

# Auburn Symphony Orchestra

**CREATIVELY CONNECTED**

## Auburn Symphony Orchestra 2020-21 Annual Report

### Press Coverage

Date	Publication	Notes
7/2/20	Auburn Reporter	Celebrate the 4th of July with Auburn Symphony
7/8/20	The Hub	Auburn Symphony moves online with playlists, archival concerts, music education content
8/13/20	Auburn Reporter	Auburn Symphony moves online for rest of 2020
9/13/20	Auburn Examiner	Auburn Symphony begins Digital Series with Stunning Performance
10/21/20	Auburn Examiner	Auburn Symphony: The Planets Streaming for a Limited Time
10/28/20	Auburn Examiner	Percussion Takes Center Stage in Auburn Symphony Orchestra's Latest Performance
11/9/20	Auburn Examiner	Enjoy a Variety of Performances from Auburn Symphony Orchestra in November
11/11/20	Auburn Examiner	Auburn Symphony Orchestra Unites with over 30 Orchestras to Co-Commission and Share Repertoire by Black and Latinx Composers
11/10/20	Billboard	ASCAP, Wise Music Trust Sign on to Classical Music Diversity Initiative "Amplifying Voices"
11/23/20	Auburn Examiner	Go Home for the Holidays with Auburn Symphony Orchestra
12/4/20	South Sound Magazine	Feel Good Friday: Music, Holiday Outfits, and Christmas Traditions

12/22/20	Auburn Reporter	Auburn Symphony Present 'Home for the Holidays" through January 3
1/20/21	Auburn Examiner	Auburn Symphony Invites to Let Music Be Your Vacation
1/25/21	Auburn Reporter	Art Inspires Art: Antonio Vivaldi's Four Seasons Art Project for Kids
1/29/21	Auburn Reporter	Auburn Symphony Presents Free Videos for Kids
1/29/21	Auburn Reporter	Auburn Symphony Presents Winter Schedule
2/6/21	Seattle PI	Auburn Symphony Orchestra and Interurban Center for the Arts
2/22/21	Auburn Reporter	Auburn Homegrown: Meet Bill Cowart, a business leader with local roots
3/31/21	South Sound Talk	Auburn Symphony Orchestra Presents The Four Seasons Featuring Emilie Choi
4/19/21	South Sound Talk	Auburn Symphony: On the Nature of Daylight
4/21/21	Auburn Examiner	Auburn Symphony On the Nature of Daylight
5/5/21	Auburn Examiner	Auburn Symphony Celebrates Music from Mexico
5/19/21	Auburn Examiner	Auburn Symphony Finishes Season with Out of this World Performance
5/20/21	South Sound Talk	3 To See: Mozart, Asian American and Pacific Islander Heritage and Flea Market

### Print Advertising

Date	Publication	Notes
Monthly	Lake Tapps Living	Digital content promotion
Per concert/quarterly	Auburn Magazine	Digital content promotion
Year-round	Window of Office on Main Street	Digital content promotion with seasonal display
Per program	Press releases to various regional	Sent via email

	outlets	
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### Digital Advertising

Date	Publication	Notes
9/23/20	Facebook Paid Advertising	Reach 2,672
10/8/20	Facebook Paid Advertising	Reach 2,879
10/15/20	Facebook Paid Advertising	Reach 11,492
11/9/20	Facebook Paid Advertising	Reach 2,198
11/23/20	Facebook Paid Advertising	Reach 2,133
12/7/20	Facebook Paid Advertising	Reach 1,671
1/18/21	Facebook Paid Advertising	Reach 1,987
2/18/21	Facebook Paid Advertising	Reach 892
3/18/21	Facebook Paid Advertising	Reach 2,657
4/4-9/21	Facebook Paid Advertising	Reach 3,068
4/15-22/21	Facebook Paid Advertising	Reach 1,431
5/24-28/21	Facebook Paid Advertising	Reach 1,537

### Print Collateral

Date	Description	Notes
April 2020	2020-21 Season Brochures	Sent to internal list of 2,300
December	Annual fund letter	Sent to 400 patrons
August, November, January, March	Newsletters	Sent to list of 2,500

### Electronic Promotions

Date	Description	Notes
Per Program	Live Music Project, Seattle Times, Explore Auburn, The Stranger, SoCoCulture	Online calendar Emails to their constituents

Per Program	Facebook	960 followers
Per Program	Twitter	217 followers
Per Program	Instagram	625 followers
Per Program	YouTube	182 subscribers, 9,094 views, 1,000 hours of watch time
Per Program	SoundCloud	2,155 plays
Per Program	MailChimp	Emails to list of 2,490

### 2020-21 Digital Programs

Title	Date	Musicians	YouTube Views to Date
<b>Digital Programs</b>			
Overture to Ruslan and Ludmilla by Mikhail Glinka	4/9/20	45	253
Creatively Connected Solo Series: Christina Siemens, piano	9/15/20	1	80
Creatively Connected Solo Series: Shannon Spicciati, oboe	10/1/20	1	144
Creatively Connected Solo Series: Emilie Choi, violin	10/2/20	1	134
Creatively Connected Concert Series: Around the World String Quartet	10/8/20	4	420
Creatively Connected Concert Series: Uncommon Voices	10/15/20	5	289
The Planets by Gustav Holst with Visual Accompaniment by Adrian Wyrd	10/22/20	45	248
Creatively Connected Concert Series: Percussionists in Recital	10/29/20	3	197
Creatively Connected Solo Series: Sarah Viens, trumpet	11/5/20	1	100
Pictures at an Exhibition by	11/12/20	45	126

Adam Schoenberg			
Creatively Connected Concert Series: String Quartet Music of Emilie Mayer and Ludwig van Beethoven	11/19/20	4	262
Home for the Holidays	12/3/20	13	1,005
Cello Concerto by Eduard Lalo	1/21/21	45	166
Brahms' Piano Quintet	2/18/21	5	182
Nonets of Bohuslav Jan Martinů and Louise Farrenc	3/18/21	10	259
Antonio Vivaldi's The Four Season	4/8/21	18	528
On the Nature of Daylight	4/22/21	17	292
Viva Mexico!	5/6/21	31	209
Season Finale	5/27/21	38	57
<b>Education &amp; Community Engagement Videos</b>			
Art Inspires Art: Vivaldi's Autumn	11/17/20	2	150
Art Inspires Art: Vivaldi's Winter	1/18/21	2	50
Art Inspires Art: Vivaldi's Spring	3/25/21	2	27
Art Inspires Art: Vivaldi's Summer	6/7/21	2	51

# 25 years Auburn Symphony Orchestra

Wesley Schulz, Music Director

## A Triumphant Return

Anton Nel, piano

Sunday, October 3, 2:30 PM

Federal Way Performing Arts and Event Center



Return Service Requested



Auburn Symphony Association  
PO Box 2186, Auburn, WA 98071  
info@auburnsymphony.org



Reignite the spark  
2021-2022

**A Triumphant Return**  
Sunday, October 3, 2:30 PM  
Anton Nel, Piano

**Holiday Spectacular**  
Monday, December 13, 7:30 PM

**Tchaikovsky's Pathétique**  
Sunday, January 30, 2:30 PM  
Bella Hristova, Violin

**Hollywood Takes Flight**  
Saturday, March 5, 7:30 PM

**Copland's Appalachian Spring**  
Sunday, April 3, 2:30 PM

The Guild Dance Company  
Oxana Ejokina and Cristina Valdes, pianos  
**Finale Fantastique**  
Sunday, May 15, 2:30 PM  
John Carrington, Harp





# A Triumphant Return

Sunday, October 3, 2:30 PM

Anton Nel, piano

Federal Way Performing Arts Center



Tickets and more information at  
[auburnsymphony.org](http://auburnsymphony.org)

## Quick Take



Piano soloist



Celebratory



BIPOC composer

## Summary

Welcome back to the concert hall! In this energetic, spectacular season opener we're bringing back Anton Nel to perform Wolfgang Amadeus Mozart's *Piano Concerto No. 21*. You won't want to miss our first live concert in 595 days!

## Program

*Symphony No. 2 in D major* by Joseph Bologne Chevalier de Saint-Georges

*Piano Concerto No. 21 in C Major* by Wolfgang Amadeus Mozart

*Symphony No. 1 in C minor* by Felix Mendelssohn

## Soloist: Anton Nel, piano

This concerto by Mozart is an excellent example of [Nel's] ability to make the piano both sing and dance.

## Auburn Symphony has been out and about in the Auburn community.

We're so pleased to be able to see people in person. These connections nourish us. We are grateful for the warm reception we've received this summer.

In July and August, two quintets of ASO musicians performed for children at **Auburn Valley YMCA's day camp**. Kids, counselors, and musicians all loved the experience! Sol Im, Lynn Bartlett-Johnson, violins; Sue Jane Bryant, viola; Olga Ruvinov, cello; and Jennifer Nelson, clarinet performed a program honoring Rebecca Clarke (1886-1979) a British born violist and composer who also lived and composed in the United States. While listening to the music, some children created drawings and paintings inspired by the experience of seeing musicians perform in person for them. This performance was funded by ASO's microgrant program which empowered musicians to create connections with community members.

ASO staff and board members were a part of the vendor village at **Auburn Valley Humane Society's Barkfest**. The demonstrations were impressive and we had fun playing mutt-sicle chairs. The best part was meeting people and their dogs. One lucky woman won two tickets for *A Triumphant Return* in October!

The end of August provided perfect weather for a sold out concert at beautiful **Soos Creek Botanical Garden and Heritage Center**. It was heart warming to be able to play for a full audience for the first time since March 2020. Emilie Choi, Ingrid Fredrickson, violins; Betty Agent, viola; and Brian Wharton, cello delighted the crowd with a variety of short pieces both familiar and new.

## Looking out for your health and safety

As we look forward to reuniting with you in the concert hall, we are committed to creating a safe and healthy environment to enjoy live performances again.

**To that end, we are joining with most other arts organizations in the region to require proof of vaccination OR a negative COVID-19 test for entry, as well as masks at all times except when actively eating or drinking.** In addition to these safety protocols, Federal Way Performing Arts and Event Center follows strict cleaning regimens, provides hand sanitizing stations throughout the facility, and is equipped with upgraded MERV 13 air filters. For more details visit [auburnsymphony.org](http://auburnsymphony.org).

