Next gen: emerging artists, millennial audiences, and orchestras

The League’s new industry-wide study, *Orchestra Facts: 2006-2014*, reveals field’s breadth, vast community reach, recession recovery

Behind the scenes at an international conference that balances travel with musical instruments and conservation

LA Phil Music Director Gustavo Dudamel wants to make the arts accessible to all


“When we started considering young musicians for the annual emerging artists issue, a surprising through line surfaced,” says Robert Sandla, editor in chief of *Symphony*. “They share an abiding commitment to social equity that goes beyond the expected musical concerns. They seek to broaden access to the music they love and connect with new audiences. And their concerns jibe with the inspired work that orchestras across the country are doing to engage millennials, as other articles in this issue report.”

*Symphony* is available in print, or read it free of charge online at https://issuu.com/americanorchestras/docs/symphony_wi17_issuu
The winter article line-up includes:

**#Hashtag Orchestra**: How can orchestras attract millennial audiences?  
By Jeremy Reynolds

**We, the Artists**: Today’s emerging musicians are deeply invested in the social and interpersonal aspects of making music. By Lucy Caplan

**In With the New**: How marketers get audiences in the door to hear music by contemporary composers. By Donald Rosenberg

**Classic Approaches**: What it takes to market standard symphonic repertoire. By Melinda Bargreen

**Double Identity**: Partnerships between orchestras and other local arts groups offer fiscal and cultural benefits. By Steven Brown

**Plus…**

**Topics**: League Vice President for Advocacy Heather Noonan reports from a recent conference that tackled new regulations for international travel with musical instruments.

**At the League**: Excerpts from the League’s new longitudinal study, *Orchestra Facts: 2006-2014*. With a preface by League of American Orchestras President and CEO Jesse Rosen

**Coda**: Los Angeles Philharmonic Music Director Gustavo Dudamel wants to make the arts accessible to all.

*Symphony’s annual Guide to Emerging Artists*: The young instrumentalists and vocalists who are making their marks right now.

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The League of American Orchestras leads, supports, and champions America’s orchestras and the vitality of the music they perform. Its diverse membership of more than 2,000 organizations and individuals across North America runs the gamut from world-renowned symphonies to community groups, from summer festivals to student and youth ensembles, from conservatories to libraries, from businesses serving orchestras to individuals who love symphonic music. The only national organization dedicated solely to the orchestral experience, the League is a nexus of knowledge and innovation, advocacy, and leadership advancement. Its conferences and events, award-winning *Symphony* magazine, website, and other publications inform people around the world about orchestral activity and developments. Founded in 1942 and chartered by Congress in 1962, the League links a national network of thousands of instrumentalists, conductors, managers and administrators, board members, volunteers, and business partners. Visit [americanorchestras.org](http://americanorchestras.org).