

Annual Report - Our 33rd Season

FISCAL YEAR 2020 • JULY 1, 2019–JUNE 30, 2020

Leadership Message: EMBRACING THE DIGITAL!

The Discovery Orchestra's 2019–2020 season was indeed an ambitious one. The recording of our fifth educational television production, *Discover The Firebird*, and its subsequent nationwide distribution by American Public Television was an exciting accomplishment. In order for a modest nonprofit music educational organization to produce a show featuring an orchestra of 85 musicians before a live audience of more than five hundred attendees, our staff, board, and production partner Midnight Media Group had to be "all in." The passion and support of our more than forty television program sponsors, including individuals, couples, foundations and the New Jersey State Council on the Arts, made this production literally soar!

We're grateful that we can take this opportunity to celebrate *Discover The Firebird*, and know that our music listening mission has impacted many thousands of individuals who have watched the program since its debut on NJTV on April 29, 2020. Considering the devastating consequences of the COVID pandemic, we were certainly fortunate to have the show completely edited and ready for American Public Television in early March.

From the April 29th premiere through June 30, 2020, there were 117 broadcasts in 51 national television markets including 12 of the top 30, covering 24 states and reaching over 39 million households. We learned from actual Nielsen ratings that nearly 12,000 people in New Jersey, New York and Philadelphia tuned in to watch the premiere broadcast. The show later won two 2020 Telly Awards in the Cultural

and Education categories. And we have received wonderful feedback from viewers across the country such as, "Stumbled upon this quite by accident on our Maryland PBS station. What a joy! *Firebird* is my favorite piece of music and your wonderful program just enhanced my appreciation of Stravinsky's genius. Thank you and keep up your great work of feeding our souls!"

In addition to the new television production, we continued to 'embrace the digital' with twice-monthly episodes of our *Inside Music* radio program, produced in partnership with WWFM *The Classical Network*. Prior to the pandemic's onset, we were fortunate to present seven outreach sessions in live settings with our community partners including the Paterson Music Project, Trenton Music Makers and Warrenbrook Seniors. After we relocated our administrative office from Millburn to Summit, New Jersey in mid-February, we presented an *Intimate Afternoon* recital at the Visual Arts Center in Summit featuring a talented young clarinet quartet from the New Jersey Youth Symphony.

By season's end, The Discovery Orchestra, along with the rest of the world, found ourselves fully in the virtual sphere. We're grateful that we can continue to advance our music listening mission with our digital partners and are so thankful to you and all our supporters for journeying with us.

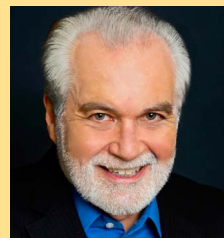
With our best wishes,



Virginia Johnston
Virginia Johnston
Executive Director



Stephen Reynolds
Stephen Reynolds
President, Board of Trustees



George Marriner Maull
George Marriner Maull
Artistic Director

Season Highlights

Discover The Firebird TV Taping

On September 22, 2019 we taped *Discover The Firebird*, our 5th show for public television with a live audience of 550 attendees and an orchestra of 85. Maestro Maull led us through an exciting, interactive exploration of Stravinsky's *Infernal Dance* from the *Firebird Suite*.



Intimate Afternoon – Roll Out the Red Carpet

Over 60 attendees gathered on March 8, 2020 to watch a preview of our new *Discover The Firebird* TV show, as well as be delighted by a performance by the talented young performers in CL4tet. Before the program, we shared a toast to honor our group of Ambassadors, who volunteer their expertise and time to support The Discovery Orchestra.



Outreach

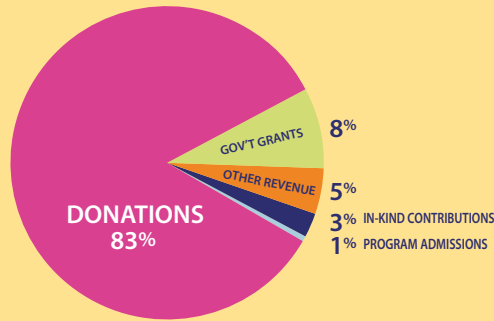
Maestro Maull presented music listening sessions for music students at the Newark Boys Chorus School, the Paterson Music Project, Newark School of the Arts and Trenton Music Makers. We also provided tickets and bus transportation to our *Discover The Firebird* TV taping to Drew University Music Students, the Paterson Music Project and Rhythms for Life Violin Students.



Financial Snapshot

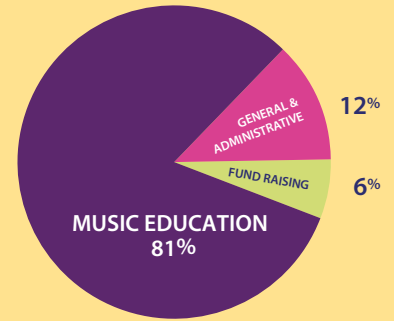
FY20 Revenues & Support

\$360,107



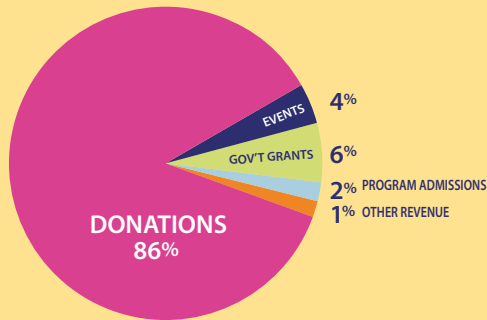
FY20 Expenses

\$520,617**



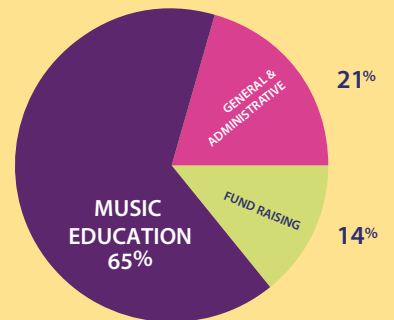
FY19 Revenues & Support

\$456,115*



FY19 Expenses

\$297,192



* The higher revenue during FY19 was primarily related to the *Discover The Firebird* production campaign.

** The increase in expenses during FY20 was primarily related to the *Discover The Firebird* production expenditures.

Audience Feedback

"I was thrilled when I finished listening to your second episode of my favorite piece of music. I always got emotional when I 'heard' the second movement of Beethoven's Seventh [Symphony], but this time I was deeply touched as I could do much more than just 'hearing'; I could finally 'listen' to Beethoven!" — Inside Music radio listener

"Please send my sincere thanks to George for his visit and love shared with our students. It was a very special time of teaching and exploring, and the boys still talk about that day...I look forward to sharing together again soon!"
— Paul Chapin, Head of School, Newark Boys Chorus School (Outreach Partner Organization)

"I wanted to thank you for putting together all of these wonderful videos. With the current situation and thinking long-term, I wanted to help students in my orchestra to grow as active listeners. We initially worked through Firebird and are now onto the New World Symphony. It's been a lot of fun to read the students' responses to the music, as they grow in insight and appreciation. As I told my students, most will not become professional performers, but we can all grow as listeners. Keep the videos coming!" — Chat Video Viewer & Music Educator

PROGRAM SPONSORS



Mr. & Mrs. Sterling L. Pierson
Mr. & Mrs. Alfonso Finocchiaro
Kosloski Family Foundation
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Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

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We gratefully acknowledge the following contributors who generously supported The Discovery Orchestra during fiscal year 2020.

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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.

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