“It’s All About The Music”
Los Angeles Philharmonic, Affiliates at Large

Project Contacts:
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Volunteer Organization Name: Affiliates at Large, LA Philharmonic

Orchestra Name: Los Angeles Philharmonic City/State: Los Angeles, CA

Meeting group size of the orchestra:
Number of active organization members: 45

Name of the project: “It’s All About the Music”

Project Description:
After interest was expressed in a series of informal, low cost classes in Music Appreciation, a pilot project of a series of six classes in Music Appreciation was created. A qualified lecturer and convenient location were obtained. Instructional materials specific to the major periods of Classical music and music notation were developed.

The classes had two components:
• The discussion and illustration of the basics of music - notes, scores, and orchestration.
• The history of the eras and styles of Classical music: Music History, Baroque, Classical, Romantic, and Modern with the works of specific composers highlighted for each period. The curriculum was augmented by a bibliography, a quiz, and an evaluation form.

Project Goals:
• Provide classes in Music Appreciation
• Utilize a qualified instructor
• Increase the inclusiveness of the participants
• Maintain low fees
• Document the learning by the students
• Evaluate the program and instructor
• Provide a centrally located meeting site
• Create interest for additional classes

Project Timeline:
August, 2012: Discussions of need for and interest in classes
September, 2012: Research of databases for Music Appreciation Classes such as LOA files and Symphony magazine
December, 2012: Consultation with LA Phil Mentor
February, 2013: Audition of and commitment to lecturer
March, 2013: Development, production of class materials
April-May, 2013: Classes held at the Volunteer Cottage
Results of the Project:
All classes had full attendance. Many attendees were new to music classes and the LA Phil; some drove significant distances to attend the classes. All requested additional classes. All evaluations were very positive.

Financials:
Income: $1,860 (The fee for the series of 6 classes was $60; individual classes were $15)
Expenses: $1,270
$800 Lecturer
$ 35 Printing
$ 35 Labels, folders, name tags
$400 Refreshments
Net Profit: $590

Donations in kind:
• The Volunteer Cottage for six mornings: $2,400 ($400/day)
• Assistance of the Volunteer Staff: Invaluable
• Postage, printing and mailing supplied by Volunteer Office

Volunteers to Manage Classes:
Three members of the A@L staffed each class; one at the sign-in table, the others at the refreshments table.

Benefits to orchestra:
A more informed and engaged audience.

Collaborations with staff:
The Volunteer Office printed and mailed the invitations.

What we would change:
• Improve audio and video capabilities;
• Include a portable keyboard;
• Add photography;
• Expand the mailing list; and
• Offer classes in Spanish.

Resources:
• Classical Arts Showcase: classicalartsshowcase.org, music/dance videos
• Sinfini: sinfinmusic.com/uk, a British web page with a wide variety of informal lectures, music, puzzles
• YouTube: huge selections of classical music, bar graph music