



PopsEd Presskit 2017-2018

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POPS&ED In Brief

MISSION:

The New York Pops is dedicated to lifelong learning, and collaborates with public schools, community organizations, children's hospitals, and senior centers throughout the five boroughs of New York City.

PopsEd allows thousands of New Yorkers of all ages and backgrounds to participate in fully customizable music programs that blend traditional education with pure fun.

PopsEd makes music open to all, and uses tools like composition, lyric writing, performance, and mentorship to foster learning and unbridled creativity. In doing so, these programs excite students and give them skills they can apply to all areas of their lives.

PROGRAMS:



KIDS ON STAGE

KIDS ON STAGE is a comprehensive program that provides middle school students access to the professional performance process from the first audition to the final note.

The experience culminates onstage at Carnegie Hall alongside The New York Pops musicians at the annual Birthday Gala. Five exceptional students receive a three-week scholarship to the French Woods Festival for the Performing Arts camp to continue their advanced musical studies.

Following an application and audition process, 20 students are selected to participate in:

- Three sectional/large group rehearsals with PopsEd Teaching Artists at The DiMenna Center for Classical Music in the heart of Manhattan.
- One rehearsal with PopsEd Teaching Artists and New York Pops Music Director Steven Reineke.
- Dress rehearsal and Gala performance alongside The New York Pops at Carnegie Hall.
- Opportunity to be awarded a scholarship to summer music camp.



KIDS IN THE BALCONY

KIDS IN THE BALCONY is a concert-going experience that provides free tickets to 100 students for each New York Pops subscription concert at Carnegie Hall.

For each concert, one hundred *Kids in the Balcony* tickets are allocated to students in New York Pops programs and their families. Teaching Artists conduct pre-concert visits to introduce students to the orchestra, concert theme, and repertoire, and to review concert etiquette. Students also receive a customized booklet, which includes information and activities related to the concert. At The New York Pops annual Birthday Gala, the program expands dramatically as the balcony is filled with more than 830 students from partner schools across the five boroughs.



The New York Pops PopsEd Residency Program

• LESSON-BASED RESIDENCIES

Lesson-based residencies bring professional musicians into the classroom to lead instrumental or choral programs with students in grades K through 12. PopsEd Teaching Artists can also work with a school's existing band, orchestra, or choir through small group sectionals and/or large group rehearsals by focusing on instrumental technique as well as theoretical and stylistic elements of music. In addition, PopsEd can build after-school music programs, such as a guitar, chorus, or musical theatre initiatives.

• CREATIVITY/COMPOSITION-BASED RESIDENCIES

Using contemporary "street percussion" or traditional musical instruments, these residencies provide students with an immediate means to express themselves through the composition and performance of their own original music. A variety of literary and core curriculum concepts – such as rhyming, mathematics, history, and creative writing – are taught and used in conjunction with basic musical and lyrical techniques.

• CONCERT-BASED RESIDENCIES

Concert-based residencies are produced in public schools, community centers, hospitals, and senior centers. Each concert series is built around a musical theme or genre and uses interactive elements to introduce concepts such as rhythm, melody, and instrumentation. Concerts are 45 minutes in length and include opportunities for Q&A with the artists as well as customized information booklets for all students in attendance.



POPS^{ED} AMBASSADORS

The **PopsEd Ambassadors** – chaired by Music Director Steven Reineke and board member Kelli O'Hara – are some of the brightest performers working in the field of popular music today. Brought together to raise public awareness of the incredible programs PopsEd offers to the community, PopsEd Ambassadors work with groups of students to share their experience and expertise as performing artists and serve as spokespersons for the PopsEd brand.

The PopsEd Ambassadors are:

Kelli O'Hara, co-chair
Steven Reineke, co-chair
Lynn Ahrens
Laura Benanti
Ashley Brown

Diana Byer
Jason Daniele
Stephen Flaherty
Santino Fontana
Sutton Foster

Montego Glover
Brian d'Arcy James
Aaron Lazar
Norm Lewis
Marin Mazzie

Rob McClure
Julia Murney
Laura Osnes
Andrew Rannells
John Tartaglia

Each PopsEd residency is developed individually with each school or organization to fit their specific needs and budget.

To bring PopsEd to your school or organization, contact:

Anne M. Swanson, Executive Director
anne.swanson@nypops.org
212-765-7677

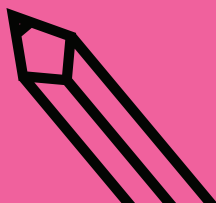
PopsEd programs are made possible by donations from private foundations, government grants, and individual donations.

To support PopsEd programs, contact:

Carolyn Bolt, Director of Development
carolyn.bolt@nypops.org
212-765-7677



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KIDS ON STAGE

KIDS ON STAGE is a comprehensive program that provides middle school students access to the professional performance process from the first audition to the final note. The experience culminates onstage at Carnegie Hall alongside New York Pops musicians at the annual Birthday Gala.

Following an application and audition process, 20 students are selected to participate in:

- Three sectional/large group rehearsals with PopsEd Teaching Artists at The DiMenna Center for Classical Music in the heart of Manhattan.
- One rehearsal with PopsEd Teaching Artists and New York Pops Music Director Steven Reineke.
- Dress rehearsal and Gala performance alongside The New York Pops at Carnegie Hall.
- Opportunity to be awarded a scholarship to summer music camp.

2016-2017 PROGRAM STATISTICS:

Applications received: 112
Auditions heard: 97
Boroughs represented: 5
Schools represented: 28
Finalists selected: 20

"During my time with The New York Pops Kids on Stage Program, I learned so much and cannot begin to describe how thankful I am for being chosen!"
-Eve, Clarinet, Grade 8, IS 318



PopsEd Teaching Artists and Music Director Steven Reineke work with students in sectional rehearsals.



FOR MORE INFORMATION

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anne.swanson@nypops.org

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KIDS *in the*
BALCONY

THE LEIR FOUNDATION IS THE LEAD SPONSOR OF THE NEW YORK POPS' KIDS IN THE BALCONY PROGRAM.

Through **KIDS IN THE BALCONY**, the orchestra's flagship PopsEd music education program, 100 NYC students receive free tickets to each New York Pops concert at Carnegie Hall. 2016-2017 marked the 25th anniversary of the program, which continues to build on the dream of New York Pops co-founder Ruth Henderson: to give children opportunities to be inspired by music, and to foster their own lifelong passion for the arts.

For each concert, one hundred *Kids in the Balcony* tickets are allocated to students in New York Pops programs and their families. Teaching Artists conduct pre-concert visits, and students receive a customized booklet, which includes information and activities related to the concert. At our annual Birthday Gala, the program expands dramatically as the balcony is filled with more than 830 students from both partner schools and additional schools/organizations across the five boroughs.

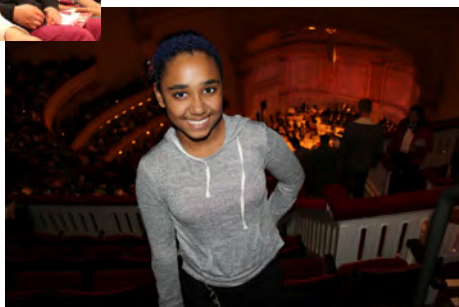


Kids in the Balcony participants attend The New York Pops 33rd Birthday Gala at Carnegie Hall on May 2, 2016.



IN 2016-2017, MORE THAN 4,200 STUDENTS RECEIVED FREE KIDS IN THE BALCONY AND KIDS IN THE STADIUM TICKETS.

SINCE 1991, MORE THAN 40,000 NEW YORK CITY STUDENTS HAVE BECOME KIDS IN THE BALCONY.



"I have seen first-hand how the *Kids in the Balcony* program gives NYC public middle school students their first opportunity to attend a professional concert. It's an inspiring event that lasts a lifetime."

— Rob Rams, Teacher, SI Tech Staten Island



"I've always been a huge fan of instrumental music. Since I was little, I always dreamed of seeing an orchestra. Thanks to you, I finally got to see something off my bucket list! The singers, the music, everything – Carnegie Hall was straight out of a dream. Thank you so much, from the bottom of my heart."

— Lucas Rodriguez, Student, JHS 189 Queens

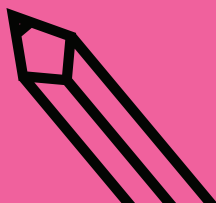
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CONCERT-BASED RESIDENCIES

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"The concerts are very upbeat, inspiring, and presented very professionally. Very rewarding and inspiring for everyone involved."

— Maritza Hernandez, PS 20, Bronx

2016-2017 PROGRAM STATISTICS:

Partner schools and organizations: 5
Education performances: 24
Total attendees: 378



Ages: 5-14, 65+
Grades: K-8, Senior Citizens



"Your visit to our school was truly a special event for our students. They learned a great deal from you not only about music but also about life. Your presence has energized and inspired us."

— Beth Cohen, Music Teacher



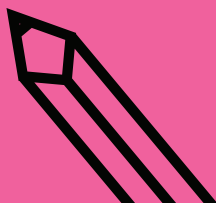
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LESSON-BASED RESIDENCIES

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"The New York Pops program is aligned to the most rigorous demands of Common Core and standards of excellence. Each student has been the recipient of an extraordinary music experience."

– Patricia Cooper, Principal, PS 175, Queens



A PopsEd Teaching Artist works one-on-one with a high school student.

2016-2017 PROGRAM STATISTICS:

Partner schools and organizations: 14

Students served: 1,771

Teaching Artists: 36

Ages: 5-18

Grades: K-12



Students at IS 318 in Brooklyn participate in a small-group sectional rehearsal, led by a PopsEd Teaching Artist.



Students in grades K-1 perform an end-of-year choir concert at PS175 in Queens.

"I really enjoyed learning songs! I had so much fun! Mr. Kevin was an excellent teacher."

– Isabella, Grade 2, PS 303, Queens

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Kelli O’Hara
Co-Chair



Steven Reineke
Co-Chair



Stephen Flaherty
and Lynn Ahrens



Laura Benanti



Ashley Brown



Diana Byer



Jason Danieleley



Santino Fontana



Sutton Foster



Montego Glover



Brian d’Arcy James



Aaron Lazar



Norm Lewis



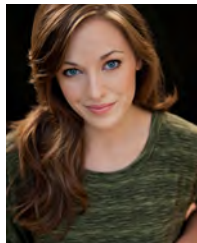
Marin Mazzie



Rob McClure



Julia Murney



Laura Osnes



Andrew Rannells



John Tartaglia



Tony Yazbeck



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There are more than 20 PopsEd residencies in schools and organizations throughout the five boroughs of New York City.



PopsEd programs are made possible through the support of the following organizations:



Aviation Development Council
 Bay and Paul Foundations
 D'Addario Foundation
 Ella Fitzgerald Charitable Foundation
 Exploring the Arts Foundation
 Carp Ferrari, in memory of Sandy Hook Elementary,
 Newtown, CT
 The Heckscher Foundation for Children
 The Leir Charitable Foundations
 Music For Youth, an Initiative of UJA-Federation
 of New York

New Yankee Stadium Community Benefits Fund
 New York City Department of Cultural Affairs, in
 partnership with the City Council
 New York State Council on the Arts, with the support
 of Governor Andrew Cuomo and the New York State
 Legislature
 New York Yankees Foundation



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QUOTES

"[The residency is] great because we get to really concentrate on the hard parts we miss in full band and we learned how to make oboe reeds!" – Olivia (oboe, 7th grade, IS 318)



"It is great to experience how important making music is to these kids' lives. I especially love the 'aha' moment that comes across their faces when they learn a new concept, a fingering, or a way out of a problem particular to their instrument; and the buzz of excitement following a listening assignment."
– Ben Kono, Teaching Artist



"The chorus program is very beneficial to the PS 35 school environment. It gives the students a chance to explore their voices outside of the ways they do during the school day. It gives them exposure to new songs and gives them a chance to sing in harmony with others. The students get positive feedback from teachers, parents, and peers to continue doing something that they enjoy. The concert experience is a wonderful way to bring the community and the program closer together. Parents always love to see their children succeed, and the chorus program at 35 provides that opportunity." – Christian Apuzzo, Music Teacher, PS 35



"The students at PS 18 LOVE the chorus. They look forward to it rain, snow or sunshine. They are here every Thursday waiting for the program to start. We are extremely grateful for this wonderful opportunity. Thanks to the New York Yankees and New York Pops for affording us this program. The students are sponges and this was visible during the holiday performance they did, as they put on a performance to remember. I was so proud of them, I was speechless. We can't wait to see the Spring Performance. Keep up the great work and continue to bring out the talents within our students. They are our future and we need to invest in them!"
– Georgia Reid, Business Manager, PS 18



"I have the pleasure of working with such talented musicians every day. Spencer's visits through New York Pops help me learn valuable skills to become a better player."
– Sarriyah (percussion, Townsend Harris High School)



"I would like to thank you for all your help and the work you've done regarding Kids On Stage. We'd also like to thank The New York Pops for offering Margaret this excellent opportunity. Margaret is honored to participate in this great program. We are all very excited and look forward to meeting you and the other musicians."
– Tony Wu, parent



"I love chorus because we can sing and I don't get to do that anywhere else. You [The New York Pops, Ms. Fine] mean everything for us!"
– Devon (chorus, 5th Grade, PS18)



"Many of the students I teach as a PopsEd Teaching Artist have never had the chance to play a musical instrument, even as they enter into high school. They have not sang in a choir and they have had no music classes of any kind in school... The New York Pops recognizes the deep need for music in children's lives and works tirelessly to initiate programs, activities, concerts, and residencies to make this a reality. Teaching music and guitar in schools through The New York Pops has been some of the most joyful, meaningful and rewarding work I have done. They are making a difference in the world." – Matt Davis, Teaching Artist



"Every week during chorus, I have the pleasure to show children the power of music and encourage them to use their voice in new and dynamic ways. Most of these children would not have this type of musical experience without funding from the Yankees Foundation and the educational leadership of the PopsEd Program. Being a member of chorus gives children the chance to connect with their peers through artistic, creative, and inspiring ways. They learn about other cultures, sing in a variety of languages, and learn how to support one another with their voice and camaraderie. The concert gives children a sense of pride and achievement, while strengthening the community, as parents, school staff, and people from the neighborhood show their support for their children and the arts. I am grateful to be a part of The New York Pops, and thankful to the Yankees Foundation for sponsoring such compelling music programs." – Roaine Fine, Teaching Artist, PS 18 and PS 35



"My most memorable musical experience was when I went to Carnegie Hall [to see Chris Botti]. It was the best experience I've ever had as I was in the balcony looking down. It was a once-in-a-lifetime thing and it was worth staying up till 3am. After I came back from the performance, I just couldn't sleep. It was the best performance ever!"
– Eva Lai, Kids in the Balcony student





2016-2017 POPS ED PROGRAM STATISTICS

THE NEW YORK POPS SERVES **MORE THAN 6,000 STUDENTS** EACH YEAR THROUGH ITS POPS ED PROGRAMS.

KIDS IN THE BALCONY 2016-2017 PROGRAM STATISTICS:

Number of student attendees at Carnegie Hall: 1,400+
Number of students at Forest Hills Stadium: 2,800+
Ages: 6-18

Schools and partner organizations represented: 30+
Students served since 1991: 68,000+

CONCERT-BASED RESIDENCIES 2016-2017 PROGRAM STATISTICS:

Number of schools and organizations: 5
Teaching Artists: 20
Number of performances: 24

Number of student attendees: 378
Ages: 5-14, 65+
Grades: K-8, Senior Citizens

LESSON-BASED IN-SCHOOL MUSIC RESIDENCIES 2016-2017 PROGRAM STATISTICS:

Number of schools and organizations: 14
Number of new schools and organizations: 3
Number of students: 1,771

Ages: 5-18
Grades: K-12
Title I-designated schools (below poverty line): 10

KIDS ON STAGE LIVE PERFORMANCE 2016-2017 PROGRAM STATISTICS:

Number of applicants: 112
Number of boroughs: 5
Number of schools: 28

Number of new schools: 16
Number of Teaching Artists: 12
Number of Carnegie Hall performances: 1



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