

Public Value Message Framework For Orchestras

Today's economic climate, combined with rapidly changing technology and audience demographics, has created expectations and demands that pose great challenges to orchestras accustomed to pursuing musical excellence above all else. Orchestras now are called upon not just to produce an inspiring evening of music, but to demonstrate the unique ways they engage with diverse community members and address public needs, both within and beyond the walls of the concert hall.

Orchestras are making great strides in connecting to their communities, but public perception does not reflect that progress. It is time to tell YOUR STORY. The messages that follow are meant to be used and adapted by orchestra (and League) board members, administrators, and musicians -- illuminated with data, examples, and stories – in multiple communication formats.

This framework, a core element of the League's online **Public Value Toolkit**, can help orchestras nationwide deliver messages that are clear, compelling and supported by authentic action to funders, policy makers, the media, and the general public.

Public Need

Communities want to **broaden public access** to economic and cultural resources.

Value Provided

Orchestras are helping to expand access to music by working collaboratively with more— and more diverse—communities.

- Programs with themes tied to specific cultures are one important way for our orchestra to convene and connect diverse groups to an art form that resonates with people of all backgrounds.
 - We are removing cost barriers to participation.
 - Our creative collaborations with community service, educational, and other artistic organizations create authentic relationships with youth, seniors, and under-served populations.
 - We are employing contemporary technology to deliver information, products, and services to meet new demands of changing audience demographics.
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Public Need

Community health and vitality are urgent public priorities

Value Provided

Orchestras contribute to healthy societies through their increasingly active participation in civic life.

- Our musicians, staff, and volunteers contribute creative capital and energy to the communities in which they live, work and play.
 - We actively seek and work with partners committed to improving quality of life for all.
 - We are a proven magnet for business, investment, and tourism.
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Public Need

Lifelong learning is essential in the 21st century.

Value Provided

Orchestras provide and champion lifelong musical experiences and participation in the creative process.

- We engage people of all ages in creating, performing, and responding to music.
 - Orchestras infuse love and appreciation for music in children. Studies increasingly show that creating, performing, and responding to music improves students' success in school, work, and life.
 - Our (adult and) youth orchestras give amateur musicians from pre-schoolers (to seniors) greater access to instrumental instruction. Playing in an orchestra fosters discipline and teamwork as well as individual skill and expression—an experience that every young person deserves.
 - We are committed to advocating for equitable access to music education in our schools and communities. Orchestras can be strong partners with schools, but we cannot replace comprehensive K-12 music programs with full-time certified music teachers.
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Public Need

A citizenry steeped in creativity, excellence, and the ability to navigate differences strengthens a democracy.

Value Provided

Orchestras are large groups of people collaborating to inspire audiences through the power of the creative process. Their collective pursuit of high artistic goals in collaboration with cultural and civic partners demonstrates how much humans can achieve when they work together. The new ideas and sounds that orchestras present help people embrace and understand the unfamiliar.

- Orchestral music is a living, creative art form that inspires and draws on musicians from all genres, as well as artists from many disciplines.
- We present Western European music that is highly valued by diverse audiences. We also present non-Western works that present diverse perspectives.
- We present time-honored masterworks and new orchestral music. A growing body of new work reflects our time and place and can be a catalyst for important conversations.
- Our commitment to quality extends beyond concerts to embracing best practices in management, governance, and accountability.