



## **Don't Write the Epitaph Just Yet: Strategies for a Classical Music Revolution**

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### **Commonly Cited Barriers to Classical Music Engagement**

- Venues are too stuffy and formal
- Cost (i.e. ticket prices, transportation, parking, childcare, etc.)
- Lacking family-friendliness
- A perceived lack of relevance
- A perceived sense of institutional elitism and social exclusion (i.e. requisite knowledge about repertoire, wearing the right attire, etc.)
- Negative cultural perception
- Absence of variety (i.e. cultural, living composers, etc.)
- Length of concerts and productions
- Educational barriers (i.e. declining support for and at times eliminations of public school music programs, lower income families are unable to pay for private instruction, etc.)
- General apathy or ambivalence
- Institutional/organization concerns (i.e. expensive production and delivery costs, etc.)

### **Concert Presentation Considerations**

(from *Present!: Rethinking Classical Music* by Johan Idema)

- The physical location
- The setting or general atmosphere
- The program (relevancy and urgency)
- The overarching message or theme and how this is communicated
- The performers and how they present themselves
- The audience engagement and how they will be involved
- The communal/social aspect

### **Strategies for Fostering Student Engagement in the Performing Arts**

(from "Engaging Next Generation Audiences: A Study of College Student Preferences Towards Music and the Performing Arts" by Alan S. Brown)

- Multiple programmatic entry points
- Low barriers
- Artistic interaction
- Academic integration
- Active involvement and co-creation
- Social fulfillment

### **Outside-the-Box Performance Venues and Concert Concepts**

- Community-centric venues that reflect the audience and singularity of a place
- Brief, accessible “Lunch and Listen” concerts at venues near or in major work centers
- Art galleries
- Live performances in restaurants, hospitals, schools or other civic venues
- Cabaret-style venues
- Pop-up concerts or flash mobs
- Video game or film music concerts
- House concerts | Group Muse ([www.groupmuse.com](http://www.groupmuse.com)), Pocket Concerts ([www.pocketconcerts.ca](http://www.pocketconcerts.ca)), and Classical Revolution ([www.classicalrevolution.org](http://www.classicalrevolution.org))

### **Positive Trends, “On Ramps” and Other Considerations for Meaningful Engagement**

- Reach audiences in authentic, approachable, relevant and compelling ways
- Capitalize on the raw power, passion and humanity of the music
- Multi-sensory experience, particularly visual elements
- Interdisciplinary partnership and programming
- Artists engaging audiences in conversation from the stage
- Improvisation

### **Parental Involvement**

- The Three E’s: Engage, Educate, and Encourage
- Make classical music a part of the family culture
- Listen to classical music in the car, at home at meal times, during family reading time, while children are playing, doing homework, before bedtime, etc.
- Attending live concerts (i.e. symphony, ballet, outdoor concerts)
- Encourage children to dance or move as they listen, write about, paint or draw about what the music makes them feel
- Enroll children in lessons and fully support them at home in their practice!

### **Strategies and Initiatives**

- Project Inspirare
- Listen Up!
- Public and Private School Engagement
- Arts Impact Project
- Music Ambassadors
- Concert Buddy Program
- Family Concert Experiences
- Studio Field Trips
- Artist Meet and Greets
- Weekly At-Home Listening Activities
- Music for America Teaching Artist Program
- Composition and Cinema Project

## RESOURCES

### Websites

Project Inspirare | [www.projectinspirare.org](http://www.projectinspirare.org)  
BachTrack | [www.bachtrack.com](http://www.bachtrack.com)  
Juilliard Open Classroom | <http://open.juilliard.edu/courses>  
Baby Got Bach | [www.babygotbach.org](http://www.babygotbach.org)  
Giving Bach | <http://www.givingbach.org>  
From the Top | [www.fromthetop.org](http://www.fromthetop.org)  
Classics for Kids | [www.classicsforkids.com](http://www.classicsforkids.com)  
Cleveland Orchestra Education & Community | [www.clevelandorchestra.com](http://www.clevelandorchestra.com)  
Go Classical for Kids | <http://classicalkusc.org/kids/>  
New York Philharmonic Kid Zone | [www.nyphilkids.org](http://www.nyphilkids.org)  
Dallas Symphony Kids | [www.mydso.com/dso-kids/](http://www.mydso.com/dso-kids/)  
San Francisco Symphony Kids | <http://www.sfskids.org>  
London Symphony Orchestra Play | <http://play.lso.co.uk>  
National Endowment for the Arts | [www.arts.gov](http://www.arts.gov)  
Americans for the Arts | <http://www.americansforthearts.org>  
The Partnership Movement | <http://www.partnershipmovement.org>  
National Young Arts Foundation | <https://www.youngarts.org>  
Classical-Music BBC Music Magazine | <http://www.classical-music.com>  
CMuse | <http://www.cmuse.org>  
Music Helps Us Learn | <http://musichelpsuslearn.co.uk>  
Music Teachers National Association | <http://www.mtna.org>  
National Association for Music Education | <https://nafme.org>  
Project Music Heals Us | <http://www.projectmusichealsus.com>  
WCRB Classical Kids | [http://www.wgbh.org/kids/kids\\_classical.cfm](http://www.wgbh.org/kids/kids_classical.cfm)  
WQXR | [www.wqxr.org](http://www.wqxr.org)  
ClassicFM | <http://www.classicfm.com>  
Carnegie Hall | <https://www.carnegiehall.org/Education/>  
Education Closet (Arts Integration) | <https://educationcloset.com>  
Classical Kids Music Education | <http://www.classicalkidsnfp.org>  
The Little Orchestra Society | <https://www.littleorchestra.org>

### Audio and Video

Medici TV | [www.medici.tv](http://www.medici.tv)  
YourClassical | [www.yourclassical.org](http://www.yourclassical.org)  
PrimePhonic | [www.primephonic.com](http://www.primephonic.com)  
Spotify | [www.spotify.com](http://www.spotify.com)  
Pandora | [www.pandora.com](http://www.pandora.com)  
YouTube | [www.youtube.com](http://www.youtube.com)

### Apps

Naxos My First Classical Music App  
Naxos My First Orchestra App  
Naxos Little Tchaikovsky App  
Naxos Little Beethoven App  
Naxos Little Mozart App  
Naxos Little Classical Music App  
Naxos The Carnival of the Animals  
Naxos Beanie's Musical Instruments  
The Orchestra  
Great Masters of Classical Music  
Informusic: Classical Music History & Composer App  
Classical KDFC  
Masterpieces of Classical Music  
Classical Radio+  
SyncScore

## NOTES