CENTRAL WISCONSIN SYMPHONY ORCHESTRA
NATURALLY YOURS!
2012-2013 SEASON
What We Did

• Dedicated a season to the abundant natural resources of our region

• Adventurous Partnerships

• Deep Community Engagement
Themed Concerts

☀ Avian Fantasy

☀ Holiday at Home

☀ Legends, Tales & Myths

☀ Naturally Yours!
Outreach

- Evening with the Owls
- Weekly recitals at art gallery
- Nature-Themed Silent Art Auction
- Locally Sourced Gourmet Dinner
- Educational Concerts
- Head Start Art Project
- Orchestras Feeding America donations to Family Crisis Center
- Book Publication
- Public Radio Program
Goals for the project

- Broad community engagement
- Increase audience diversity
- Promote environmentally focused community organizations
- Story-telling through original composition
- Cooperative projects with local arts organizations
- A lasting impression of the power of a shared cultural experience
What We Learned

Partnerships WORK!

Integrated arts are more meaningful

A community comes together through familiarity

Inter-community connections happen through the arts

New subscribers / new donors

Enthusiastic volunteers / energized board members / engaged orchestra members
A Celebration of Grasslands

Central Wisconsin Symphony Orchestra

April 20-21

Naturally Yours—A concert honoring the life of naturalist Frances Hamerstrom. The CWSO will premiere a commission by local award-winning composer Dr. Charles Rochester Young, inspired by Hamerstrom’s children’s book, ‘Walk When the Moon is Full’ entitled ‘Enchanted Moonscape.’

Saturday concert at 7:30 pm
Sunday concert at 4:00 pm

Childcare for Sunday matinee available at CW Children’s Museum

Theater @1800 (Sentry Insurance Complex)
1800 Northpoint Drive, Stevens Point

For tickets (800) 383-3378 or www.cwso.org

Central Wisconsin Prairie Chicken Festival
April 12-14

Grassland Gala at Hotel Mead on Friday
Boomin’ Brewery Bash at Central Waters featuring Boomin’ Brew Ale on Saturday
Bird Viewing Blinds all three days (Reservations and prepayment required)
Birding Tours, Kid’s Crafts, Interesting Speakers, Exhibitors, Vendors and more
Fun & Educational for All Ages!

Golden Sands RC&D Council
(715) 343-6215
www.prairiechickenfestival.org

Walk When the Moon is Full
March 5-May 4

This exhibit, named after Frances Hamerstrom’s book, features the work of Lora Hagen and Pauline Pray. This show will showcase the moon as imagery and inspiration.

Reception: Friday, April 19th
5:00pm - 7:00pm
Q Artists Cooperative
1108 Main Street, Stevens Point
Tuesday–Sunday 10:00am–6:00pm
(715) 345-2888
www.qartists.com
Dear Ann!

Casey just told me about the exiting [sic] news and I would like to congratulate you and your symphony orchestra. It was a beautiful evening – close your eyes and you were in the woods with the children! Also reminded me of my own experiences after the war, when I had to walk 2 hrs at night going to the woods for the “black market” butter, eggs & milk – surrounded by “strange” noises – including wild boars!

Congratulations again – Ilse Dietsche
Commissioning Project – Enchanted Moonscape

☀ Multiple Funders – board of directors, Community Foundation of Central Wisconsin, Ellis Stone Construction and College of Natural Resources at the University of Wisconsin-Stevens Point – broad base of support and opportunities to educate about artistic process

☀ Local Composer – goal was to create an interactive audience experience with offstage percussion simulating sounds of outdoor walk at nighttime underneath full moon, pre-recorded sounds of whippoorwill, owl and wolf from Wisconsin conservationists. Based on children’s book written by local renowned conservationist

☀ Opportunity to tell stories of conservation, habitat preservation and experience a childhood imagination
How to:

☀ Identify what is unique to your community

☀ Meet EARLY with multiple potential stakeholders – think broadly

☀ Think diversity – multigenerational; involve children

☀ Make connections with music as the hub

☀ Publicize, publicize, publicize!

☀ Frequent updates / communication with stakeholders – opportunity for education

☀ Keep audience at the center of focus at all times
And, finally...

☀ CELEBRATE!

☀ THANK!