
SHIFTING FROM STAGE TO SCREEN

Today's Agenda

- Context
- Cases
- Commentary
- Community

League of American Orchestras
November 18, 2020

Scott Harrison, moderator

CULTURE EATS STRATEGY FOR BREAKFAST

- Peter Drucker



WHAT ARE YOUR GOALS?

- How can your orchestra adapt creatively to the challenges of the COVID era?
 - How are you measuring success when the traditional markers of achievement are shifting?
 - How do you want to relate to the stakeholders inside and outside your organization?
 - Who is your audience and how can you stay connected with them?
 - Who is missing from your audience and how can you welcome them into your organization?
 - How can you increase equitable access to and participation in cultural life throughout your city?
 - How can your orchestra be part of the future of your community no matter where it is headed?
 - When stripped down its core, what does your orchestra really do and what matters most?
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BECOME THE MOST ACCESSIBLE ORCHESTRA ON THE PLANET

Detroit Symphony Orchestra, 2010





LOUISIANA PHILHARMONIC ORCHESTRA, 2020

Serve this community through music and the stage we command

Be present, project vitality and build a bridge to the future

Join the Next Response in reactivating NOLA

Spark ABCs (affirmation, belonging, community) in audiences

Raise funds and advocate based on a compelling case and
captivating programs

DIGITAL CONTENT IS A MEANS TO AN END



MORE VIDEOS



3:33 / 25:24



YouTube

FIVE PRINCIPLES OF DIGITAL ENGAGEMENT

- Set scope
 - Exist in a perpetual state of learning
 - Reimagine, don't reproduce
 - COPE (Create Once, Publish Everywhere)
 - Dot your i's and cross your t's
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EMBRACE THE OPPORTUNITY

“For music lovers, this option offers some surprising joys . . . You are the boss here, and that’s a startling development.” – *Seattle Times*

“This era of online instruction also brings new freedoms, like the ability to take classes with teachers thousands of miles away.” – *New York Times*

“It’s time to stop introducing these online presentations, apologetically, with ‘though we cannot be together in person ... The merging of the art and the medium must become a distinct genre unto itself.” – *Philadelphia Inquirer*

“One thing is clear about the Buffalo Philharmonic Orchestra’s 2020-2021 season: The virtual format has given the BPO the welcome opportunity to expand its musical horizons.” – *Buffalo News*

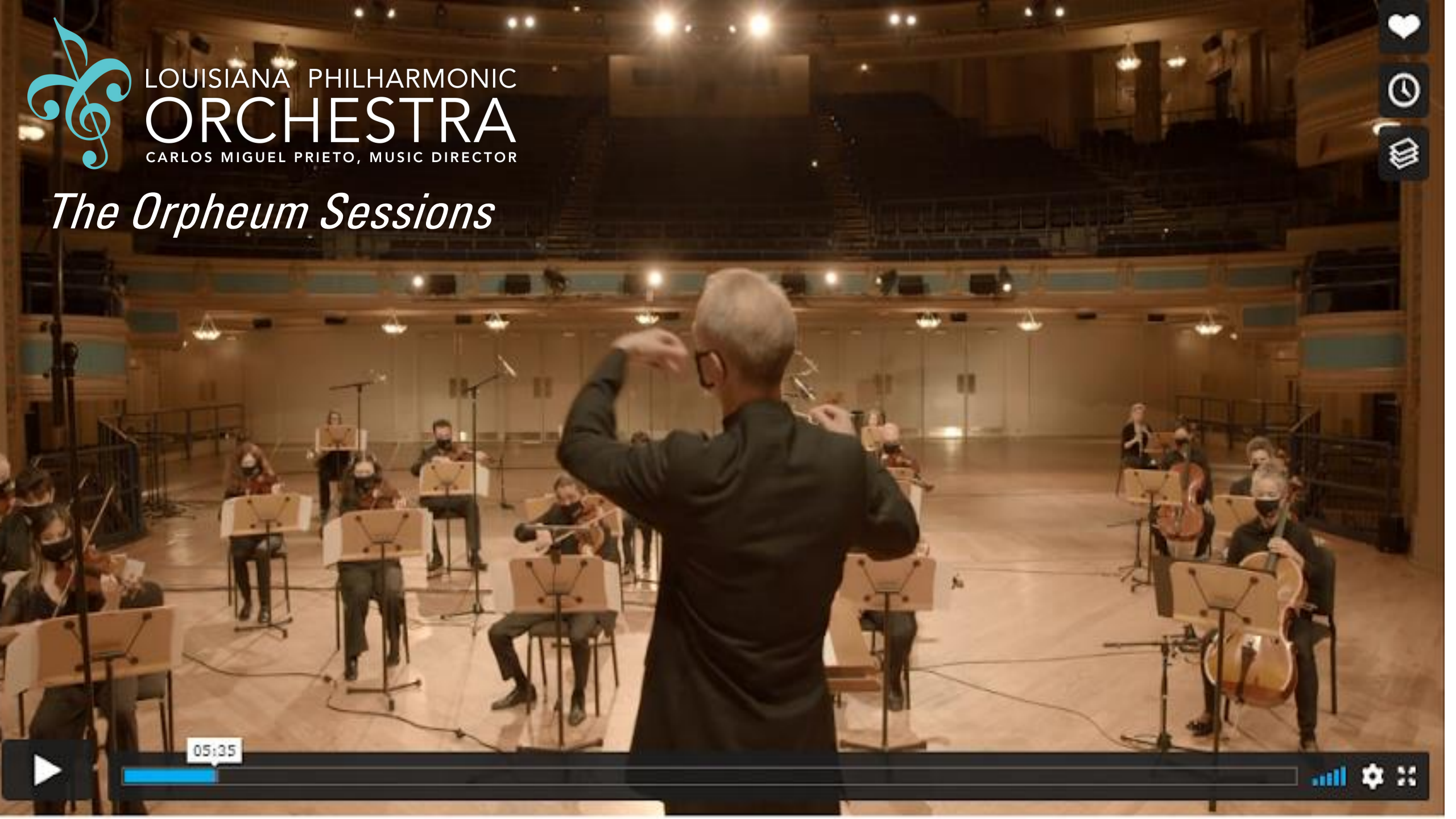
AS YOU LISTEN TO TODAY'S CASES, CONSIDER:

- What is the product and how is it accessed?
 - What's unique and intriguing about each offering? How does it lean into the medium?
 - What are the organization's goals and how is their digital content addressing them?
 - What challenges do they need to overcome and what are they learning?
 - How is their digital presence making them a more equitable and accessible organization?
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LOUISIANA PHILHARMONIC
ORCHESTRA
CARLOS MIGUEL PRIETO, MUSIC DIRECTOR

The Orpheum Sessions



05:35

