

The National Orchestral Association

SERVING THE UNDERSERVED

Throughout the country, musical organizations are seeking new ways to bring live performances to underserved communities. Finding ways to reach out to these local communities is becoming a major goal of musical organizations around the country.

The NOA is proud to be a part of this effort by helping a variety of organizations around the country that bring music to a wide range of underserved audiences, from New York's South Bronx to rural South Carolina to Central Wyoming. Exposure to the arts need not solely be a big city experience, and rural communities around the country are now partnering with various arts organizations to enable underserved local communities to experience high-quality musical performances.

American organizations of all sizes are reaching out to underserved audiences, providing training and entertainment in diverse areas ranging from lower income urban areas to rural communities. The National Orchestral Association is pleased to be supporting these organizations which are making an important difference in the fabric of America's cultural life.

Matthew J. Trachtenberg
President

MUSIC IN PENNSYLVANIA

Musical training of young underserved inner-city students has been one of the goals of The Settlement Music School since its founding in 1908. This organization serves the Greater Philadelphia area, and is one of the oldest and largest community schools of the arts in the U.S. Settlement provides financial aid to more than 60% of its student population, with an aim to "ensure that arts education is accessible to all, from as young as 6 months to age 99." Its branches "serve all eight counties in the Philadelphia region, in addition to more than 13 states across the country, ensuring that excellence in arts education is available to all, regardless of location." For more information about Settlement Music School and its various programs, please visit www.settlementmusic.org.

MUSIC IN SOUTH CAROLINA

Underserved areas of rural South Carolina are enjoying a cultural renaissance due to several organizations that have been focusing on bringing great music to local audiences. One such organization is Joye in Aiken. This non-profit organization is dedicated to making high-quality performing arts available to South Carolina residents, with a particular focus on student engagement. In 2016, Joye was awarded the Elizabeth O'Neill Verner Award (South Carolina's highest honor in the arts) for its educational outreach program. The organization was founded in 2008, and takes its name from Joye Cottage, a Gilded Age mansion that was once the center of the social circle that included America's most prominent families. Today, Joye in Aiken carries that performance legacy forward, but unlike earlier times, the organization is focusing on bringing world-class performances to a much wider and more diverse audience. In the last 17 years, Joye has brought over 700 musicians, actors, and dancers at the top of their disciplines (primarily from New York's Juilliard School) to participate in the week-long performing arts festival held each March. More importantly, through its outreach program, those artists have taught, mentored, and inspired over 50,000 area schoolchildren. For more information, please visit www.joyeinaiken.com.

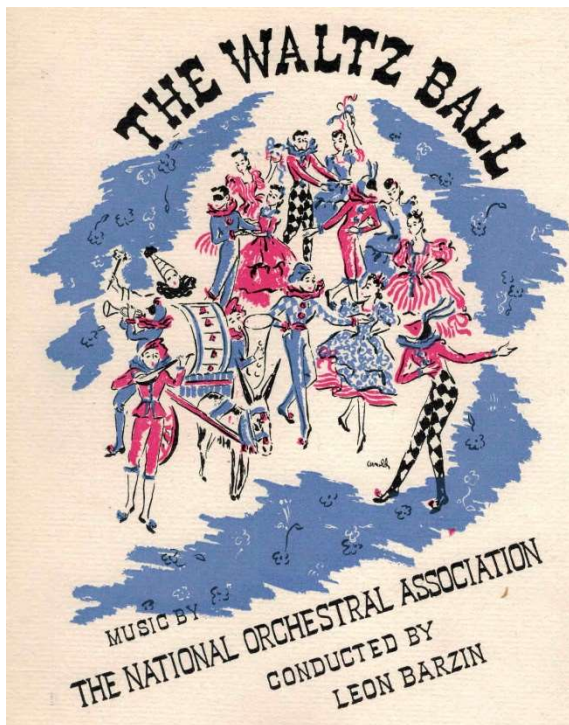
MUSIC IN SOUTH DAKOTA

Founded in 1922, the South Dakota Symphony Orchestra has a rich history of performing concerts in underserved towns throughout South Dakota. Performances are attended annually by over 50,000 people, with live streamed concerts available through a partnership with South Dakota Public Broadcasting. To learn more about this fine organization and its activities, please visit www.sdsymphony.org.

FROM THE NOA ARCHIVE



The NOA was among the first to include women in its orchestra.



**Program cover for an NOA benefit Waltz Ball,
at the Ritz-Carlton Ballroom, April 1940**

MUSIC IN FLORIDA

The underserved communities of Southwestern Florida suffered a blow with the recent ceasing of operations of the Punta Gorda Symphony. However, rising from its ashes, many members of the Punta Gorda Symphony have started an entirely new organization called The Florida Philharmonic. The symphony will perform at the Gulf Theater at Punta Gorda's Military Heritage Museum. The Florida Philharmonic aims to increase audience engagement and community outreach, attract younger concertgoers, and increase ticket sales. Currently, the musicians are largely volunteering their services. Acting Executive Director Katherine Rodriguez commented that "Once we're at a point where we're economically stable, we'll put the next foot forward and start going back to what would be normal pay for all the musicians' services." The NOA is proud to help this organization, which will undoubtedly become a vital part of the cultural life of

MUSIC IN NEW YORK

We extend congratulations to the Lyric Chamber Music Society of New York, which is celebrating its 27th season. Lyric presents concerts in an intimate setting at the Kosciuszko Foundation, offering "up-close exposure to rising stars as well as Concert Masters and Principal Players from leading orchestras." Lyric is also diligently involved in music education workshops and is committed to broadening its reach in underserved schools with and without music programs. To learn more, please visit www.lyricny.org.

MUSIC IN COLORADO

Founded in 1953, the Symphony of the Rockies (formerly Arapahoe Philharmonic) is among the longest-established, continuously operating musical organizations in Colorado. The orchestra's musicians are volunteers, playing for the love of music, with a core of compensated section principals who provide technical leadership and help ensure the excellence of performance. Its mission is to engage, enrich, and inspire its community through musical performance, education, and outreach. The organization also engages children through its program of annual children's concerts, and outreach to elementary and middle schools. For more information, please visit www.symphonyrockies.org.

MUSIC IN MICHIGAN

The NOA is proud to be a supporter of the Sphinx Organization in Detroit, Michigan. This organization is dedicated to the development of young Black and Latino classical musicians. Founded by American violinist Aaron Dworkin, Sphinx provides music education for minority students in the underserved inner city. The Organization seeks to transform lives through the power of diversity in the arts, including various efforts to develop young minority classical musicians. For more information, please visit www.sphinxmusic.org.

MUSIC IN WASHINGTON STATE

Founded in 1907, The Walla Walla Symphony is the oldest continually-operating symphony orchestra west of the Mississippi, offering symphonic concerts and fully staged ballets, as well as "extensive, free and low-cost offerings for youth and families," seeking to cultivate a growing appreciation for symphonic music. The NOA is pleased to recognize the important role that this organization plays in the underserved local communities. While Seattle has a vibrant cultural scene, smaller cities and towns in Washington State depend upon organizations like the Walla Walla Symphony to bring orchestral music to their communities. For more information, please visit www.wwsymphony.org.

MUSIC IN OHIO

The Springfield Symphony Orchestra was founded in 1943 in the State of Ohio, and since its founding has become an important part of bringing music to underserved communities in the Springfield area. The orchestra presents six full concerts annually, and through its performances reaches thousands of music lovers in and around the Springfield area. The orchestra calls the Clark State Performing Arts Center its artistic home. The Center's 1,490-seat Kuss Auditorium has been hailed as one of the finest concert venues in Ohio. In addition, the orchestra proudly supports numerous educational programs for young people in the Springfield area. We are pleased to salute the important role that the orchestra plays in the cultural life of the Southwest Ohio area. For more information, please visit www.springfieldsym.org.