

Your ORCHESTRA

Your IMPACT

Our GRATITUDE

The Philadelphia Orchestra

Yannick Nézet-Séguin Music Director

Our World

NOW

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The concert hall may be silent, but there is one thing to remember: The music of The Philadelphia Orchestra continues.

What an extraordinary few months it has been. Just as Music Director Yannick Nézet-Séguin and *Your* Philadelphia Orchestra were poised to begin their cycle of the complete Beethoven symphonies, performed alongside world premieres of companion works written by four of the most exciting voices in classical music today, the world as we knew it changed due to the COVID-19 pandemic. Not only were most of us faced with the new reality of sheltering at home, but the Orchestra had to cancel all public concerts and activities.

Amid this challenge, a time of reckoning descended on the world following the deaths of George Floyd, Ahmaud Arbery, Tony McDade, and Breonna Taylor. Citizens of Philadelphia and across the globe came out in force, in peaceful demonstrations and angry protests. The Philadelphia Orchestra released a powerful statement, expressing unequivocally that Black Lives Matter, and reaffirming its responsibility for, and commitment to, creating a diverse, equitable, inclusive institution, but also acknowledging that there is work to do.

Even though it has been a time of crisis, it has also been a time of unity, steadfast dedication, and innovation. Musicians, staff, board, donors, and all those who love The Philadelphia Orchestra have rallied to its side, offering ideas, contributions, and more in order to see the institution through this difficult period.

**We are extremely grateful for you all!**



**With the cancellation of concerts and uncertainty about when the Orchestra can return to live performances, the organization was faced with a daunting task: how to continue to bring the joy and power of music to all, at a time when we need it more than ever.**

Once it was apparent that Yannick and the Orchestra could not perform their March 12 concert of Iman Habibi's *Jeder Baum spricht* and Beethoven's Fifth and Sixth symphonies to a live audience, plans were immediately put in place to livestream the performance. Over 5,000 people tuned in, sharing a very special moment in time. Since then the concert has been viewed by millions around the world.

So were planted the seeds of what grew into the Virtual Philadelphia Orchestra to offer musical refuge and community to fans all over the world. Through three specific endeavors—WATCH, LISTEN, LEARN—the Orchestra's creativity and resolve were galvanized to fulfill its ongoing commitment to bring music, in video and audio forms, as well as interactive education and enrichment,

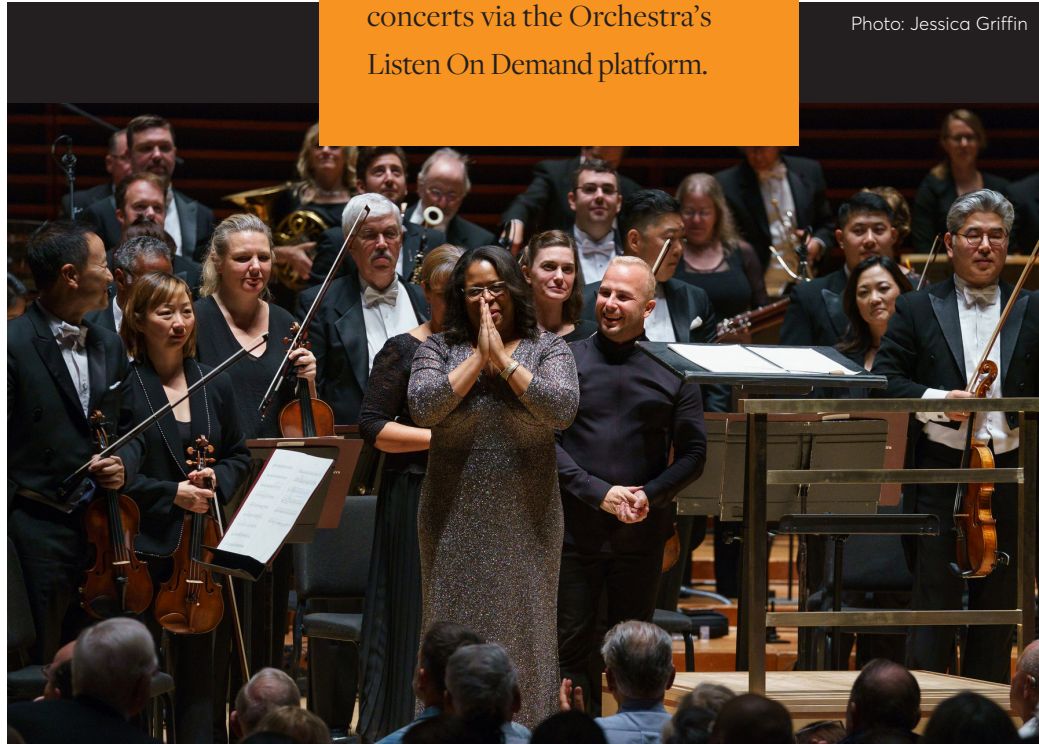
to audiences. The musicians embraced the idea and were instrumental in getting the project off the ground. The content has included programs specially curated by Music Director Yannick Nézet-Séguin (Walter and Leonore Annenberg Chair) that highlight the Orchestra's history and sound, musicians, global partnerships, community initiatives, and more.



# Listen

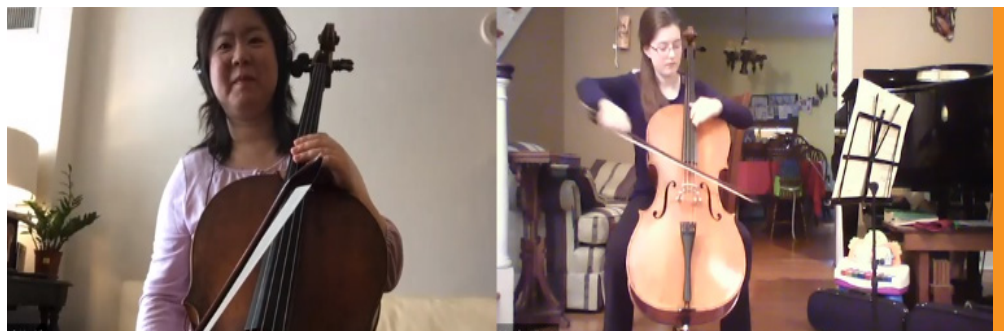
Fans can listen to previously unreleased audio of Philadelphia Orchestra concerts via the Orchestra's Listen On Demand platform.

Photo: Jessica Griffin



# Watch

Audiences are able to watch both past and previously unreleased Philadelphia Orchestra performances, from recent concerts to such historical ones as a 1993 concert from Beijing (marking the 20th anniversary of its historic first trip to China) and the Orchestra's 100th Birthday Gala from the Academy of Music. In addition, Yannick and the musicians have provided solo and small-ensemble performance videos directly from their homes.



# Learn

Participants of all ages have the opportunity to learn from, and engage with, musicians of the Orchestra through virtual learning opportunities, including panel discussions, master classes, and more.

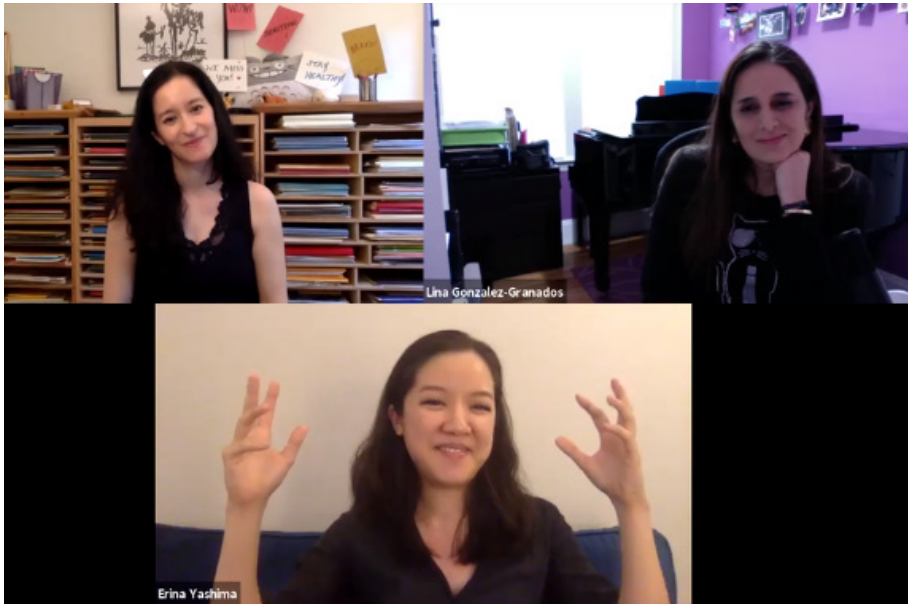
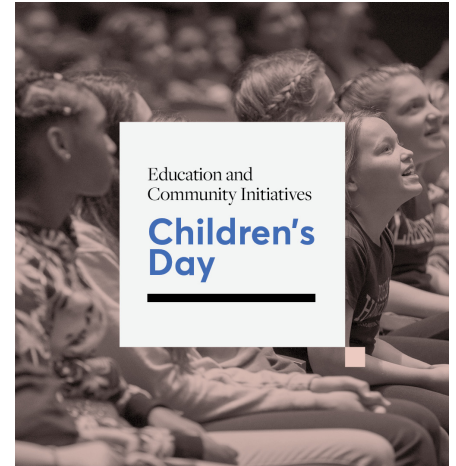


Photo: Jessica Griffin



In particular, programming for the Virtual Philadelphia Orchestra has included a week devoted to the Orchestra's WomenNOW initiative and a Spanish-language week celebrating music and artists from Latin America called *La musica trasciende el lenguaje* (Music Transcends Language). The WomenNOW week included a **panel discussion** with Assistant Conductor Erina Yashima and Conducting Fellow Lina Gonzalez-Granados, hosted by Assistant Principal Cello Yumi Kendall, and a **master class** with Principal Tuba Carol Jantsch (Lyn and George M. Ross Chair); a **performance of chamber music by women composers**, filmed from musicians' homes and including a **pre-concert conversation** with composer Jennifer Higdon; and two audio programs featuring repeat performances of many of the orchestral works by women composers heard in the 2019–20 season.

Principal Clarinet Ricardo Morales (Leslie Miller and Richard Worley Chair) was featured in **orchestral performances** during the Spanish-language week. Other events included

a clarinet **master class** with Socrates Villegas (in Spanish); a **pre-concert conversation** with Morales and horn player Ernesto Tovar Torres, hosted by President & CEO Matías Tarnopolsky and Gonzalez-Granados (also in Spanish); a **concert of chamber works** by Spanish-speaking composers or with Spanish themes, filmed by musicians from their homes; and the final guest conducting appearance of Philadelphia favorite Rafael Frühbeck de Burgos.

The Orchestra also devoted Sunday, June 14, to a day of family programming for **National Children's Day**, including a virtual installment of the Orchestra's Sound All Around series, a Suzuki Violin virtual PlayIN, instrument demonstrations, and interactive craft projects. And, as **a gift to the graduating class of 2020**, the Orchestra shared a recent performance of Edward Elgar's *Pomp and Circumstance* March No. 1. The audio recording was featured prominently in the School District of Philadelphia's virtual graduation ceremony on June 9.

**Our incredible transition to delivering music and other content online required a new-found agility and adaptability, both for musicians and staff. It has been the definition of "team effort."**

**None of this could have been possible without the financial support of numerous donors, who quickly realized the essential need for the Orchestra to keep playing in some fashion. Special thanks go to the William Penn Foundation, which generously funded, in part, the Virtual Philadelphia Orchestra, and Wells Fargo, which supported the LEARN initiatives.**

# Virtual Philadelphia Orchestra and our digital reach

**148,955**

Total visits, accounting for **38%** of all website traffic

**87,250**

Total visitors

**1,576**

Total donation page traffic from web visits

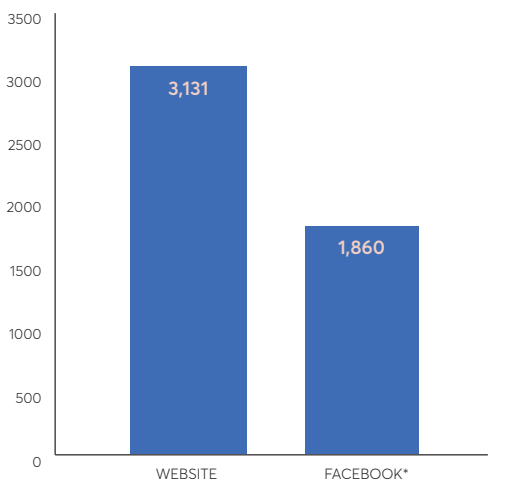
**10%**

of visits were international. Canada and Japan showed the highest number of international viewers.

Web contributions received during Watch performances

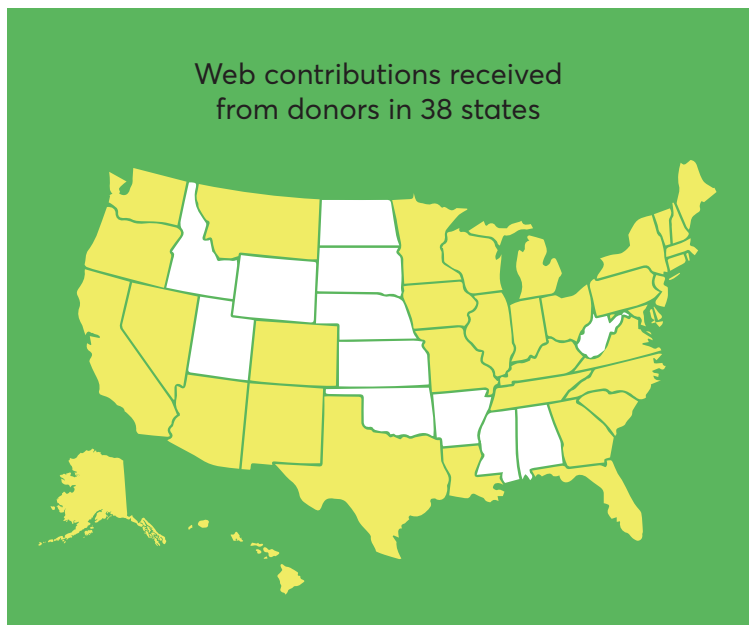
**\$49,689**

Average views per week



\*viewings longer than 1 minute

Web contributions received from donors in 38 states





**The Philadelphia Orchestra had planned to present HearNOW: A Free At-Home Gala on Saturday, June 6. However, we knew we needed more urgently to respond to the recent tragic and painful acts of racism, injustice, and inequality—a culmination of decades of history—through music and dialogue.**

The Gala was postponed and the Orchestra instead livestreamed HearTOGETHER: A Healing Conversation in Music and Words, featuring Yannick Tarnopolsky, composer and trumpeter Wynton Marsalis, composer Valerie Coleman, and Acting Associate Principal Bass Joseph Conyers (Tobey and Mark Dichter Chair). HearTOGETHER was dedicated to the memories of George Floyd, Ahmaud Arbery, Tony McDade, Breonna Taylor, and to the countless Black lives wrongfully and tragically lost before them, and to the value and dignity of all Black lives.

The event featured open and passionate discussion about race in America, a subject of searing relevance and importance to our industry and to our society, as well as a performance by Marsalis and the world premiere of Coleman's ***Seven O'Clock Shout***, her second Philadelphia Orchestra commission.

The piece, dedicated to frontline workers in the COVID-19 pandemic, was written specifically for musicians performing and recording while social distancing. The evening ended with a powerful performance by Yannick and the Orchestra of Samuel Barber's Adagio for Strings with Charlotte Blake Alston reciting excerpts from Dr. Martin Luther King, Jr.'s "I Have a Dream" speech, recorded at the 2020 Martin Luther King, Jr. Tribute Concert. In case you missed it, you can still view [HearTOGETHER](#) on our website.

HearNOW: A Free At-Home Gala took place on June 20. Once again, Yannick and Tarnopolsky were joined by an incredible line-up of guest artists, sharing their thoughts and music. In addition to a repeat of *Seven O'Clock Shout*, the evening featured performances by The Philadelphia Orchestra, individual members of the Orchestra, Wynton Marsalis, Steve

Martin, Nicola Benedetti, Lang Lang, Yo-Yo Ma, and Renée Fleming. The event ended with a world premiere video of the Orchestra, led by Yannick, performing Rachmaninoff's Vocalise, its "Love Letter to Philadelphia."

As we have been reminded time and again over these difficult, and yet ultimately, inspiring times, music has come to the rescue.

The Orchestra raised over \$735,000 during the Gala, including event sponsorship, from almost 700 donors, and approximately 30,000 viewers tuned in via our website and Facebook page from around the world, including from Canada, Australia, Indonesia, Argentina, and across the U.S.

HearNOW was supported by our generous donors. Lead corporate sponsor was Accordant Advisors. Special major support for the Vocalise performance was provided by Tatiana Copeland, a grandniece of Rachmaninoff. Major support was provided by Carole Haas Gravagno, Neal W. Krouse, Robert E. Mortensen, PNC, and Mari and Peter Shaw, with additional support from Robert Heim and Eileen Kennedy.



## MEET NICOLE JORDAN, NEW PRINCIPAL LIBRARIAN

The Philadelphia Orchestra is pleased to announce the appointment of Nicole Jordan as principal librarian beginning in the 2020–21 season. The position will bring her back to Philadelphia, where she was raised and began her career as The Philadelphia Orchestra's library fellow from 2008 to 2011. She will be the first African-American woman to join the Orchestra as a full-time member.

Jordan began her musical studies at a young age, first learning the trumpet before switching to viola while attending the Philadelphia High School for Girls. She earned a bachelor's degree in viola performance from the University of Minnesota-Duluth and a master's degree in music history from Temple University. Following her fellowship with The Philadelphia Orchestra, she was appointed assistant principal librarian of the Atlanta Symphony in October 2011. In 2016 she was promoted to principal librarian, becoming the first

African American to hold that position at a major orchestra. She has also held library positions at the Interlochen Center for the Arts and the Aspen Music Festival and School.

As principal librarian, Jordan will be responsible for researching, preparing, and distributing scores and parts for all performances, auditions, tours, and educational initiatives. She will maintain archival records of performance data and library holdings, coordinate and arrange music licensing for copyright permissions, and consult conductors and artists regarding editions, cuts, edits, transpositions, string reductions, and more. She will also act as an intellectual and musical resource in the artistic planning process, shedding light on everything from new editions, her work with composers, the interesting stories behind the Orchestra's historic music collection, and the music being performed and commissioned. Jordan will also help to create a digital future for the Philadelphia Orchestra library.

## VOTE FOR US!

We've been nominated for *Gramophone's* Orchestra of the Year Award, which celebrates ensembles that have made significant contributions and achievements to classical music within the past year. The Award is decided by public vote so we encourage you to not only vote for us (as often as possible), but also to share this through your social media and social circles. **Vote now!**



Photo: Todd Rosenberg

**GRAMOPHONE**  
2020 ORCHESTRA OF THE YEAR NOMINEE





## DELIVERING MUSIC TO HOSPITALS

Celebrating one of our key values as a convener, The Philadelphia Orchestra joined with Penn Medicine in May to bring the healing power of music to patients, including those being treated for COVID-19. Since then we have expanded the program to include

Abington Hospital, Einstein Medical Center, Moss Rehabilitation, Temple University Hospital, and Northwell Health Hospitals on Long Island, NY (a 19-hospital system).

Orchestra concert footage is now streaming directly into patient rooms on a dedicated Philadelphia Orchestra television channel or on tablets.

New content is added each week and is also available to employees on separate portals. We hope that by providing music by The Philadelphia Orchestra, we can do our part to bring some comfort, joy, and inspiration to those in need.

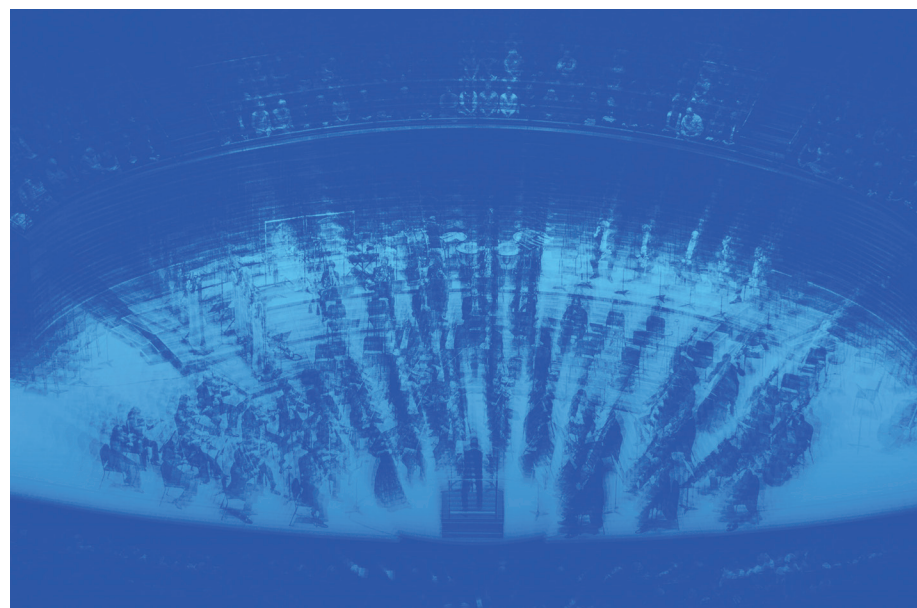


Photo: Jessica Griffin

## OUR PROMISE TO YOU

As we all wonder when it will be safe to return to the concert hall, we wanted to remind you of "Our Promise to You" to prioritize your well-being, communicate authentically, act with empathy, and most of all, keep music alive. We have set **Monday, August 17**, as the date we will announce our fall concert plans. Read more about our [Promise](#).



Photo: Jessica Griffin

# The Philadelphia Orchestra

Yannick Nézet-Séguin Music Director

You have received this Philadelphia Orchestra Impact Report because of your generous philanthropic support. To change your contact preferences please contact us at **215.893.3151** or [development@philorch.org](mailto:development@philorch.org).