

Annual Report

Fiscal Year 2016

July 1, 2015–June 30, 2016



George Marriner Maull, Artistic Director

The Discovery Orchestra teaches the listening skills that help people emotionally connect with classical music. We achieve this through live performances, intimate gatherings and media programs.

Break
Through
Classical
Music



Break Through Classical Music
THE DISCOVERY O!RCHESTRA

50 Mt. Bethel Road • PO Box 4064 • Warren, NJ 07059 • 908-226-7300
www.DiscoveryOrchestra.org • info@DiscoveryOrchestra.org

Season Highlights



Fall in Love with Music, our eight-part series for American Public Television, premiered on March 30, 2016 on New Jersey's own NJTV. For the three months remaining in fiscal year 2016, there were 468 broadcasts nationwide including such major markets as New York, Los Angeles, Philadelphia and San Francisco. The potential audience for those 468 broadcasts? Over 77 million!

We were so pleased to honor **James & Edda Gillen, Judith Wharton and American Public Television** at our *Discover the Brilliance of Beethoven Patrons' Dinner* for their long-time support, educational impact and partnership.

We added a third **Discovery Concert** to our series at Drew University. **Discover Dueling Pianists** absolutely rose to the occasion. We had a full house to witness the virtuosity of pianists **Fei-Fei Dong** and **Solomon Eichner**.



Our fall Discovery Concert took us **Bach to the Future We Go!**, and in the spring, **Discover the Brilliance of Beethoven** featured 40 members of the Orchestra and Maestro Maull exploring Beethoven's exhilarating *Symphony No. 7*. High school student and guest conductor Michael B. outdid himself as he led the Orchestra through the Radetsky March!



Our **Intimate Afternoon & Evening Recital Series** displayed an immense variety—all the way from bringing us to tears at **Discover Aspects of Love** to being up close and personal to an Italian mandolinist! In between we were joyously put in the Holiday Spirit by jazz performers **Brynn Stanley** and **Dan Crisci**, and in March the **Borealis Wind Quintet** delighted us with their vibrant timbres.

As part of our Outreach efforts, Maestro Maull partnered with the **Paterson Music Project**, an El Sistema model program, by providing music listening lectures to this group of aspiring, young musicians. He also visited the **Newark Boys Chorus School**



and shared music listening programs with their students. Thanks to the generosity of a grant by the Ernst Wessel Foundation, Maestro Maull was able to present music listening lectures to residents at **The Chelsea at Warren** and **Warrenbrook Seniors**. Complimentary Discovery Concert tickets were also enjoyed by those seniors as well as the residents of **Mt. Bethel Village**, a residential programs for adults with developmental disabilities.

Sales of our first **three television programs** by Films Media Group (FMG) for streaming to schools and universities nationwide totaled 3,647 for fiscal year 2016. Sales of **Discovery Orchestra Chats** totaled 2,661. We are so pleased that FMG added our **Fall in Love with Music** series to their catalog at the end of the fiscal year.

Who We Are—Transforming Listening, Enhancing Lives

The Discovery Orchestra is a music education organization that teaches the listening skills that help people emotionally connect with classical music.

Because of its ubiquitous presence in our society, music has become sonic background “wallpaper” to the other activities of our lives. Much of the U.S. population primarily experience classical music in this way and miss out on how enjoyable and engaging music can be. The Discovery Orchestra responds by reaching audience members of all ages—from

novices to classical fans—through live, media and online platforms, and actively engages them with this music.

The Discovery Orchestra receives support from businesses, corporations, foundations, individuals and the New Jersey State Council on the Arts. It is a priority to provide free and/or discount tickets to underserved constituents for most of our programs. Connect with us at www.DiscoveryOrchestra.org or 908-226-7300.

Leadership Message

ONWARD!

"If you think you're too small to have an impact, try going to bed with a mosquito."

—Anita Roddick

At The Discovery Orchestra, the idea expressed in this quote keeps us moving forward with our mission to teach listening skills that help people really connect with classical music. We're not the largest music education organization out there, but we're definitely 'punching above our weight class!' Our impact on hundreds of thousands of individuals is reflected in the feedback and stories shared by participants and viewers during FY16.

With the national distribution of our latest public television series, *Fall in Love with Music*, continuing viewership of our previous media productions, as well as our local interactive programs, we've heard from people of all ages that their lives have been profoundly changed by active listening. It is heartening to receive these responses from so many different patrons speaking about what distinguishes The Discovery Orchestra from other organizations:

"I was born in Guyana SA in a rural region, and I heard music by Mozart, Beethoven and others on the radio. I never understood anything, and I was lost in trying to figure out what this music was about. But this show brought clarity, and an understanding of the music, which I really appreciate."

—**Fall in Love with Music Viewer**

"I am currently enjoying your latest DVD, Fall in Love With Music, which is so well done and completely understandable, even to this 87-year-old. Thank you for adding this enjoyment at this time of my life and keep up the good work!" —**DVD Buyer**

"I love seeing the audience becoming ever more engaged as they learn how to get onto the roller-coaster of a piece of music and start enjoying the spine-tingling possibilities when they really listen to the music." —**Discovery Orchestra Musician**

"Stop. Look. Listen. Nowadays, people only do that at railroad crossings—maybe. In a world that bombards us with electronic noise and digital distraction, Maestro Maull has made it his sacred mission to teach people the lost art of 'attentive listening' to classical music. That means silencing iTunes, banishing pesky thoughts, and even putting down your program for a few minutes. Just long enough to absorb a movement of Beethoven or Brahms." —**Discovery Concert Attendee**

We know that our mission and work simply cannot happen without a strong network of supporters, partners and fans. Thank you for playing your part (pun intended!) in bringing active music listening to so many people during FY16.

As you can see, we have already made a significant impact. We are now working to make an even larger one. During FY17 the Orchestra will focus on a campaign to shine a national spotlight on the life-changing enhancements made possible by listening to classical music. So be sure to stop, look and LISTEN!



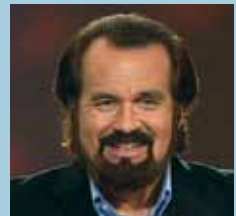
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Virginia Johnston
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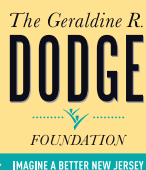


George Marriner Maull

George Marriner Maull
Artistic Director

Discovery Concerts
were sponsored by

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Mr. & Mrs. Michael Kurak
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Intimate Afternoons and Evenings
were sponsored by

Mr. & Mrs. Sterling L. Pierson
Glenmede

Discovery Orchestra Chats were sponsored by the George A. Ohl, Jr. Charitable Trust and our Discovery Circle members, and were produced by Midnight Media Group, Inc.

Programs made possible
in part by funds from
the New Jersey State
Council on the Arts.



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Our National Campaign for Music Listening

Last March, The Discovery Orchestra embarked on a fundraising drive to launch a national campaign in classical music listening. This campaign will use a combination of strategies to achieve two goals: 1) educate the public about the social and personal benefits of actively listening to classical music; and 2) motivate people to choose to listen to classical music on their electronic devices, in their homes and cars and in concert venues. In a dramatic way, this campaign will advance the mission of The Discovery Orchestra to help people understand and make an emotional connection with classical music. It also will elevate the standing of The Discovery Orchestra as a national leader in classical music education, with many salutary benefits to the organization.



Strategies may include stories in local and national media outlets, radio and TV spots, creation and publication of a book about The Discovery Orchestra methodology and partnering with celebrity musicians on Op-Ed pieces and other stories.

We are pleased to share that the Orchestra has engaged The TASC Group, a boutique communications company based in New York City, to partner with us on the public education campaign throughout 2017 and 2018. More to come!

Audience Feedback

"Last night we found your latest show on NJTV with George, the string quartet and Beethoven. It was wonderful—fun, instructive, charming and important."

—Bill Moyers, *Fall in Love with Music* viewer

"The Discovery Orchestra is taking a lead in addressing a major challenge in the US cultural scene—the declining audience for classical music. As a New Jersey resident, I am very proud of Discovery's leadership and vision in tackling this issue in such an entertaining and effective way—via public television."

—Ken Browne, Emmy-Award winning filmmaker

"Just amazing !!!! So much detail on this that it makes me want to go to concerts and feel the music, not just hear it while doing homework, driving or working."

—Jennifer P., *Discover Beethoven's 5th* Viewer via Amazon

"We listened, then we learned, then we understood, then listened again (but now understood more!)"

—Stacy L., Discovery Concert attendee



Financial Statements

We are very proud of our *Fall in Love with Music* eight-part educational public television series. A lot goes into this type of production and, as in FY15, there was significant income and expense related to this endeavor. FY16 expenses covered post production and initial national distribution. We are pleased that these restricted funds were directly related to program services in our efforts to reach exponentially larger audiences through media technology. Overall net assets decreased, and our Line of Credit was partially drawn at year end.



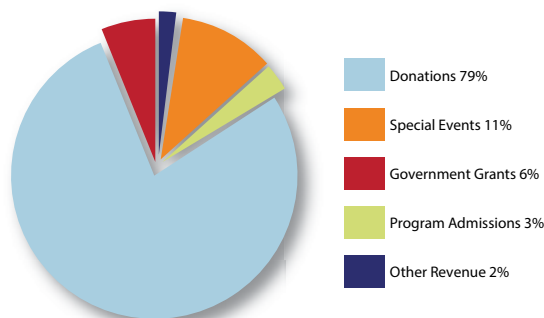
Kelli M. Christensen
Treasurer

Statement of Activities and Changes in Net Assets—Year Ended June 30, 2016

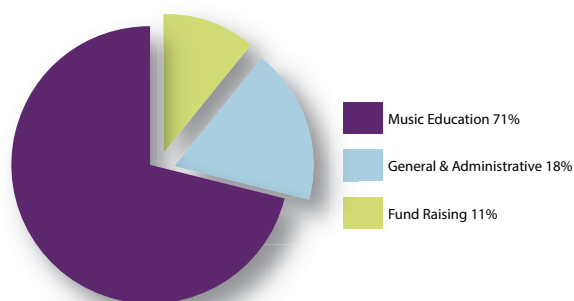
With Comparative Totals for 2015

Revenues & Support			Expenses		
	2016	2015		2016	2015
Donations	\$358,539	\$349,800	Music Education	\$340,540	\$273,481
Special Events	\$47,993	\$66,434	General & Administrative	\$87,737	\$116,767
Government Grants	\$25,460	\$25,460	Fund Raising	\$54,093	\$72,553
Program Admissions	\$15,821	\$16,003	TOTAL	\$482,370	\$462,801
Other Revenue	\$6,865	\$11,500			
TOTAL	\$454,678	\$469,197	Change in Net Assets	(\$27,692)	\$6,396
			Net Assets—Beginning of Year	\$58,569	\$52,173
			Net Assets—End of Year	\$30,877	\$58,569

2016 Revenues & Support



2016 Expenses



Accessibility

The Discovery Orchestra makes every effort to accommodate the needs of individuals with physical and cognitive disabilities for all its programs and activities as well as at its administrative office. Upon request, and with 2 weeks notice, specific accommodations will be made subject to our available resources. Large Print Programs and Listening Guides will be available for our Discovery Concerts and in-home events. Please see a Discovery Orchestra staff member at the concert venue before the performance begins for any other accommodations.

Donors

We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2016:

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 *Discovery Circle members have made a vital commitment to donate at least \$1,000 per year for 3 years.

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**Break
Through
Classical
Music**

Maestro Maul and the Orchestra explore the brilliance of Beethoven's *Symphony No. 7*.



Back to the Future We Go!, our fall Discovery Concert, was enjoyed by all ages!



The Borealis Wind Quintet at our *March Intimate Evening* at the Visual Arts Center of New Jersey.



Tom Davison accepting the Impact Partner Award on behalf of American Public Television with Director of Patron Programs Jeanne Maass and Executive Director Ginny Johnston.



Discovery Award recipients James & Edda Gillen with Executive Director Ginny Johnston.



Break Through Classical Music Award recipient Judith Wharton.