends
...to cultural identity
...to ourselves
...to others
<table>
<thead>
<tr>
<th>Category</th>
<th>% Saying 10, Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>64</td>
</tr>
<tr>
<td>Health and Well-Being</td>
<td>52</td>
</tr>
<tr>
<td>Faith</td>
<td>40</td>
</tr>
<tr>
<td>Children and youth</td>
<td>40</td>
</tr>
<tr>
<td>Education</td>
<td>36</td>
</tr>
<tr>
<td>Religion or spirituality</td>
<td>35</td>
</tr>
<tr>
<td>Self-improvement</td>
<td>32</td>
</tr>
<tr>
<td>Opportunity</td>
<td>27</td>
</tr>
<tr>
<td>Self-expression</td>
<td>26</td>
</tr>
<tr>
<td>Creativity</td>
<td>24</td>
</tr>
<tr>
<td>Work</td>
<td>23</td>
</tr>
<tr>
<td>Heritage</td>
<td>22</td>
</tr>
<tr>
<td>Culture</td>
<td>20</td>
</tr>
</tbody>
</table>
# THE OPPORTUNITY

How important are each of the following activities to you personally?  *(V. Important Shown)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing things with your children or family</td>
<td>65</td>
</tr>
<tr>
<td>Attending a live performance</td>
<td>19</td>
</tr>
<tr>
<td>Visiting a museum or gallery</td>
<td>17</td>
</tr>
<tr>
<td>Making or creating art</td>
<td>17</td>
</tr>
<tr>
<td>Attending an art or music festival</td>
<td>16</td>
</tr>
</tbody>
</table>
CREATIVE EXPRESSION

...is a more engaging and powerful frame than “arts & culture” for most audiences.

...brings more people into a conversation about arts & culture.
CREATIVE EXPRESSION
Most people say they would be happier, healthier, and less stressed if they were more active creatively.

**Benefits**

Benefits of arts & culture to children & youth are valued most highly.
If we had more opportunity to express or experience art and culture, what would be different?

- Children and youth would build the skills they need in life: 43
- We would better appreciate cultural diversity: 43
- We would be healthier, happier, and less stressed: 30
- We would have a better understanding of ourselves/each other: 29
- We would have a stronger sense of community: 25
- We would have more fun: 21
- Our economy would be stronger: 8
Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.
Perceived importance of various activities: **BY AGE**

*survey respondents identifying each as “important”*

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

**Under 40 more likely in most areas**
Perceived importance of various activities: **BY RACE OR ETHNICITY**

*(survey respondents identifying each as “important”)*

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

**People of Color more likely in most areas**

- Multi-racial
- Latino
- Black
- Asian
- White (Non-Hispanic)
Perceived importance of various activities: **BY GENDER IDENTITY**

(survey respondents identifying each as “important”)

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

**Women more likely in most areas**

- Women
- Men
Perceived importance of various activities: **BY PARENTAL STATUS**

(survey respondents identifying each as “important”)

- Attending a live performance
- Making or sharing photography or videos
- Attending an art or music festival
- Reading literature
- Visiting a museum or gallery
- Making or creating art
- Listening to, creating or sharing music

*Parents of younger children more likely in most areas*
Four segments are more likely than others to exhibit attitudes or behaviors aligned with creativity

<table>
<thead>
<tr>
<th>Difference in response rate compared to others (as indicated)</th>
<th>Under 40 (vs. 41+)</th>
<th>Parents of children &lt;18 (vs. no children &lt;18)</th>
<th>People of color (vs. White)</th>
<th>Women (vs. men)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider it important to be creative, artistic or to express their culture</td>
<td>+26</td>
<td>+24</td>
<td>+17</td>
<td>+10</td>
</tr>
<tr>
<td>Say they often have the opportunity to be creative</td>
<td>+26</td>
<td>+18</td>
<td>+8</td>
<td>+8</td>
</tr>
<tr>
<td>Consider it important to have access to artistic and cultural opportunities, activities or events in their community</td>
<td>+18</td>
<td>+15</td>
<td>+16</td>
<td>+10</td>
</tr>
</tbody>
</table>
FACTS AND FIGURES

BARRIERS
ARTS ARE VIEWED AS A “NICETY” OR LUXURY.

People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

Time & money are the biggest barriers to both formal and informal engagement.
To the extent you would like to engage in creative activities more often, **what gets in the way?**

<table>
<thead>
<tr>
<th>障碍</th>
<th>百分比</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs too much</td>
<td>52</td>
</tr>
<tr>
<td>Difficult to find the time</td>
<td>47</td>
</tr>
<tr>
<td>Distance or geography</td>
<td>23</td>
</tr>
<tr>
<td>Can't find anyone to do it with</td>
<td>22</td>
</tr>
<tr>
<td>Not a priority in my everyday life</td>
<td>19</td>
</tr>
<tr>
<td>Age or health does not allow it</td>
<td>19</td>
</tr>
<tr>
<td>Lack of transportation</td>
<td>14</td>
</tr>
<tr>
<td>Don't know how to begin</td>
<td>11</td>
</tr>
<tr>
<td>Weather</td>
<td>10</td>
</tr>
<tr>
<td>Children/family responsibility</td>
<td>1</td>
</tr>
</tbody>
</table>
FACTS AND FIGURES (ALL AT ONCE)

**CONNECTION**
- 64% say doing things with their children or family is very important (highest ranked activity).
- Many people value reconnecting with themselves, but some are afraid it is self-indulgent.

**CREATIVE EXPRESSION**
- Is a more engaging and powerful frame than “arts & culture” for most audiences.
- Brings more people into a conversation about arts & culture.

**CREATIVITY**
- Is defined broadly to include everything from problems-solving to artistic inspiration and expression.

**AUTHENTIC EXPERIENCE**
- Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.

**BARRIERS**
- Arts are viewed as a “nicety” or luxury.
- People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

**TIME & MONEY**
- Time & money are the biggest barriers to both formal and informal engagement.

**BENEFITS**
- Benefits of arts & culture to children & youth are valued most highly.
- People under 40 value arts & culture, creativity, and creative expression more than older people by about 10 points.
- Arts & culture community—and enthusiasts—are other important audiences.
TODAY’S CONVERSATION

A NEED
NEW INSIGHTS
(aka facts and figures)
MESSAGES THAT MATTER
KEEPING IT REAL
EXPLORE TOGETHER
GROWTH

CONNECTION
THROUGH CREATIVE EXPRESSION

Sharing creative experiences and expressing our own creativity builds powerful connections with people…with the community and world around us…with ourselves…and with our cultural heritage.

Connecting through creative expression…

inspires, teaches and challenges us
helps us understand, appreciate, and empathize with other people, perspectives, and cultures
enlarges our emotional capacity
promotes cognitive development and fosters critical thinking, problem-solving, and collaboration skills
expresses our unique identity, creativity and ideas
honors and shares cultural heritage across generations and communities
engages and elevates diverse voices and perspectives
provides opportunities for us to experience and be inspired by the creative expression of others
reduces stress and helps us find balance
boosts resilience, recovery and healing
fosters lifelong brain health
energizes and recharges us
reconnects us with ourselves and what’s most important in our lives
creates lasting memories
promotes interaction with people, reduces social isolation, and builds stronger relationships
provides opportunities for us to experience the full range of human emotion, and makes us more present in everyday moments
is fun

FAMILY & RELATIONSHIPS

HEALTH & WELL-BEING

LEARNING & SELF-IMPROVEMENT
TODAY’S CONVERSATION

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BARRIERS & CHALLENGES: FOR SYMPHONIES

- Knowledge of music, unfamiliar with history, terminology, context
- What to wear, say, do, when to clap
- How is it relevant to me, my family, my community?
- Today’s fast-paced culture
- Technology allows music consumption from home, office, travel, anywhere – why attend a live concert?
CREATING CONNECTION: A SOLUTION?

• Product → Experience
  • Listen to world-renowned artist v. Connect with friends and family through music

• Passive → Active
  • Sit quiet, still, proper v. Opportunities for engagement & participation

• Artistic Excellence → Community Impact
  • Maintain stature v. Showcase relevance to self, family, community

• Exclusivity → Inclusivity
  • Self-Promotion v. Serve public good
  • Learn from external stakeholders (new audience, donors, foundations, business partners, elected officials/policy makers)
  • Present, market and solicit what the community seeks
  • Nicety to necessity
Examples to follow...

Keys to success:
• Francesco embracing the framework
• High-quality photography and marketing with story-focused lens
METRICS

Meet Francesco video #1:
• 305 views on YouTube
• 1.2k views on Facebook, 4 shares, 2 comments

Compared to:

October 2016 concert ad (Mahler’s Sixth):
• 138 views on YouTube
• 240 views on Facebook, 1 share, 0 comments
Thank you for performing a piece that shows tremendous strength and artistry in a disability. It means so much to me.

Second hand...

---

The Music made me feel...

Loved & appreciated!!

Great night! Encore!!

rare & honest

Thrilled & exhilarated

With much love

Thank you for

Claudia

Amalgam together

Otherworldly harmonies

You were great Sophie Thoell

Smart

In the presence of

Courage, stability, integrity, every

Amazing!!

Very Happy!!!

 Lombard

Chopin

Festivitri Music

Ghina Cretu

Please play

Tchaikowsky

Shostakovich

Good job!!
SHARE YOUR SYMPHONY STORY
Dear Andrew,

Art and music are reactions to the world around us. They give us the tools beyond language to respond to our experiences. They uplift, amplify, and heal. Art breaks down barriers, builds bridges, and empowers us all. Art is a language to express our human hopes, fears, and dreams. Art unifies us.

On November 15, 2016 we witnessed the power of music to connect. That day, we welcomed over 3,000 elementary school children from Eugene, Springfield, Bethel, Albany, and beyond to the Hult Center to experience iCompose: The Future of Music – the Eugene Symphony’s first Youth Concert of its 51st season. For many of those children, this was their very first time hearing an orchestra.

For these kids, experiencing iCompose is life-changing.
Welcome

September – October 2017

Greetings all!

It is truly my privilege and honor to welcome you to this Eugene Symphony performance. I am filled with the greatest excitement as I enter into my first season as your Music Director and join forces with these brilliant musicians. Over the coming years, I look forward to sharing in powerful musical experiences with all of you.

*Take a moment right now and look around you—find someone you don’t know and say hello. What are they looking forward to the most about the concert? Share your favorite composer or piece of music.*

Did you do it? Good. Congratulations, you just helped create a more welcoming environment for great music! At the same time, you ensured that you and someone else will have an even stronger connection to the music through your collective experience. I encourage you to join me in having this interaction at concerts because we all know this music can inspire the imagination, stir the emotions, and revitalize the soul. The more we ready ourselves to connect with the music in an active way, the more our lives will be enriched by the experience.

As part of finding more ways to interact and create dialogue around our concerts, I encourage you to check out our new format for program notes. I am delighted to introduce you to my dear friend, Tom Strini, long-time music critic for the *Milwaukee Journal Sentinel* and now an instructor at Oregon State University. Tom and I will be working together to bring you program notes unique to each performance by the Eugene Symphony in an informal, colorful way! This is an experiment for all of us, so we welcome your feedback throughout this season.

Thank you for joining us!

Francesco Lecce-Chong, Music Director & Conductor
Take a moment right now and look around you – *find someone you don’t know and say hello*. What are they looking forward to the most about the concert? Share your favorite composer or piece of music.

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CORPORATE SPONSORSHIP: TRADITIONAL
CORPORATE PARTNERSHIP: COMMUNITY COLLABORATION
TV ADVERTISING: Season finale
SEASON BROCHURE – before Creating Connections

Thursday
March 19, 2015
8 pm

DANAIL RACHEV, conductor
EUGENE SYMPHONY CHORUS
SHARON PAUL, chorus director

ALEXANDER NEVSKY
“Music speaks to me deeply in a way that nothing else does; it also speaks for me when words may not. It can be powerfully transformative and reaches people wherever they are.”

— LISA McWHORTER, Assistant Concertmaster
“Symphony night is an opportunity for my wife and me to enjoy dinner downtown and then revel the calm of no distractions – just music. We also enjoy taking our children individually to establish traditions and spend special time with them.”

– MATTHEW McLAUGHLIN, dentist, dad and 8-year subscriber
“My husband and I are proud to subscribe and make a gift beyond our tickets, which gives us access to meet world-class artists and helps sustain the Symphony and its education programs in our local schools and community. We also love our guaranteed date night once a month!”

— JOANNA RADKE, Subscriber and donor
ANNUAL REPORT – before Creating Connections

A Report on the Eugene Symphony’s 2014/15 Season

2014/15 ARTISTIC HIGHLIGHTS

Under the baton of Music Director Danial Reuss, the Symphony opened its 49th season on September 18, 2014, with a journey down the Danube River, featuring the Eugene Symphony debut of pianist Mikein Groh performing Brahms’ Piano Concerto No. 2. The season continued on October 16 with an audience favorite, pianist Fromm Erdrich in his fourth visit to Eugene, performing Beethoven’s Piano Concerto No. 4 on a program that also featured Stravinsky’s Rite of Spring and Vivaldi’s “Winter” from the Four Seasons.

In November, guest conductor Pavel Serebryakov led the orchestra in Mozart’s “Jupiter” Symphony and featured the wonderful Concertmaster Series with Caitlin Moulton performing John Williams’ themes from Star Wars.

In December, violinist Chi-Lian Hsu performed with the Eugene Symphony in its season-opening concert, a program that featured Camerata Pacifica performing music by Beethoven and Mozart.

In January, 2015, guest conductor Christian dentist led the orchestra in a program of French and American pieces. That evening, soprano Renée Fleming made her Eugene Symphony debut performing songs by Jacques Ibert and John Williams. The great pianist Garrick Ohlsson returned to Eugene in February to perform Rachmaninoff’s Piano Concerto No. 3 alongside Maestro Reuss and the Eugene Symphony. In March 2015, Maestro Reuss led the combined forces of the Symphony, the Eugene Symphony Chorus, and tenor Nathan Milroy performing Verdi’s Requiem. The Chorus was also featured on Verdi’s Triumphal March from Aida that same evening. The Eugene Symphony performed Beethoven’s “Pastoral” Symphony alongside works of composers-in-residence Aaron Dismuke, which included the inspiring St. Peter’s Tale.

In April, the 49th season concluded in May 2015 with Principal Cello Anna Rebar performing Haydn’s Cello Concerto in E Major, joined by Richard Staufer’s historic al Cello Concerto in D Major, played with Richard Staufer’s historic al Cello Concerto in D Major, played with the Eugene Symphony, featuring an energetic concert showcasing the Eugene Symphony.

This season also marked the return of the legendary musician Itzhak Perlman performing Beethoven’s Violin Concerto with the Eugene Symphony as the first special performance of the 2014/15 season.

At part of its continuing effort to provide concert-going opportunities for families, the Symphony presented two all-ages events. In July 2014, the Symphony held its sixth annual free summer Pops concert at the Cuthbert Amphitheater in Eugene’s Aleton Eberly Park, for an audience of 4,775 community members. In March 2015, the Symphony presented the single-talent Spanish concert 6th annual concert, which celebrated the 75th anniversary of the film, featuring an appearance by the Eugene Symphony playing the soundtrack live before 1,600 enthusiastic adults and children.

TOUCHING LIVES: Performance, Education and Community Engagement

In keeping with its mission of touching lives through the power of music, Eugene Symphony is committed to fostering an appreciation of classical music among people of all ages, backgrounds and means, and to nurturing the next generation of audiences who will support the future of the classical performing arts.
“SymFest was the most fun I’ve had at the Symphony all season! My entire family, including my children, were so engaged and entertained! There was so much to experience all in one place and so many new people in the hall that I know from the community. On top of it all, the concert itself was unforgettable!”

— SYMFEST PATRON
RESULTS?

- More giving
- Engaged audience
- Highest single ticket sales to date
TOOLS + RESOURCES

www.creatingconnection.org
Today’s Conversation

A NEED

NEW INSIGHTS
(aka facts and figures)

MESSAGES THAT MATTER

KEEPING IT REAL

EXPLORE TOGETHER
Join a social movement to strengthen arts + culture

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PLAYING YOUR PART: AN ORCHESTRA’S GUIDE TO PUBLIC POLICY ADVOCACY

Q & A: THE RULES THAT ALLOW LOBBYING BY NONPROFITS
Messages that Matter

League of American Orchestras

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