



ORCHESTRA OF SOUTHERN UTAH



Presenter: Annie Linn, osucedarcity@gmail.com
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Orchestra Group 8
Cedar City Population: 28,731

AFRICA

Experiencing life on the African plains through hot strings and cool percussion, local and international audiences traveled through space and time to “Africa” with demonstrations, concerts, workshops, displays, activities, and interactive podcasts reaching over a million listeners throughout the world.

Categories: Audience Development/Community Engagement, Arts and Advocacy Development, Education, Communication/Technology/Website, Membership Involvement, Fundraising for Orchestra of Southern Utah

Goals: Collaboration, creativity and concern for

community: bring “Africa” to Cedar City, Southern Utah, and international audiences through music, art and science. Advance musical knowledge, understanding and appreciation for cultural diversity, while promoting the viability of arts in the economy.

Collaboration: Volunteers Annie Linn and Sara Penny conceived the original idea for an orchestral program derived from African music and culture and wrote a National Endowment grant proposal to fund it. Annie provided reference recordings from Africa for the composers to aid in their research and took documentary photographs. Friends of Music Guild President Sara supervised Guild and community volunteers in all aspects of the programs and many concert performance logistics.

Creativity: “Africa,” a new evocative orchestral piece, was commissioned by OSU and created by composers Steven Sharp Nelson and Marshall McDonald. Local guest artist Janice Brooks-Nichter performed African music, folktales and percussion audience involvement programs for school assemblies to over 3000 students and two full ensemble concerts. She provided African art projects using gourds for over 200 children and assisted with concert design, including use of the symbolic Kente material in the African tradition. Her contacts are www.janicebrooksspeaks.com or janice@janicebrooksspeaks.com.

An “Africa” podcast was recorded and broadcast by volunteers Ken and Sandy Hedgecock, resulting in over one million downloads and comments from around the world. To hear go to <http://khedgecock.podomatic.com/?badge=1> and scroll to final podcast.

Community involvement and participation: Volunteers from Friends of the Music Guild and the community helped design and implement concert and educational programs. The Southern Utah University Music Department provided an African percussion ensemble with a variety of traditional instruments and a choral ensemble trained to sing in Swahili, a major African language. SUU students filmed the concert for the video podcast. The children's concert program provided art projects with university art and science professors and their students, in workshops for children and parents before and after the concert. Preconcert lobby activities included art displays volunteered by local music stores and artists, and a drumming circle directed by volunteer Tyler Braun.

Composers: Steven Sharp Nelson <http://www.stevensharpnelson.com/> or Marshall McDonald <http://www.marshallmcdonaldmusic.com/>

Other Resources: Images added to music at <http://www.youtube.com/watch?v=u6ux3FXzoRQ> Musical Safari booklets prepared by the Guild of the Jacksonville Symphony Association located through the Gold Book online were given to children and teachers at the matinee performances.

Project Timeline: Proposed commissioned work to composers in spring of 2006 with concerts in February 2008.

Volunteers: 15 from Guild, 34 from community

Budget:

Income \$21,193
NEA Grant \$10,000
Matching Funds from
Local Foundations
Cedar City Corporation
Ticket Sales

Expenses \$20,063
Composers
Gas, food, lodging
Conductor & musicians
Marketing & administration
Heritage Center rental
Art and science supplies
Kente material
Printing costs
SUTV filming concert

In-Kind Donations \$10,440
Art displays
Use of African percussion
Gourds & other art supplies
Radio and newspaper promotion
Meals for guest artists
Photography
7 Assembly Presentations
Sound engineer and podcast

Suggested Changes: We need to continue to try to reach an even bigger audience and we need to find more funding because this was a big project for a volunteer effort and more paid staff support would be helpful.

