



# Annual Report

Fiscal Year 2012  
25th Anniversary Season  
July 1, 2011–June 30, 2012



Break  
Through  
Classical  
Music !



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

THE DISCOVERY **O!** RCHESTRA

# 25th Anniversary Season Highlights



Discover Vivaldi's *Four Seasons* was recorded on May 19th in front of a sold-out audience at The Concert Hall at Drew University for national public television broadcasts beginning in the spring of 2013.

A unique variety of In-Home events was presented in stunning

New Jersey homes—*Discover Holiday Song, The Passion of Flamenco, The Romance of Franck, and Discover the Blues*—all of which featured musical discovery explorations by Maestro Maull.

A partnership with the CAMP Youth Development Program in Paterson, NJ resulted in Maestro Maull presenting music listening lectures to children ages 12–14.

A first—in October, we live-streamed our *Discover More Brahms* program over the internet.



In May we launched our new “brand”—a fresh look that reflects the passion and energy behind our mission. A new, easy to maintain website now serves as the hub for all our social media initiatives, event information, Maestro Maull’s blog and our Discovery Orchestra Chats.

Forty-eight new, free Discovery Orchestra Chats were produced and posted on the web during this fiscal year. As of June 30th we had produced a total of 78 Chats, each of which are indexed by category for use not only by our patrons but by educators alike.

Our 25th Anniversary Season culminated with a Celebration in Mead Hall on the Drew University Campus attracting friends of the orchestra past and present with over 160 people in attendance. Long-time supporters Janine & Ben Murtha and Phyllis Kessler & Dennis Estis were honored with our 2012 Discovery Awards.

## Who We Are

The Discovery Orchestra (TDO) is dedicated *exclusively* to teaching individuals and larger audiences how to listen to classical music, differentiating TDO from other professional symphony orchestra and institutions who focus on the performance of classical music. TDO continues to transform the listening experience for millions of people—from students and curious classical novices to experienced concertgoers and professional educators—with its highly praised “Discovery” focus and format. Nationally televised Discovery Concerts, DVDs, social media and other new media are supplemented by live programs that are presented in concert halls, private homes, schools and community centers in New Jersey. Teacher guides and other aids make programs such as YouTube



Discovery Orchestra Chats a convenient and distinctive resource for educators to use in classroom and lesson settings.

Founder and Artistic Director George Marriner Maull—often compared to Leonard Bernstein for his passion and audience appeal—uses an innovative and tested music-listening methodology to make Discovery Orchestra programs widely accessible. Regardless of age, geographic location, education or economic status, participants say the Discovery Orchestra experience has transformed their listening and enhanced their lives.

# Leadership Message

Those of you who know us personally know we don't like to sugarcoat things. So let us start off saying that our 2011–2012 season was tough. But we believe that challenging times are often the most rewarding when you are able to realize important goals. The Discovery Orchestra certainly laid out a considerable goal in producing our third show for public television, *Discover Vivaldi's Four Seasons*, during the fiscal year. We also took on the significant goal of revitalizing our public image so that more people can comfortably engage with our mission of connecting to the joys of classical music. Both goals were a stretch—for our human *and* financial resources—but we're pleased to report both goals were realized!

*Discover Vivaldi's Four Seasons* was our most ambitious television program yet, incorporating all four of Vivaldi's famous concertos into a series of two one-hour shows. Such media productions take a long time to come to fruition and reach television audiences. However, based on the success and reach of our first two programs, the "dollars spent" to "people impacted" ratio of this program is one of most cost-efficient ratios we have encountered in the arena of classical music. We know that hundreds of thousands people annually have and will engage with these shows in meaningful ways. We could never impact this many people with only local live performances in concert halls.

As you no doubt have noticed from this report and recent communications, we believe our fresh look and messaging will open up the world of classical music to many more participants. This identity update—including a new logo, tag line, and website—makes it easy for people to have "a-ha!" classical music experiences even if new to the art form.

Now on to the Financial Statements in this report—you will notice a deficit for FY12. The main reason for this is the high concentration of television production costs incurred



in FY12 coupled with not achieving some fundraising goals. The Discovery Orchestra Board and staff have already activated plans to fill in this gap during FY13 and plan to produce future media programs with more efficiency. Going forward, our annual budgets will not fluctuate as much as over the last four seasons, with media program fundraising and expenses more evenly spaced out.

As we look forward to broadcasts of the Vivaldi shows beginning soon, producing more videos on YouTube and our usual array of live programs, we want to take this opportunity to thank you and all our trustees, attendees, contributors and friends for your commitment to our mission. We are so grateful to have partners who help us promote music listening as an important component of a full and vibrant life. As one of our enthusiasts, we encourage you to spread the word to others about our work.

With heartfelt appreciation and best wishes,

Virginia Johnston  
Executive Director

Bennett Murtha  
President, Board of Trustees FY12



# Artistic Director's Message

**"Listening to music is an indispensable element in civil life, though it is often neglected. I am convinced that there is not only an aesthetic value in music: its intrinsic beauty is the source of an intense ethical value."**

As I noted in a blog post on The Discovery Orchestra's website, this wonderful quote comes from Italian conducting legend Claudio Abaddo, a long time favorite and hero of mine. He penned it for the preface to a new book on El Sistema—*The Music That Changes Lives* by Italian author Marina Loffi Randolin. The birth and rise of El Sistema, the groundbreaking Venezuelan classical music educational program for training young performers, is truly 'music to our ears' here at The Discovery Orchestra. El Sistema's growth around the world gives us the assurance that the performance of classical music *will not die*—no matter what the financial fate of the world's professional orchestras—a profoundly comforting thought for me.

We know that El Sistema is also intrinsically concerned with changing the *lives* of the participating young people, most of whom come from families who have fallen off the industrialized world's economic radar screen. The safety zone from drugs and gang-related violence created by the El Sistema núcleos (education centers) provides an atmosphere in which strong personal and ethical values can be nurtured and indeed flourish.

But to revisit Maestro Abaddo's quote: "Listening to music is an indispensable element in civil life." Learning to *play* an instrument and performing classical music in an

orchestra is, without question, an amazing process that utterly transforms the participants. But what about all those individuals who do not play an instrument and never will? Perhaps ninety percent of our society?

It is precisely *those* individuals The Discovery Orchestra seems to reach. It is why—despite the difficult economic climate—that we persist. Learning to *listen* to classical music also changes lives. We take Maestro Abaddo at his word! And we *know* it works. Recently I attended a social gathering during which I was approached by an individual I had not seen in many years. "George, do you remember that I took TDO's course in music listening about twenty years ago? It made me a classical music lover." This person was one of a class of twenty-five students.

We can reach so many more people now via electronic media. "I quite enjoyed screening *Part One of Discovering Vivaldi's Four Seasons* and learning about the music. I found the birdsong segment fascinating." And this from no less an authority than Tom Davison, *Director Business Development*, at American Public Television. We can't wait for our new two-part series to hit the airwaves. This evergreen educational program would have been impossible without your philanthropic support during fiscal year 2012. We thank you! And so do the 'classical music converts'!



George Marriner Maull  
Artistic Director



# Financial Statement

Due to the production costs incurred for the *Four Seasons* television program and the fundraising gap to cover these costs, The Discovery Orchestra was left with a reduction of net assets overall and a deficit for FY12. However, the Board felt this deficit could be managed and eliminated going forward through a combination of conservative budgeting and an additional fundraising campaign. A formal Deficit Reduction Plan has been created and implemented by the Board and staff to address this issue.

Over the past four seasons, the main activity that has created annual budget fluctuations has been the production of our television shows. In fiscal years 2010 & 2012, the majority of income and expenses for *Discover Beethoven's 5th* and *Discover Vivaldi's Four Seasons*, respectively, was incurred. Due to this two-year production cycle, our budgets have significantly grown and shrunk from year to year. Going forward, changes will be implemented so that media production fundraising and costs will be more evenly incurred and expended from year to year.

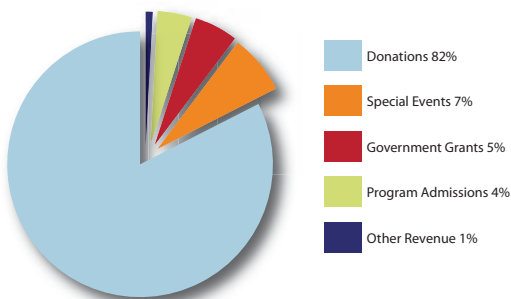
Judith Musicant  
Treasurer

## Statement of Activities and Changes in Net Assets—Year Ended June 30, 2012

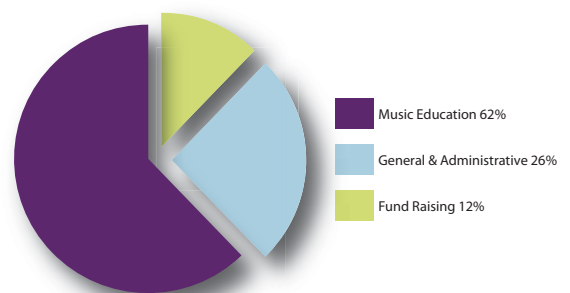
With Comparative Totals for 2011

<b>Revenues &amp; Support</b>	<b>2012</b>	<b>2011</b>	<b>Expenses</b>	<b>2012</b>	<b>2011</b>
Donations	\$385,747	\$278,559	Music Education	\$317,220	\$134,338
Special Events	\$33,103	\$37,195	General & Administrative	\$131,032	\$125,434
Government Grants	\$25,460	\$26,800	Fund Raising	\$63,005	\$57,270
Program Admissions	\$18,841	\$16,784	<b>TOTAL</b>	<b>\$511,257</b>	<b>\$317,042</b>
Other Revenue	\$5,086	\$8,348	Increase (decrease) in Net Assets	\$(43,020)	\$50,644
<b>TOTAL</b>	<b>\$468,237</b>	<b>\$367,686</b>	Net Assets (deficit)—Beginning of Year	\$38,584	\$(12,060)
			Net Assets (deficit)—End of Year	\$(4,436)	\$38,584

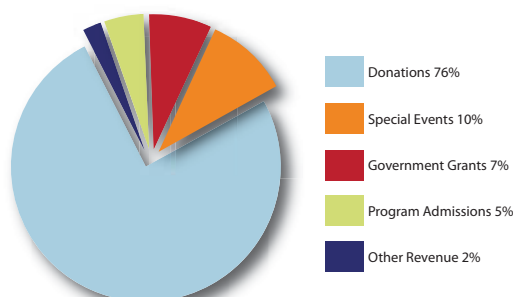
## 2012 Revenues & Support



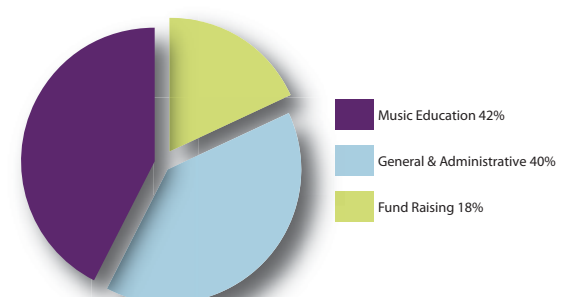
## 2012 Expenses



## 2011 Revenues & Support



## 2011 Expenses



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We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2012:

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**Discovery Orchestra Chats** were sponsored by our Discovery Circle members and produced by Midnight Media Group, Inc.

This program is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a partner agency of the National Endowment for the Arts.

**Audience Feedback**



*Wonderful!! Loved how you tied in life/relationships to music. Ah, listening—a wonderful word that came up in a meeting just today—as a basis of language learning! Keep these videos coming—really, they are fabulous and so informative.*

—Discovery Orchestra Chat Viewer

*Maestro Maull brought new life and meaning to music that I have adored since I was a young child. Now when I listen to the Four Seasons, I hear birds chirping, dogs barking, gunfire and stomping feet! Who knew?!!*

*My “a-ha moment” was that the music actually had a story to tell without words. I was guilty of being one who listened to music as background. Now I see the benefit of truly listening to the piece with my undivided attention!*

—Discover Vivaldi's Four Seasons attendees



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**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, 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.

# THE DISCOVERY ORCHESTRA



*Taping of Discover Vivaldi's Four Seasons*



*The Robert Ross band delights during an Intimate Afternoon in Maplewood*



*FLAMENCO: inside/out captivated our Intimate Evening audience*



*Trustee Judy Musicant and Artistic Director George Marriner Maull with Discovery Award Recipients Janine & Ben Murtha*

## Break Through Classical Music



*Bill Robinson performs at Discover Holiday Song—always a favorite In-Home event!*



*Trustee Mike Kurak and George Marriner Maull with Discovery Award Recipients Phyllis Kessler & Dennis Estis.*