

THE CLEVELAND ORCHESTRA COMMUNITY MUSIC INITIATIVE



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Franz Welser-Möst
Music Director

Dear Friends,

The Cleveland Orchestra's new Community Music Initiative provides **greater access** to orchestral music for more Northeast Ohio citizens than ever before. Our **innovative programs** are designed to deepen and broaden connections with symphonic music, at every age and **every stage of life**. **Partnering with community organizations** including schools, colleges, libraries, cultural institutions, and more, we will roll out an exciting array of new Community Music Initiative programs in coming seasons. We'll also **continue favorite traditions** such as the annual Martin Luther King Jr. Celebration Concert and Community Open House and the Star-Spangled Spectacular Community Concert and Festival on Public Square.

I am pleased to start the season by leading a **benefit concert** for the Initiative and taking the Orchestra to perform at **John Hay High School** and **James Ford Rhodes High School**. The Orchestra ends the season with a concert, free to all, presenting a decade's worth of orchestral pieces commissioned by The Cleveland Orchestra.

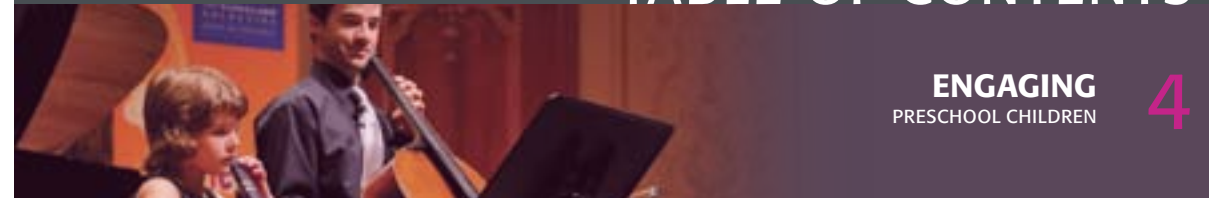
In the following pages, you can read about all of the ways that The Cleveland Orchestra **transforms lives and serves the community**. We look forward to seeing you, your friends, and your family both inside Severance Hall and out in the community many times throughout the season!

Sincerely,

CLEVELAND ORCHESTRA PHOTOGRAPHY BY ROGER MASTROIANNI

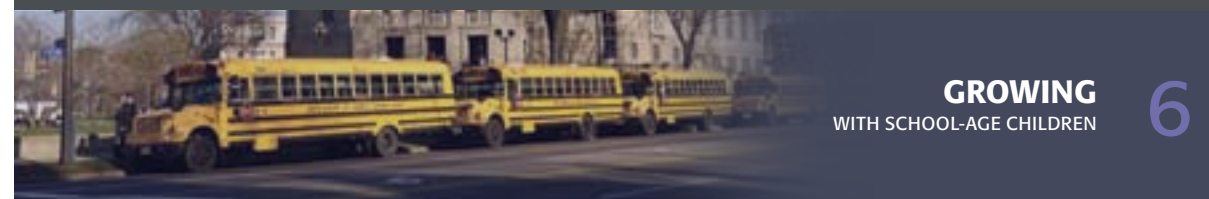
Cover photo: Cleveland Orchestra harpist Trina Struble at a Star-Spangled Spectacular Community Concert at Public Square in Cleveland; **Pages 4-5:** Children at Early Learning Center at the Quadrangle, a Cleveland Orchestra Musical Neighborhood site; **Pages 6-7:** Cleveland Orchestra musician Alan DeMattia performs a Learning Through Music program at William Cullen Bryant School in Cleveland; **Page 9:** Cleveland Orchestra Youth Orchestra musicians; **Page 10:** Guest artist Jonathan Biss leads a piano masterclass for area college students. Photo: Ron Linek; **Page 11:** Dr. Rose Breckenridge leads a Music Study Group at the Orange Branch of the Cuyahoga County Public Library; **Pages 12-13:** Annual Martin Luther King Jr. Celebration Concert at Severance Hall.

Franz Welser-Möst photograph on this page by Don Snyder.



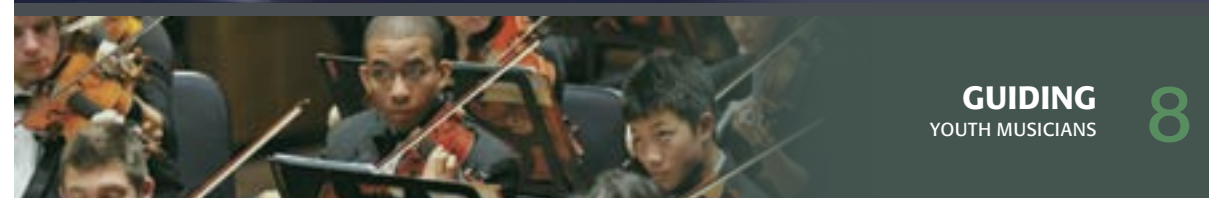
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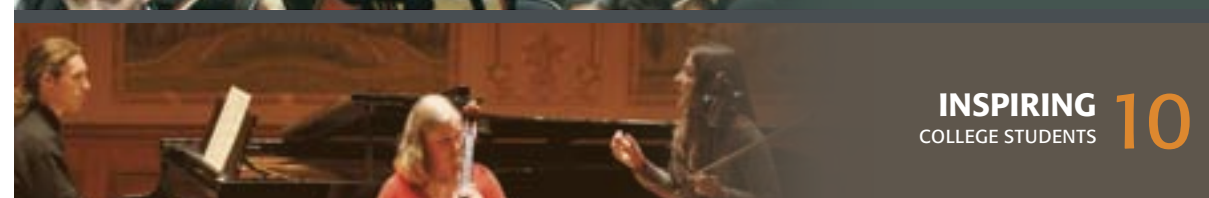
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ENGAGING PRESCHOOL CHILDREN



NEW!

GROW UP GREAT: A GREAT EARLY START IN THE ARTS is a new partnership with PNC to use music and the arts to prepare preschool children in local Head Start programs for success in school and in life, in collaboration with the Cleveland Museum of Art, Rock and Roll Hall of Fame, and PlayhouseSquare. The Orchestra's program includes the creation of "Musical Neighborhoods" at local Head Start sites; music-based activities supporting school readiness for children, teachers, and parents; visits by Cleveland Orchestra musicians; and field trips to Severance Hall. Orchestra partners include Early Learning Centers at Arbor Park and the Quadrangle, and Head Start programs at Tremont Montessori and Robert H. Jamison in the Cleveland Metropolitan School District.

PNC MUSICAL RAINBOWS, for children ages 3-6, are lively programs that introduce nearly 10,000 young children each year to the instruments of the orchestra, one at a time. Programs such as The Trusty Trombone, The Clever Clarinet, and The Mellow Cello actively engage young children in learning about orchestral instruments in the intimate setting of Severance Hall's Reinberger Chamber Hall. In December, Holiday Rainbows fill the halls with The Music of Chanukah, Christmas Brass Quintet, and All About Kwanzaa. The Orchestra also takes these popular programs "on the road" into libraries and community centers around the region. Recent "Musical Rainbows On the Road" locations have included East Cleveland Public Library, Brecksville Public Library, Akron-Summit County Public Library, and Medina Public Library.

GROWING WITH SCHOOL-AGE CHILDREN



NEW!

CLEVELAND ORCHESTRA CONCERTS IN CLEVELAND SCHOOLS mark a return to a Cleveland tradition from the 1920s, before Severance Hall was built. The Cleveland Orchestra will perform **Education Concerts** at **John Hay High School** and **James Ford Rhodes High School**, both conducted by Music Director **Franz Welser-Möst**. The histories of The Cleveland Orchestra and Cleveland schools are inextricably linked, and now the tradition continues.

CLEVELAND ORCHESTRA EDUCATION CONCERTS AT SEVERANCE HALL are “field trip concerts” that bring nearly **25,000 students** annually to historic Severance Hall from throughout **Northeast Ohio**. These narrated concerts explore basic musical concepts while introducing orchestral repertoire to students in **grades 1-3, grades 4-8, and grades 9-12**. To prepare students for their Severance Hall experience, teachers are provided with a variety of **study tools**, including an award-winning video titled “Get Ready For The Cleveland Orchestra,” produced and broadcast each year by WWIZ PBS/ideastream, as well as a **Teacher Guide**, *The Score* student newspaper, and **CDs** of the concert music.

LEARNING THROUGH MUSIC is a collaborative and innovative partnership program with Cleveland-area **elementary schools**, linking music to the K-5 classroom curriculum to support learning in math, science, language arts, and more. Learning Through Music resources include arts-integrated lesson plans that address **Ohio academic content standards**, professional development **workshops**, and **classroom visits** by specially trained “teaching artists” of The Cleveland Orchestra.

CLEVELAND ORCHESTRA FAMILY CONCERTS (for ages 7 and older) are presented **three times each season** and feature The Cleveland Orchestra in majestic Severance Hall. Each concert includes **guest artists** (such as gifted young musicians, dancers, or mimes) and is both entertaining and educational – for the entire family.

GUIDING YOUTH MUSICIANS

NEW!

MUSICMENTORS from The Cleveland Orchestra will work with selected schools in the **Cleveland Metropolitan School District (CMSD)** starting in Fall 2009 to support school **string programs** – part of a broad effort to strengthen instrumental music in Cleveland public schools in accordance with the **District’s Strategic Plan for Arts Education**. Orchestra musicians will work in partnership with CMSD string teachers assisted by conservatory students from the Cleveland Institute of Music, Baldwin-Wallace College, and more.

NEW!

MUSICMASTERS will leverage the expertise of Cleveland Orchestra musicians and a new partnership with Conn-Selmer, Inc., a division of Steinway Instruments, to **support school music programs** throughout the region. The first MusicMasters program, Hornapalooza, will bring together middle-school, high-school, and college hornists from **Northeast Ohio** to celebrate the instrument. Morning clinic sessions with members of the Orchestra’s horn section will focus on horn technique and fundamentals, as well as repertoire for a culminating afternoon performance as part of The Cleveland Orchestra’s **Community Open House**, led by guest conductor Loras John Schissel.

CLEVELAND ORCHESTRA YOUTH ORCHESTRA is a full symphonic ensemble founded in 1986 and composed of more than **100 young musicians** selected through competitive auditions. Players are drawn from more than **45 communities** from throughout Ohio. The Youth Orchestra, which is led by a member of the Orchestra’s conducting staff and coached by Cleveland Orchestra musicians, provides serious young music students of middle- and high-school age with a unique pre-professional orchestral training experience. The Youth Orchestra rehearses weekly and presents **three concerts annually in Severance Hall** and three or more **community concerts** in the **Greater Cleveland area**. “The freshness and enthusiasm of young performers made Sunday’s Severance Hall matinee by the Cleveland Orchestra Youth Orchestra and Chorus as satisfying an experience as any concert by their older, professional counterparts,” wrote the *Cleveland Plain Dealer* after a March 10, 2009, performance.

CLEVELAND ORCHESTRA YOUTH CHORUS (grades 9-12) was founded in 1991 to raise awareness of choral music-making in schools throughout **Northeast Ohio** and to encourage more students to continue their choral activities through college and into adulthood. It **performs annually** with the Youth Orchestra and on its own. The **100 members** of the Youth Chorus represent approximately **40 different communities** from across the region. Membership in the Youth Chorus is determined by audition each spring.

CLEVELAND ORCHESTRA CHILDREN’S CHORUS (grades 5-9) **performs annually** with The Cleveland Orchestra. The Cleveland Orchestra Children’s Preparatory Chorus, performs twice each year with the **Children’s Chorus**. The **65 members** of the Children’s Chorus and **50 members** of the **Preparatory Chorus** rehearse weekly during the school year and are selected by audition each year in May and June.





NEW!

ARTIST-IN-RESIDENCE FELLOW PROGRAM is a special opportunity for exceptionally talented college-level musicians to interact with The Cleveland Orchestra's **Artist-in-Residence**. Selected by competitive audition, A-I-R Fellows attend Cleveland Orchestra rehearsals and have **private coachings** with the Artist-in-Residence before **performing** in a public masterclass.

STUDENT ADVANTAGE PROGRAM offers high-school and college students deeply discounted **tickets** to Cleveland Orchestra concerts during the week of the concert, **special open rehearsals**, and invitations to attend **masterclasses** led by world-renowned guest artists. Membership in the Student Advantage Program is **free**.

NEW!

CASE WESTERN RESERVE UNIVERSITY COURSE "INSIDE THE CLEVELAND ORCHESTRA" is for **undergraduate students** in the joint music program between Case Western Reserve University and the Cleveland Institute of Music. The course is structured around the **repertoire** the Orchestra is performing in a given semester. With music as a central focus, the course explores relevant **literature, philosophy,** and art history, providing a **multidimensional context** for the music. Students will attend **rehearsals** and have opportunities to interact with Cleveland Orchestra **conductors** and Orchestra **musicians** through lectures and **discussion** groups.

CONCERT PREVIEWS enhance concerts through interviews with **guest artists, Orchestra staff,** and local and national **experts**. Previews are **free** with concert admission, one hour before subscription concerts.

MUSIC STUDY GROUPS encourage adults to **explore in depth** the music being performed by The Cleveland Orchestra in the fall, winter, and spring. **Dr. Rose Breckenridge** leads the weekly groups in **six locations** around the Greater Cleveland community.

PROGRAM NOTES are available at **concerts** and **online** at the Orchestra's website, clevelandorchestra.com.

ARCHIVES OF THE CLEVELAND ORCHESTRA are a valuable community **resource**. Requests for research are welcome; call (216) 231-7356 or email archives@clevelandorchestra.com

MEET THE ARTIST series is a popular **interview** and **luncheon** program featuring **artists** from the Orchestra's **current season**. For information, call (216) 231-7557.



CONNECTING WITH THE COMMUNITY

NEW!

DANIEL R. LEWIS YOUNG COMPOSER FELLOW 10TH ANNIVERSARY CONCERT

This free concert, concluding the Orchestra's 2009-10 season, offers the community the opportunity to hear works by composers Susan Botti, Marc-André Dalbavie, Matthias Pintscher, and Johannes Maria Staud, commissioned by The Cleveland Orchestra over the last decade.

STAR-SPANGLED SPECTACULAR PUBLIC SQUARE COMMUNITY CONCERT AND FESTIVAL

Each summer, The Cleveland Orchestra, with the support of a host of community partners, presents a free concert of patriotic favorites and popular classical repertoire in downtown Cleveland. An annual tradition since 1990, the Public Square concert attracts up to 80,000 people to downtown Cleveland and ends with a spectacular display of fireworks set against the Cleveland skyline. The event includes a pre-concert festival featuring performances by Cleveland-based musical groups in the hours leading up to the Orchestra's concert.

MARTIN LUTHER KING JR. COMMUNITY CONCERT

Each January, The Cleveland Orchestra commemorates Martin Luther King Jr.'s birthday with a free concert in Severance Hall. First performed in 1980, this concert features The Cleveland Orchestra, choruses, and guest artists, and the first-place winner of the national Sphinx Competition for Black and Latino string players.

MLK DAY COMMUNITY OPEN HOUSE

The celebration continues on Martin Luther King Day, with free musical presentations featuring local artists throughout Severance Hall honoring the life, leadership, and vision of Dr. King. The Community Open House also features activities for children (such as "Picture Yourself at Severance Hall" and "I Have a Dream" Wall) and performances by the Cleveland Orchestra Youth Chorus and Cleveland Orchestra Youth Orchestra.

VOCAL ENSEMBLES

such as the Cleveland Orchestra Chorus and the Blossom Festival Chorus give adults the opportunity to continue singing in an auditioned volunteer ensemble that performs with The Cleveland Orchestra.

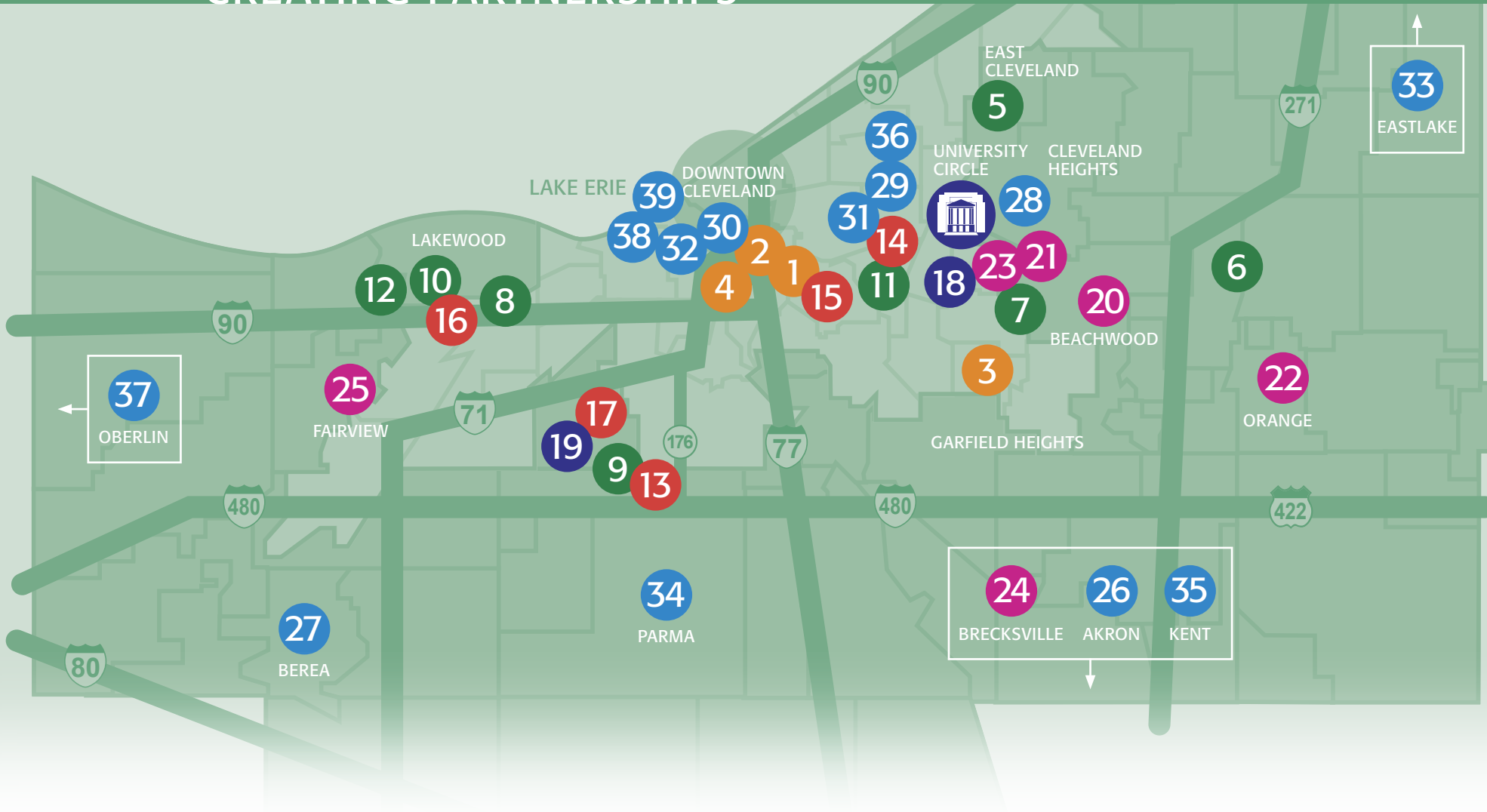
WEEKLY RADIO BROADCASTS ON WCLV

bring The Cleveland Orchestra to Northeast Ohio residents.

SOCIAL NETWORKING

through the Orchestra's blog, www.clevelandorchestrablog.com, reaches a broad online community.





The Cleveland Orchestra's Community Music Initiative programs are made possible by numerous individuals, foundations and corporations including:

ENDOWMENT FUNDERS

Dr. Jeanette Grasselli Brown and Dr. Glenn R. Brown
Christine Gitlin Miles
The George Gund Foundation
Walter and Jean Kalberer Foundation
Pysht Fund
The William N. Skirball Endowment for Education Programs

PROGRAM FUNDERS

The Abington Foundation
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Cleveland Clinic Foundation
The Cleveland Foundation
Conn-Selmer, Inc.
Dominion Foundation
Giant Eagle
JPMorgan Chase Foundation
The Martha Holden Jennings Foundation
KeyBank NA
The Daniel R. Lewis Young Composer Fellow program
NACCO Industries
National City now a part of PNC
The Nord Family Foundation
Paintstone Foundation
RTA
The Max Ratner Education Fund
The Surdna Foundation
Tower City Center
Edward and Ruth Wilkof Foundation
The Women's Committee of The Cleveland Orchestra
WVIZ/ideastream

The Cleveland Orchestra is grateful to the following organizations for their ongoing support: National Endowment for the Arts; State of Ohio; Ohio Arts Council; and the citizens of Cuyahoga County, through Cuyahoga Arts & Culture.

The Cleveland Orchestra is proud of its long-term partnership with Kent State University, made possible in part by generous funding from the State of Ohio.

The Cleveland Orchestra's Artist-in-Residence Program is supported by the Malcolm E. Kenney Artist-in-Residence Fund.

A full list of Community Music Initiative program supporters is available online at clevelandorchestra.com.

THE CLEVELAND ORCHESTRA IN THE COMMUNITY

● CROW UP GREAT: MUSICAL NEIGHBORHOODS

1. Early Learning Center at Arbor Park
2. Early Learning Center at Quadrangle
3. Robert H. Jamison School (CMSD)
4. Tremont Montessori (CMSD)

● LEARNING THROUGH MUSIC

5. Mayfair Elementary School (East Cleveland)
6. Gilmour Academy
7. Ruffing Montessori
8. Grant Elementary (Lakewood)
9. W.C. Bryant Elementary School (CMSD)
10. H. Barbara Booker School (CMSD)
11. Bolton School (CMSD)
12. Lakewood Catholic Academy

● MUSICMENTORS FOR CLEVELAND SCHOOLS

13. W.C. Bryant
14. Cleveland School of the Arts Upper Campus
15. Cleveland School of the Arts Lower Campus
16. H. Barbara Booker
17. Benjamin Franklin School

● CONCERTS IN CLEVELAND HIGH SCHOOLS

18. John Hay High School
19. James Ford Rhodes High School

● MUSIC STUDY GROUPS

20. Beachwood Branch Cuyahoga County Public Library
21. Cleveland Heights-University Heights Public Library
22. Orange Branch Cuyahoga County Public Library
23. St. Paul's Episcopal Church
24. Brecksville Branch Cuyahoga County Public Library
25. Fairview Park Branch Cuyahoga County Public Library

● COMMUNITY PARTNERS

26. University of Akron
27. Baldwin-Wallace College Conservatory
28. Case Western Reserve University
29. Cleveland Institute of Music
30. Cleveland Metropolitan School District
31. Cleveland Museum of Art
32. Cleveland State University
33. Conn-Selmer, Inc.
34. Cuyahoga County Public Library
35. Kent State University
36. The Music Settlement
37. Oberlin College Conservatory
38. PlayhouseSquare
39. Rock and Roll Hall of Fame and Museum

THE CLEVELAND ORCHESTRA

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