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During the 2013-2014 school year, Dr. Timothy Dixon and I partnered to program and realize an educational orchestra concert geared toward families and children. This process included researching several professional orchestras’ approach to programming and advertising for educational concerts, choosing a theme, programming the specific music for the concert, and advertising our concert. Once this had been done, the Messiah College Symphony Orchestra rehearsed weekly and performed the Sounds of the Symphony concert to an audience of community and faculty members on November 23, 2013.

The two goals of this project were aimed at two different audiences: the Messiah College Symphony Orchestra musicians and the families in the local community. For the Messiah students, this concert provided a medium through which many musicians can directly participate in music education through performance. The second and main goal of this project was to use music performance to educate families about instruments, the orchestra, and the many different elements of music in a concert setting.

This project required printed music, the use of rehearsal and performance facilities in the Janet and Calvin High Center for Worship and the Performing Arts, and a performance by the Messiah College Symphony Orchestra under the direction of Dr. Timothy Dixon, and publicity through the office of the Performing Arts Coordinator of the Messiah College School of the Arts. These resources were already allocated through the regular budget of the Department of Music and the School of the Arts.
To attract the public to our concert on campus, I explored and implemented various means of advertising. I submitted the following press release to free internet and radio organizations which promote community events:

Organization Description:

The Messiah College Symphony Orchestra is one of the major ensembles of the Messiah College Music Department. The MSCO is made up of music and non-music students at the college and performs standard orchestra repertoire at multiple free concerts throughout the academic year.

Title: Sounds of the Symphony

Description: Join the Messiah College Symphony Orchestra to discover the many different sounds that composers use in their masterpieces. During this concert, children will meet the various instrument families and enter into the exciting world of live orchestra music in a setting catered to their age group.

Location: High Center for Worship and Performing Arts; Messiah College

Time: 11 am- 12 noon

Free Admission
Contact: af1301@messiah.edu
Age: Children of all ages

This press release appeared on the WITF and WRTI websites for the two weeks leading up to the performance. During the week before the concert, WITF radio chose to advertise our event on the air. Other websites that listed our event include pennlive.com and townplanner.com.

In addition to internet based advertising, we used print advertising on campus and in various community accessible buildings. The music department hung the attached color poster in various buildings on campus, and Dr. Dixon, the project advisor sent a poster and a letter the music teachers in forty-one elementary schools in the surrounding area and asked them for their support and advertisement. Music teachers in the West Shore Christian Academy, Christian School of York, Camp Hill, Mechanicsburg, Northern York, West Shore, New Oxford,
Cumberland Valley, and Central Dauphin elementary schools received letters and posters advertising our educational concert.

In the weeks before the concert, I delivered posters to many public places including Panera in Camp Hill, the Cornerstone Coffee Shop in Camp Hill, the Midtown Scholar Bookstore in Harrisburg, the New Cumberland Public Library, the Dillsburg Public Library, Giant Food Store in Camp Hill, and the Weis Markets in Mechanicsburg.

For the concert, Dr. Dixon and I planned out the concert order including specific excerpts from Edvard Grieg’s Peer Gynt Suite and Saint Saen’s Symphony no. 3 and places to insert explanations, demonstrations, and talking. Dr. Dixon narrated and explained while various members of the orchestra played their instruments as they were called on to model how their instruments make sound and how they are used in the orchestra. The advertising attracted many families including Messiah faculty and their young children. The concert program and lesson plan are attached.

Overall, the concert was very successful; the musicians enjoyed playing for children who were eager to hear their instruments, and the audience laughed and listened Dr. Dixon and the Messiah College Symphony Orchestra. After the concert was finished, we had an instrument petting zoo. This involves a few musicians staying on stage and inviting the audience to come onto the stage and touch and play or hear the instruments up close. Dr. Dixon received much positive feedback from the audience members and has expressed interest in incorporating an educational concert program into the regular Messiah College Symphony Orchestra schedule in the future.

As an extension of this project, I worked with Dr. Dixon to program the Stories in Sound concert on March 7, 2014 and the program which the orchestra performed for the Pennsylvania
Music Educators Association in Hershey, PA on March 27, 2014. The Stories in Sound concert consisted of entirely programmatic works, or works that tell stories and describe pictures. The Messiah College Chamber Orchestra performed excerpts of Don Quixote by Telemann, and the Messiah College Symphony Orchestra performed the Peer Gynt Suite no. 1 by Edvard Grieg and Scheherazade by Nikolai Rimski-Korsakov. At the Pennsylvania Music Educators Association, the orchestra performed excerpts from the works listed above as well as a movement from Beethoven’s third violin concerto and the world premier of Taking Flight by Messiah College Alumni Ben Blasko.

Sounds of the Symphony

Directed by Timothy Dixon

Academic Festival Overture, Op. 80

Johannes Brahms

(1833-1897)
“Anitra’s Dance” from *Peer Gynt Suite*, Suite No. 1, Op. 46  

Edvard Grieg  
(1843-1907)

Messiah College Chamber Orchestra

Symphony No. 3, Op. 78 in c minor (Organ)  
Camille Saint-Saens  
(1835-1921)

Part II: Allegro moderato--Presto--Maestoso--Allegro

Messiah College Symphony Orchestra

Strings  Woodwinds  Keyboards  Brass  Percussion

To learn more, visit:

http://www.classicsforkids.com/music/orchestra.asp

http://listeningadventures.carnegiehall.org/ypgto/game.aspx

**Concert Order**

**Brahms (11:00)**
Welcome/Introduction- What is an instrument family?

**Strings (11:10)**

*Anitra’s Dance*
Demonstrate pizzicato technique  
Play first repeated section once through
Demonstrate Arco- first violins
Add together
Try all parts arco
Try all parts pizzicato

Play whole movement as written (11:20)

2A (11:24)
Woodwinds
have players demonstrate sounds
Opening theme- pick up to 11 after A until downbeat of 5 before B

Keyboard family- Piano-
Presto before D
Piano run

All- Play Presto until E
“What other families did you hear?”- Audience respond

Play 2A (11:34)

2B- (11:42)
Keyboard family- Organ
Organ play first chord
Talk about how this symphony is unique because it uses organ and piano as part
of the orchestra
(Option- Piano arpeggios after opening of 2B)

Play from 1 measure before S through downbeat of T (1:20)

Brass family
3/1 (10 after FF- first 4 measures)
Percussion
Demonstrate cymbal crash, bass drum hit, triangle, and timpani last 3 measures

Full orchestra sound- 4 measures before GG to 4 measures after GG

Play 2B (11:52)
Instrument Petting Zoo and Interaction with musicians (12:00)