Introducing the External Affairs Department:

Collaboration and Communication

@OrchLeague #imagining2023 #LeagueEDCE
History of CP

• The Community Partnerships Program was incorporated into the Orchestra’s collective bargaining agreement in 1994 in reaction to Zoo Museum District referendum
• Presented hundreds of free events in the community each year
• IN UNISON program connected to African American community with STL Symphony musicians at church services and church members in choruses at Powell Hall
• Served as a national model
CP

- churches
- anyone who asks
- random venues
- schools
- Nursing homes
- chamber concerts

PR

Youth Orchestra
View from within

- All department staff reported to VP of Community and Education separately (from assistants to Associate Directors)
- All staff were booking all types of events with musicians
- All programs were available to any school or community member who requested them
- Events were booked last-minute
- CP and Education was silo’d from other departments in the organization
- Education Concerts were a low priority for Artistic Department
- Program development was driven by Development department
Transitioning

• Community Partnerships department merged with Public Relations department in May 2011
• Weekly sessions during summer of 2011
• Went through reports of past events and evaluated each one
• Re-evaluated each partnership
• Crafted a department mission statement
Our Mission

To enrich people’s lives through the power of music by providing free, live events in intimate community settings.
Discuss: do you have a mission for your programs?
Four Pillars

• Education
  – Dacy Gillespie, Director of Education Programs
  – Laura Reinert, Early Childhood Education Coordinator, LinkUP manager

• Community Programs
  – Maureen Byrne, Director of Community Programs
  – Brian Owens, In Unison Program Manager

• Youth Orchestra
  – Jessica Ingraham, Youth Orchestra Manager

• Communications
  – Eddie Silva, External Affairs and Publications Manager
  – Erika Ebsworth-Goold, Publicist

Adam Crane, VP for External Affairs
Changes

• Education concert programming moved from Artistic to Education
• Rebuilt relationship with development department, program ideas originate with ExAff
• Application process implemented for education and community programs
• All members of department have input into programs at weekly meetings
Discuss: What’s your department structure?
Partnerships

Our team’s definition: An engaged partner who delivers an engaged audience
Partners within our organization

- Musicians
- Development
- Operations
- Artistic
- Marketing
STL Symphony External Affairs Programs
Education: in schools

- Symphony in Your School: Elementary and Secondary
- PNC Grow Up Great: Pre-K
- 100+ in-school STL Symphony musician visits each season
Education: at Powell Hall

- 18 Education Concerts drawing more than 30,000 students
- 4 Family Concerts
- 6 Pre-K Concerts
- Professional development workshops for musicians and teachers
Community Programs

• Symphony in the City

• Symphony in Your Neighborhood

• Symphony in Your College

• SymphonyCares

• Symphony Where You Worship
  – IN UNISON Church Program

• 100+ free events per year
Discuss: do you have any programs that are difficult to categorize or describe?
Our Newest Development

Plans that Elevate the St. Louis Symphony Youth Orchestra to the Next Level
The Youth Orchestra

- Started by Leonard Slatkin in 1970
- Seven of our current STL Symphony musicians are St. Louis Symphony Youth Orchestra alums
- Draws from more than 30 schools (mostly public) in the greater St. Louis area
- New York Tour and very positive review in the New York Times in June 2010
- Local PBS documentary went viral with 2.5 million hits in 2011
The NEW Youth Orchestra

• Mission: develop the whole musician

• “Beyond Rehearsal”: life skills through music, musician coachings, presentations by guest speakers

• Started offering free tickets to concerts, average attendance grew from 700 to 1500

• Result: A group of young citizens are encouraged to discover connections between themselves and the larger community
Communications

• Live Radio Broadcasts: St. Louis Symphony on St. Louis Public Radio 90.7 KWMU and streamed live online (all 23 Saturday subscription concerts)
• 35 different musicians featured in broadcast interviews each season
• Partner with KETC – Channel 9 to broadcast six full concert broadcasts per season
• All negotiated with help of musicians
Communications

- Local TV and radio placements
- Publications: Post-Dispatch, Business Journal, Beacon, Riverfront Times
- Bloggers: Sprout, Culture Mama
- Playbill articles and features
Discuss: how do you work with your communications department?
The “Big Wheel” of Storytelling

Real media results

Donations

Terrific pitches

EA Programs
Clowns on Call
Clowns on Call
Questions?

Thanks!