

PORTFOLIO



Philadelphia Orchestra

SPRING 2025

PREPARED BY
Anna Painter

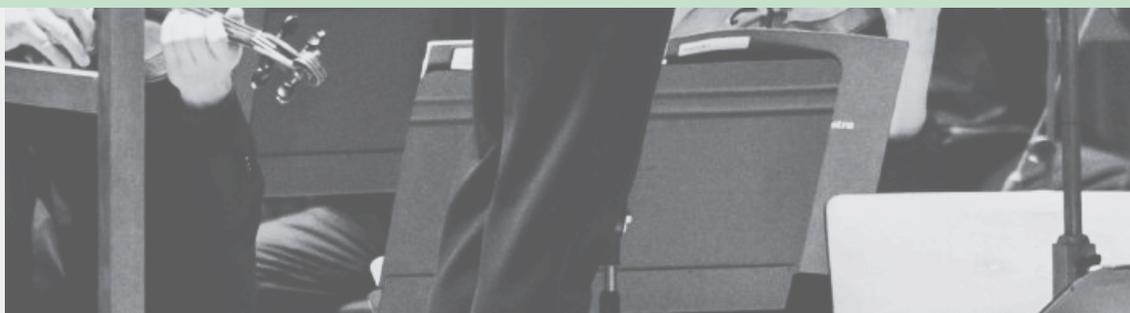


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Reflection

At the start of the semester, I didn't fully grasp just how precise, intentional, and strategic public relations writing needs to be. Over the course of this semester, I've come to understand that in PR, every single word carries weight. Whether in a pitch, media alert, or press release, that realization completely changed how I approach writing.

One of the clearest examples of this shift is my press release for the Harmony in Reach initiative. In an early draft, I was focused on making it sound polished and informative. But through revision and feedback, I learned to ask sharper questions. Is this sentence necessary? Does this word contribute something specific? Is the tone aligned with the mission of the organization?

Before this class, I often thought of myself as a "decent" writer. Now, I understand that strength in writing isn't about sounding eloquent. It's about being purposeful. PR writing taught me how to cut through fluff and lead with meaning. It also taught me how to write for a goal, whether that's getting a journalist's attention or showing how a brand lives out its mission.

My writing process used to be fairly intuitive. I'd draft quickly and edit as I went. But in this class, I learned the value of outlining and drafting separately, especially when writing pieces like the media pitch or press releases. I now take more time to identify key messages, organize them clearly, and revise for tone and clarity. One challenge I still face is editing down my ideas. I sometimes say too much when a short phrase would be stronger. That's something I'll continue working on. Of everything in my portfolio, the blog post was the most challenging to write, but it became one of my favorite pieces. It required a mix of voice, timing, and research, and I had to make it personal without making it wordy. That balance is something I'll carry forward in future writing, especially in professional emails, digital marketing, and storytelling across platforms.

My goal moving forward is to keep developing my editorial instinct. I want to know when something reads well versus when it truly communicates. This semester reminded me how much I enjoy writing when it's clear that words can move people, shape reputation, and tell stories that matter.

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Key Messages



KEY MESSAGES

DEFINING THE ORGANIZATION: A LEGACY OF MUSICAL EXCELLENCE

The Philadelphia Orchestra stands as one of the world's most celebrated orchestras, known for its rich history and commitment to innovation. Founded in 1900, it has built an international reputation for exceptional artistry, groundbreaking recordings, and a deep connection to Philadelphia's cultural identity.

- With performances that honor its history while embracing the future, the Orchestra captivates global audiences.
- Its strong roots in Philadelphia make it uniquely poised to connect tradition with innovation.
- By championing inclusion and evolving its programming, the Orchestra remains a vital force in shaping the future of classical music.

EXPANDING ACCESS TO CLASSICAL MUSIC

The Orchestra is committed to making classical music accessible to all, eliminating financial, geographic, and cultural barriers.

- Neighborhood concerts, education programs, and therapy initiatives bring live music to diverse communities across the region.
- A strong digital presence enables global audiences to experience the Orchestra's artistry anytime, anywhere.

ENRICHING PHILADELPHIA'S CULTURAL IDENTITY

As a cornerstone of the city's vibrant arts scene, the Philadelphia Orchestra plays a key role in positioning Philadelphia as a global hub for music and culture.

- The Orchestra draws visitors from around the world and contributes significantly to local tourism and economic growth.
- Through partnerships with artists, institutions, and schools, it strengthens the city's creative economy and cultural pride.

INNOVATING FOR THE FUTURE

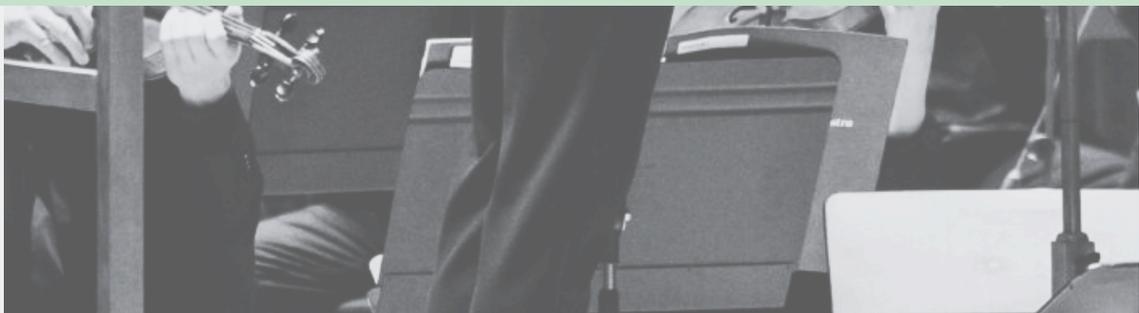
The Philadelphia Orchestra is a leader in redefining the classical music experience through innovation, creativity, and forward-thinking programming.

- By integrating emerging technologies, multimedia storytelling, and cross-genre collaborations, the Orchestra continually adapts to meet the expectations of contemporary audiences.
- Its performances often incorporate visual art, digital media, and unconventional formats to create immersive experiences that go beyond traditional concert settings.
- Whether through live-streamed events, interactive digital platforms, or partnerships with artists from other disciplines, the Orchestra breaks new ground while honoring its artistic legacy.
- This dynamic blend of tradition and innovation ensures its continued relevance in an ever-evolving cultural landscape.

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Media Alert





MEDIA ALERT

FOR IMMEDIATE RELEASE

CONTACT
 Anna Painter
 (925) 900-3388
 acpainter30@gmail.com

Orchestra Under The Stars

PHILADELPHIA - Step into a world where music meets the cosmos! The Philadelphia Orchestra presents "Orchestra Under the Stars," an awe-inspiring open-air concert that merges classical music with a stunning celestial experience. Featuring live orchestral performances synchronized with breathtaking visual projections of the night sky, this event promises a multi-sensory journey like no other.

- WHO:** The Philadelphia Orchestra, conducted by Yannick Nézet-Séguin, with a special collaboration with The Franklin Institute's Fels Planetarium and NASA visual artists.
- WHAT:** A unique outdoor Orchestra featuring iconic compositions such as Holst's *The Planets*, Beethoven's *Moonlight Sonata*, and John Williams' *Star Wars Suite*. Real-time projections of the cosmos will accompany the music, offering a visually and musically immersive experience.
- WHERE:** The Mann Center, Philadelphia (outdoor venue)
- WHEN:** 6:30 p.m. to 8:00 p.m. every Friday and Saturday night through the month of April.
- WHY:** "Orchestra Under the Stars" will introduce audiences to an electrifying fusion of music, technology, and astronomy—uniting art and science in a way never seen before in Philadelphia.

Members of the press are invited to cover *Orchestra Under the Stars* with access to exclusive interviews with Music Director Yannick Nézet-Séguin, musicians, and collaborating visual artists. Photo and video opportunities will be available throughout the event, along with behind-the-scenes access to the production and celestial projections. Press kits will be provided on-site.

For more information contact Anna Painter, Community Relations Liaison, Philadelphia Orchestra.

Founded in 1900, The Philadelphia Orchestra is a world-renowned symphonic ensemble celebrated for its innovation and artistry. With a commitment to creative programming and community engagement, it continues to inspire audiences through imaginative performances and cross-disciplinary collaborations.

###

PHILADELPHIA ORCHESTRA**TARGETED
JOURNALIST**

We are targeting influential journalists who cover the intersection of music, culture, and science with depth and authority. David Patrick Stearns, Nadia Drake, and Alex Ross are respected voices in classical music, the arts, and space journalism. Their platforms, from the Philadelphia Inquirer to National Geographic and The New Yorker, reach audiences who value intellectually rich, immersive experiences. By engaging these writers, we aim to position Orchestra Under the Stars as a groundbreaking cultural event that blends artistic excellence with scientific wonder.

**01 DAVID PATRICK STEARNS**

Classical Music & Arts Writer, Philadelphia Inquirer

02 NADIA DRAKE

Science & Space Journalist, National Geographic

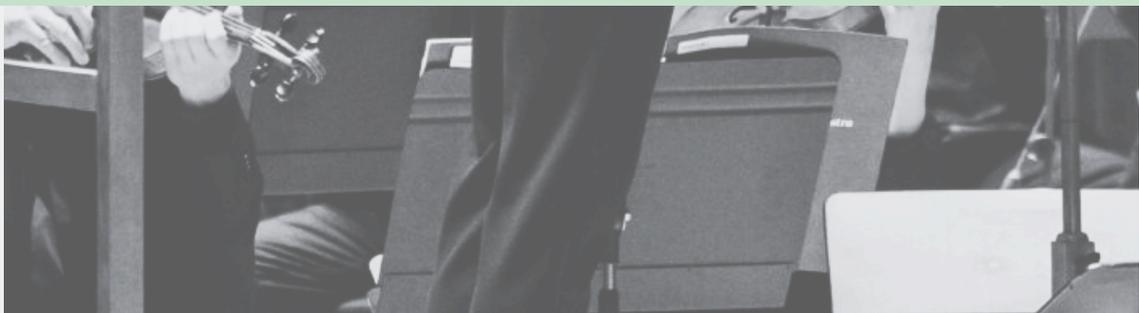
03 ALEX ROSS

Music Critic, The New Yorker

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Press Release



PRESS RELEASE

FOR IMMEDIATE RELEASE



www.philorch.ensembleartsphilly.org

CONTACT

Anna Painter
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(925)-900-3388
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Philadelphia Orchestra Expands Music Education Through Digital Access

Bringing Classical Music to New Audiences through Virtual Classes

PHILADELPHIA - The Philadelphia Orchestra is transforming music education with the launch of *Harmony in Reach*, a powerful new digital initiative that delivers free symphonic performances and educational resources to students and educators around the region.

This program uses cutting-edge technology to extend the Orchestra's reach beyond the concert hall, offering interactive masterclasses, virtual workshops, behind-the-scenes content, and live-streamed performances. *Harmony in Reach* removes long standing geographic and financial barriers that have prevented access to classical music in underserved communities.

"Harmony in Reach represents our belief that music belongs to everyone," said Yannick Nézet-Séguin, Music Director of The Philadelphia Orchestra. "We're not just sharing music but we're building meaningful educational experiences that open doors for the next generation of musicians and music lovers."

Educators will have access to curated learning materials, exclusive interviews with musicians, and guided listening sessions designed to deepen students' understanding and appreciation of orchestral music.

"This initiative gives us the ability to meet students where they are. Whether in a classroom, a library, or at home," said Catherine Keller, Director of Education at The Philadelphia Orchestra. "We're delivering world-class music education directly into learning spaces, empowering teachers and inspiring young people to explore the world of classical music in new and dynamic ways."

The Philadelphia Orchestra sees *Harmony in Reach* as a national model for cultural accessibility, using digital innovation to ensure that classical music is inclusive, inspiring, and within reach for all.

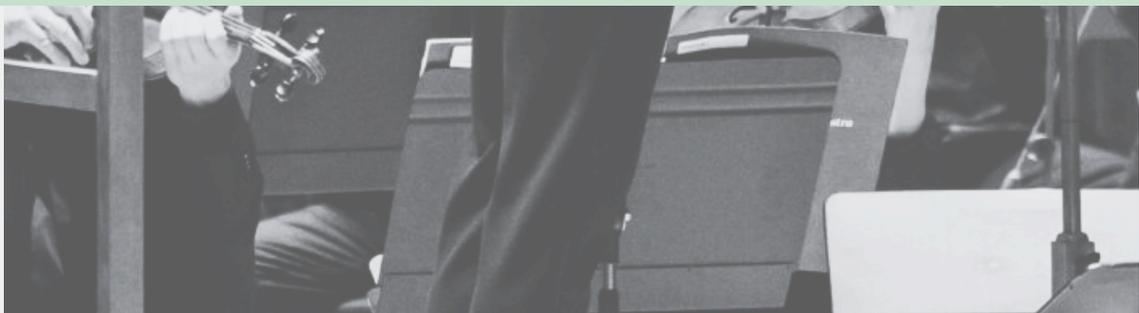
PHILADELPHIA ORCHESTRA is one of the world's most celebrated symphonic ensembles, known for its artistry, innovation, and commitment to community engagement. Based at the Kimmel Center for the Performing Arts, the Orchestra continues to redefine the future of classical music through cutting-edge technology, educational initiatives, and cross-disciplinary collaborations.

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Media Pitch



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Email/Social Media Pitch

David Patrick Stearns is the ideal journalist to reach out to because of his deep expertise in classical music and long-standing coverage of Philadelphia's cultural institutions. As a respected writer for The Philadelphia Inquirer, he has consistently spotlighted innovative performances and education initiatives, making him uniquely positioned to recognize and elevate the impact of Harmony in Reach within the region's arts landscape.

New message _ ↗ ✕

To David Patrick Stearns Cc Bcc

Subject Expanding Access to Classical Music in Philadelphia – Story Opportunity

Hi David,

I'm reaching out to share a story I believe aligns well with your coverage of Philadelphia's arts scene. The Philadelphia Orchestra recently launched Harmony in Reach, a new digital initiative that brings world-class classical music and education directly to students and communities through free virtual access.

Highlights of the program include:

- Free live-streamed performances from The Philadelphia Orchestra, available to schools and community centers.
- Virtual masterclasses and interactive workshops led by Orchestra musicians.
- A focus on removing financial and geographic barriers to music education.

This effort is expanding access to orchestral music for thousands of students across the region and marks a significant shift in how the Orchestra engages with the broader community.

I'd be happy to connect you with the Orchestra's Director of Education, Catherine Keller, for an interview about the program's early reach and long-term goals.

The press release is attached, but feel free to reach out with any questions. I'd be glad to coordinate next steps if you're interested.

Warmly,
Anna Painter

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☰

Send

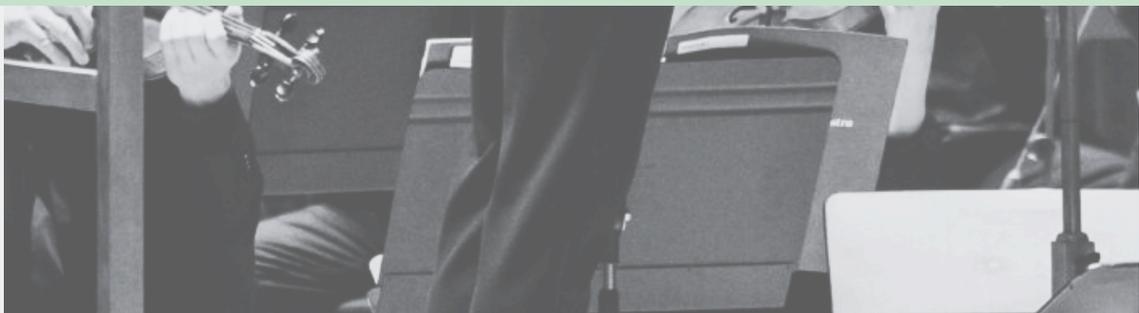
Hi @DavidP_Stearns!

I wanted to flag a great local story for you: The Philadelphia Orchestra just launched Harmony in Reach, a virtual music education program bringing classical music to Philly classrooms and beyond. Free workshops, live-streamed concerts, and behind-the-scenes content are making music more accessible than ever. Let me know if you'd like more details! #PhillyArts

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Media List



PHILADELPHIA ORCHESTRA

Ideal Journalist



DAVID PATRICK STEARNS

Outlet: The Philadelphia Inquirer

Beat: Classical Music, Performing Arts

Email: N/A

Social Media: N/A

Audience: Regional (Philadelphia arts and culture readers)

Why He's a Fit: David is one of Philadelphia's most respected voices in classical music journalism. His long-time coverage of the city's orchestras, opera companies, and cultural institutions makes him an ideal journalist to report on the impact and innovation of the Philadelphia Orchestra's programs like Harmony in Reach.



KRISTINA HANDY

Outlet: NEWS10

Beat: Arts, Culture Features

Email: N/A

Social Media: N/A

Audience: Regional readers interested in the arts, education, and cultural innovation

Why She's a Fit: Kristina covers community-centered arts and culture stories that highlight impact and accessibility. Her focus aligns closely with the goals of the Philadelphia Orchestra's Harmony in Reach initiative, which brings music education and performance to broader audiences through digital access. She's well-positioned to spotlight how this initiative is removing barriers and connecting communities with world-class music programming.



ZACH CIAVOLELLA

Outlet: Metro Philadelphia

Beat: Things to Do, Arts & Culture, Local Events

Email: N/A

Social Media: @ZCiavo

Audience: Local readers looking for cultural events and experiences in Philadelphia

Why He's a Fit: Zach regularly highlights exciting, accessible events across the city that connect audiences with the local arts scene. His coverage is a perfect match for Orchestra Under the Stars, a visually immersive concert experience, and Harmony in Reach, which showcases how the Philadelphia Orchestra is engaging new audiences through free and innovative programming.

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Ideal Journalist

**AMEARA DITSCHÉ****Outlet:** Metro Philadelphia**Beat:** Arts, Entertainment, and Culture**Email:** N/A**Social Media:** N/A**Audience:** Philadelphia-based readers interested in cultural events, entertainment, and city life**Why She's a Fit:** Ameara Ditsche regularly covers Philadelphia's vibrant arts and entertainment scene, spotlighting events, local talent, and cultural trends. Her work often highlights accessible, engaging experiences for city residents which makes her a strong candidate to cover Orchestra Under the Stars as a standout event and Harmony in Reach as an initiative expanding access to the arts in Philadelphia communities.**NAVEEN KUMAR****Outlet:** The New York Times**Beat:** Culture, Theater, Arts**Email:** N/A**Social Media:** @Mr_NaveenKumar**Audience:** National**Why He's a Fit:** Naveen's writing often explores how art intersects with identity, access, and representation. He's well-suited to cover initiatives that broaden access to classical music and demonstrate how institutions like the Philadelphia Orchestra are evolving to serve diverse communities.**JESSICA GRIFFIN****Outlet:** The Philadelphia Inquirer**Beat:** Photojournalism, General News, Arts**Email:** Check via inquirer.com**Social Media:** @jessicagriffinphotography**Audience:** Regional / Visual storytelling audience**Why She's a Fit:** Jessica's compelling visual storytelling has covered a wide range of Philadelphia's most important stories. Her ability to capture moments through photography makes her a strong candidate to visually document immersive events like Orchestra Under the Stars or music education in action.

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Social Media Audit

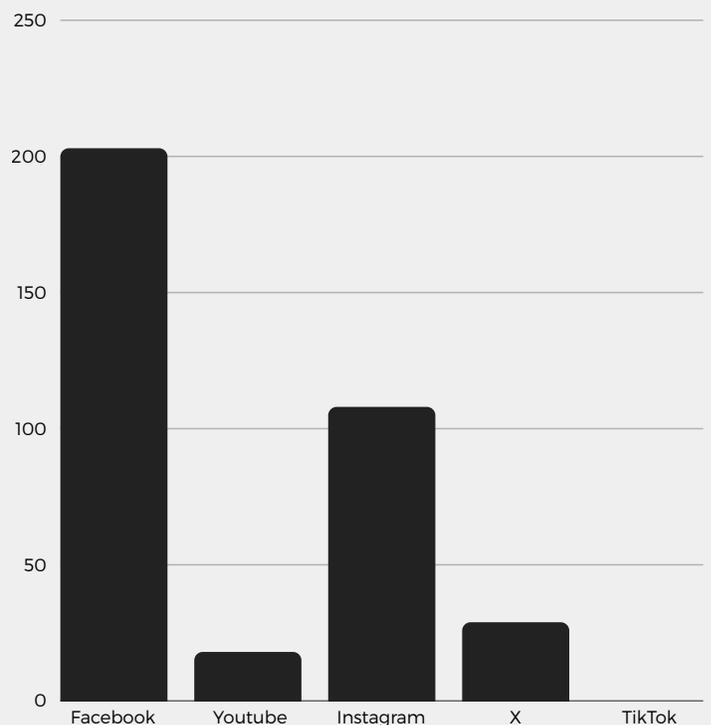


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Executive Summary

The Philadelphia Orchestra is one of America's most celebrated cultural institutions, known for its artistry, history, and connection to the city it serves. As audiences increasingly experience music through digital platforms, social media has become essential: not just for promotion, but for storytelling, accessibility, and community engagement. For the Orchestra, it offers a powerful opportunity to grow its reach, connect with new audiences, and strengthen its cultural relevance.

Currently, the Orchestra has a polished presence across Instagram, Facebook, YouTube, and X. Its strongest content showcases the beauty of its performances and musicians, yet there is room to evolve, especially in how it engages younger audiences and highlights its deep community work. More consistent, interactive, and inclusive content could better reflect the unique vibrancy of both the Orchestra and the city of Philadelphia. This strategy builds on existing strengths and introduces new, PR-focused approaches to platform use, including short-form video, storytelling, and community engagement tools. It reimagines the Orchestra's digital presence as dynamic and inviting, helping it resonate with both loyal supporters and the next generation of concertgoers. Through thoughtful, creative execution, the Orchestra can make its social presence as moving and memorable as the music it performs—welcoming more people into the experience.



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Overview

The Philadelphia Orchestra's social media landscape reflects both strong foundations and exciting opportunities for growth. Across platforms, the Orchestra maintains a professional and high-quality presence, consistently showcasing its artistic excellence. However, there is room to shift from one-way communication toward more interactive, story-driven content that builds deeper engagement and fosters a stronger digital community.

Instagram

stands out as the Orchestra's most visually engaging and emotionally resonant platform. With over 100,000 followers, it effectively highlights performances, musicians, and behind-the-scenes moments. However, tools like Stories, Reels, polls, and interactive features remain underused. Increasing consistency and experimenting with short-form content could help build momentum and attract younger users.

Facebook

continues to serve a loyal, older audience that responds well to nostalgic and community-focused content. While post frequency and tone are consistent, the platform leans heavily on announcements and lacks interaction. Shifting toward more conversational, memory-driven posts—like the “first concert” or “most-loved piece” prompts—could drive meaningful engagement and reenergize the space.

X (formerly Twitter)

functions best as a media-facing platform. Its current use—sharing announcements, live updates, and partner content—is appropriate, but overall engagement is limited. As the platform trends away from broader audience growth, it should be used strategically to support press coverage, amplify key collaborations, and maintain cultural visibility, as seen in the Orchestra's successful promotion of its Eagles collaboration.

YouTube

offers high production value and a library of long-form content, including concerts and educational pieces. However, infrequent posting and limited cross-promotion have stunted growth. Expanding into YouTube Shorts and actively promoting new uploads across Instagram and Facebook would increase views and improve audience retention.

TikTok

newly introduced, holds enormous potential to connect with Gen Z and Millennial users. Its emphasis on creativity, personality, and quick storytelling aligns well with musician highlights, day-in-the-life content, and playful takes on classical music culture. Incorporating trends, humor, and educational mini-series can humanize the Orchestra and expand reach in a fun and modern way.

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Audience

The Philadelphia Orchestra's digital audience can be segmented into two primary groups that inform content strategy and platform use. The first group consists of young professionals and students, roughly ages 18 to 35, who value culture, social experiences, and authenticity. They gravitate toward content that feels personal, entertaining, and accessible—such as behind-the-scenes videos, informal musician features, and educational or humorous takes on classical music. These users are most active on Instagram, YouTube, and TikTok, making those channels essential for reaching and engaging them in meaningful ways. The second group includes legacy supporters and local arts enthusiasts, typically aged 45 and older. This audience is often made up of loyal subscribers, donors, or classical music patrons who value tradition, community involvement, and lifelong learning. They are most responsive to formal content, livestreams, and educational pieces, which makes Facebook and YouTube the most effective platforms for engaging them. Content that highlights the Orchestra's legacy, promotes upcoming seasons, or features interviews with renowned musicians can resonate deeply with this group.

By tailoring messaging and tone to these distinct audiences and delivering content where they're already active, the Philadelphia Orchestra can grow its digital reach while preserving the core of its artistic identity.

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OBJECTIVES & STRATEGIES

The Philadelphia Orchestra's social media strategy should focus on deepening engagement, expanding audience reach, and amplifying its role in the local community. These three core objectives are designed to align with the Orchestra's artistic mission while making its digital presence more inclusive, interactive, and inspiring.



01

INCREASE CROSS-PLATFORM ENGAGEMENT THROUGH INTERACTIVE AND HUMAN-CENTERED CONTENT

Encourage participation through polls, behind-the-scenes stories, and musician features to boost visibility and foster connection.

02

EXPAND GEN Z AND MILLENNIAL REACH THROUGH PLATFORM DIVERSIFICATION AND SHORT-FORM STORYTELLING

Use TikTok, Reels, and Shorts to connect with younger users through quick, engaging, and culturally relevant content.

03

STRENGTHEN COMMUNITY CONNECTION BY HIGHLIGHTING LOCAL OUTREACH AND AUDIENCE VOICES

Share stories from local programs, audience memories, and educational efforts to build loyalty and reflect community impact.

Social Media Audit

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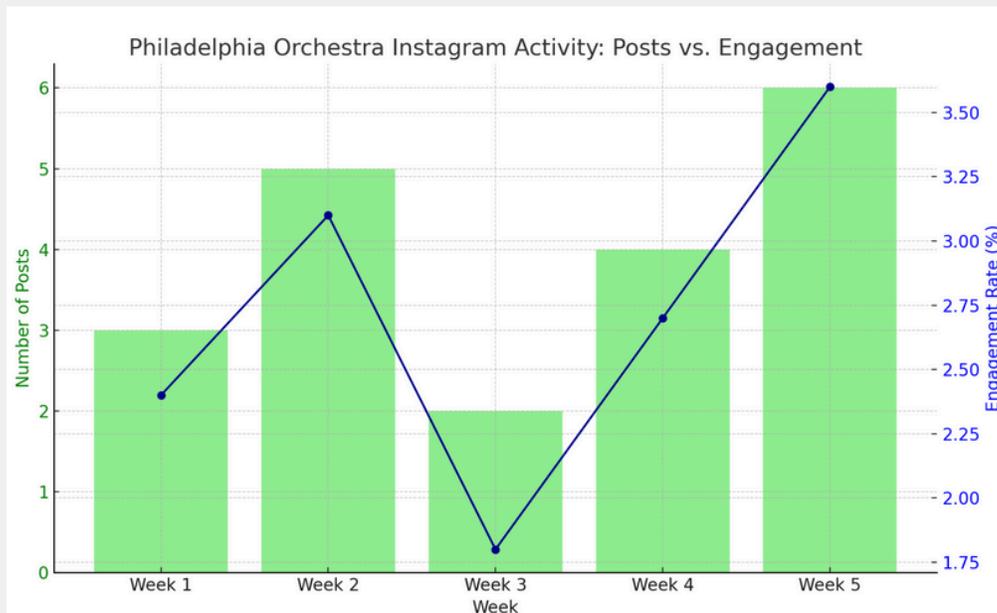
Instagram

Followers: 108K+

Likes: 200–2,000

Comments: 5–100

Shares: Estimated 5–50
(when used)



This graph compares weekly posting frequency to average engagement rate. Higher consistency in posting—especially in Week 5—correlates with stronger engagement, suggesting that audience interaction grows when content is both regular and relevant. Notably, dips in content output result in noticeable declines in engagement, reinforcing the need for a steady posting rhythm. (FABRICATED DATA)

With over 108,000 followers, Instagram is the Orchestra's most visually engaging platform. Content includes professional photography from performances, behind-the-scenes glimpses, musician spotlights, and promotional materials for upcoming events. While post quality is consistently strong, engagement varies depending on content type.

High-performing posts are often those that connect emotionally with audiences—such as soloist features or holiday concerts. However, the Orchestra underutilizes Instagram Stories, Reels, and interactive features like polls and Q&As, which could help build more regular engagement and attract younger users.

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Content Mock-Up

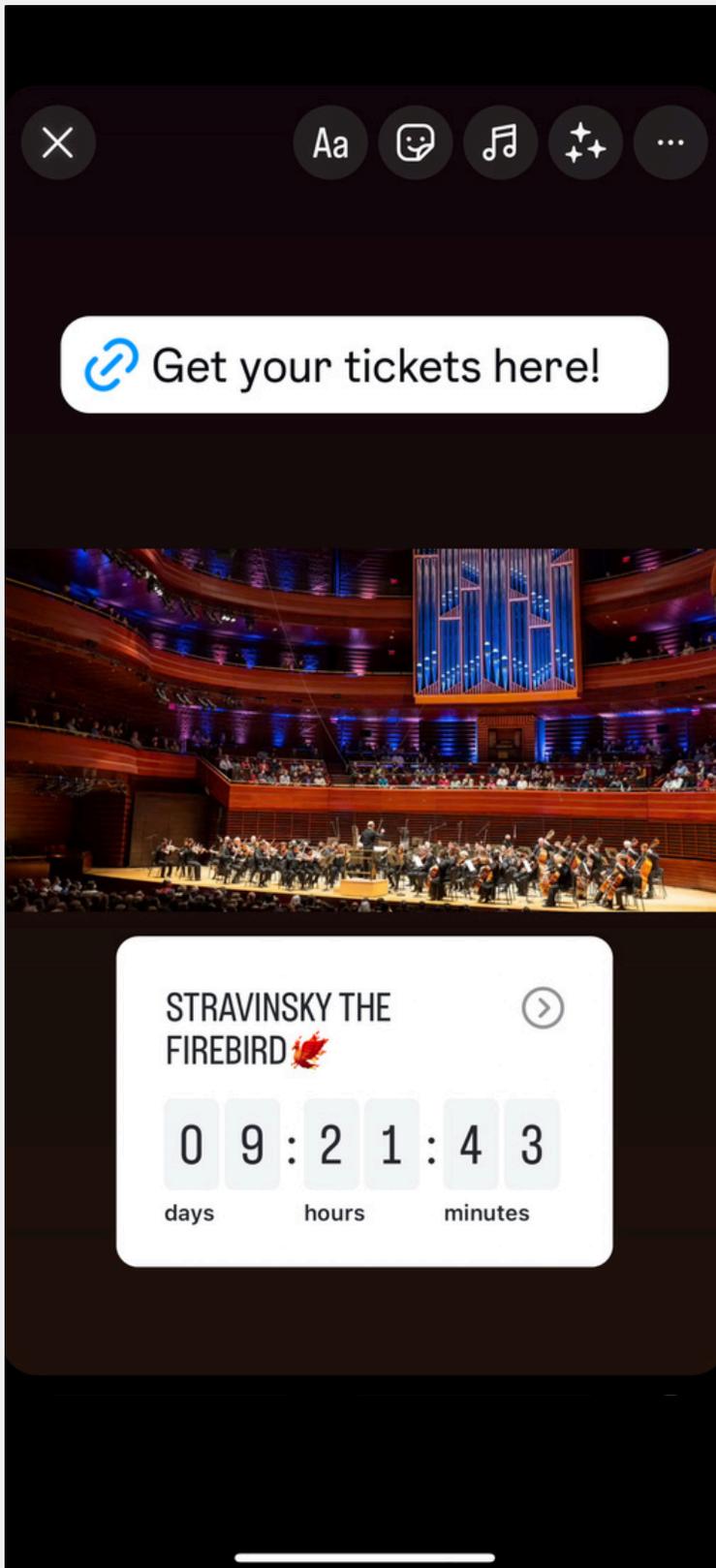
Instagram

*Vote & Upgrade: Cast Your
Choice, Elevate Your Seat*

This interactive story invites followers to engage through a poll, comparing two iconic pieces: Beethoven's 9th and Stravinsky's Firebird. The background shows a vibrant image of musicians preparing to perform. The clean design and bold typography appeal to a younger audience while still maintaining the brand's elegant tone.

To drive urgency and participation, the story includes a limited-time incentive: the first 10 users to vote in the poll receive an upgrade on their seats with purchase. This simple call-to-action adds a layer of excitement, making the experience feel more exclusive and rewarding. It also creates a direct bridge between digital engagement and in-person attendance—effectively using social media to boost ticket sales while rewarding the Orchestra's most engaged followers.

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Content Mock-Up

Instagram

*Countdown to Curtain: Tap to
Reserve Your Seat Now*

This story builds anticipation with a countdown sticker leading up to a major event: Opening Night. This Instagram Story uses a stunning full-stage photo of the Philadelphia Orchestra performing live at Verizon Hall, showcasing not just the musicians, but the scale, elegance, and energy of the venue itself. It captures the grandeur of the concert experience, making viewers feel like they're already there.

To turn engagement into action, the story also includes a direct link to purchase tickets, making it easy for viewers to go from interest to attendance in a single tap. This kind of low-friction call-to-action is ideal for mobile users and helps drive conversions while momentum is high.

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Facebook

Followers: 203K

Likes: 50-500

Comments: 10-75

Shares: 10-100



Facebook remains a vital channel for reaching an older, loyal audience. With over 180,000 followers, the platform is used for livestreaming, concert promotions, educational videos, and community initiatives. Engagement is modest but consistent, with users responding well to nostalgic posts and community-focused content.

However, there are missed opportunities to turn passive followers into active participants. The Orchestra's Facebook posts are consistent and informative but often follow a one-way communication style. They focus on announcing events, sharing ticket links, and reposting press coverage. While valuable, this approach can feel impersonal and doesn't always invite audience engagement.

To increase visibility and connection, the Orchestra could incorporate more interactive content such as nostalgic questions, audience memories, or casual behind the scenes clips. These formats encourage comments, shares, and emotional responses which in turn boost algorithm reach. The goal should be to create a space that feels conversational, not just promotional. With small shifts in tone and format, the Orchestra can turn Facebook into a more dynamic, community driven platform that reflects not just the music but the people moved by it.

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Content Mock-Up

Facebook



This post works because it blends nostalgia with a personal touch and a light call to action. Asking about someone's first live music experience taps into strong memories, while mentioning who they were with adds emotional depth. The final question invites followers to engage further and gives the Orchestra a chance to respond or connect directly. It feels warm, thoughtful, and community-driven, which is exactly what performs well on Facebook.

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Content Mock-Up

Facebook



This post combines personal reflection, audience empowerment, and a sense of reward, making it a powerful tool for engagement. By asking followers to share the one piece they would want to hear again for the first time, you invite them into an emotional and nostalgic space. Including that the answer with the most likes might be played at the next concert adds purpose and excitement. It makes people feel like their voice matters.

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X (Twitter)

Followers: 28.9K

Likes: 5–50

Comments: 1–10

Retweets: 1–15



The Philadelphia Orchestra maintains a professional presence on X, using the platform to share announcements, repost partner content, and provide live updates during concerts or special events. This strategy supports media outreach and visibility, but the content often feels more lackluster and repetitive rather than engaging.

Engagement on posts tends to be minimal, and most followers appear to consume content passively rather than participate in conversations. X is the least used platform and users are not consistently interested in the information shared.

As X continues to shift away from younger demographics and becomes less of a growth platform for arts organizations, its value to the Orchestra may center more on public relations and networking with press, partners, and cultural peers.

To strengthen its effectiveness, the Orchestra could use X more intentionally as a media-facing tool, focusing on key announcements, partnerships, and earned media coverage. At the same time, it should shift its efforts toward more dynamic platforms like Instagram, YouTube, and TikTok, where visual storytelling and two-way interaction can drive deeper audience engagement.

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Content Mock-Up

Facebook

Fly, Eagles, fly — with a full orchestra. 🦅🎻

We're teaming up with the @Eagles for a one-of-a-kind performance at the Mann Center this summer. Thanks to @phillyinquirer for the feature.

📖 Read more: <https://www.inquirer.com/arts/philadelphia-eagles-orchestra-mann-center-show-20250325.html>

#PhillyOrch #FlyEaglesFly #ArtsInPhilly #PhillyCulture



This post works because it is timely, fun, and connects two major Philly audiences. The playful caption draws people in, while the photo and tags boost visibility. It feels local, unexpected, and easy to share. While this platform may no longer be ideal for audience growth, it still plays an important role in sharing big news and building connections with press and partners. This kind of content helps the Orchestra stay visible in conversations that matter, while other platforms can focus more on growing and interacting with fans.

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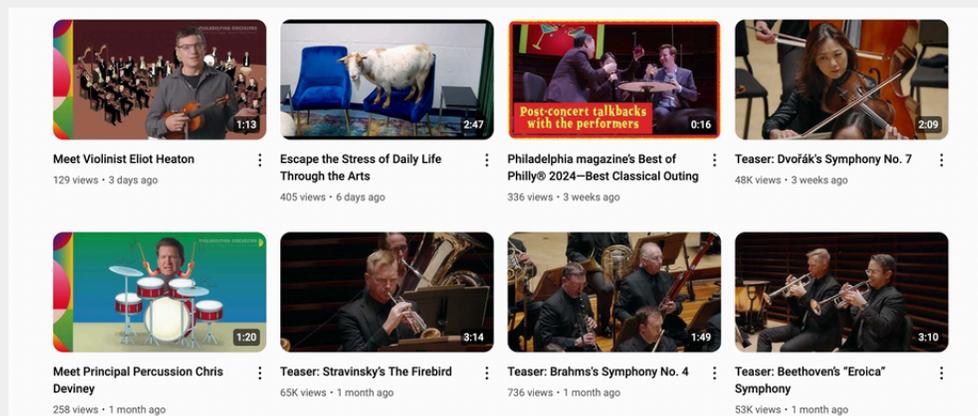
YouTube

Followers: 18.4K

Likes: 2,000–50,000

Comments: 10–250

Likes: 100–2,000



With over 48,000 subscribers, YouTube serves as a valuable digital stage for the Philadelphia Orchestra, offering audiences access to high-quality, long-form content. The channel features full concert recordings, behind-the-scenes vignettes, educational series, and interviews with musicians and conductors. The production quality is consistently excellent, reflecting the Orchestra's artistic integrity and commitment to accessibility in the digital age.

However, uploads are relatively infrequent and often lack strategic promotion across the Orchestra's other social platforms. This limits the visibility and reach of otherwise outstanding content. Without consistent cross-channel amplification, videos may go unnoticed by even the Orchestra's most loyal followers.

Additionally, while the content is strong, there's room for more variety in format—such as YouTube Shorts, themed playlists, or recurring mini-series—to attract younger viewers who consume shorter, more snackable videos.

YouTube offers a significant opportunity for growth if integrated more effectively into the Orchestra's broader social strategy. Promoting new videos via Instagram Stories, Facebook posts, and email newsletters could increase visibility and drive traffic. With thoughtful coordination and more regular posting, the Orchestra could transform its YouTube channel from a static content archive into a dynamic storytelling hub that reaches both global audiences and local communities.

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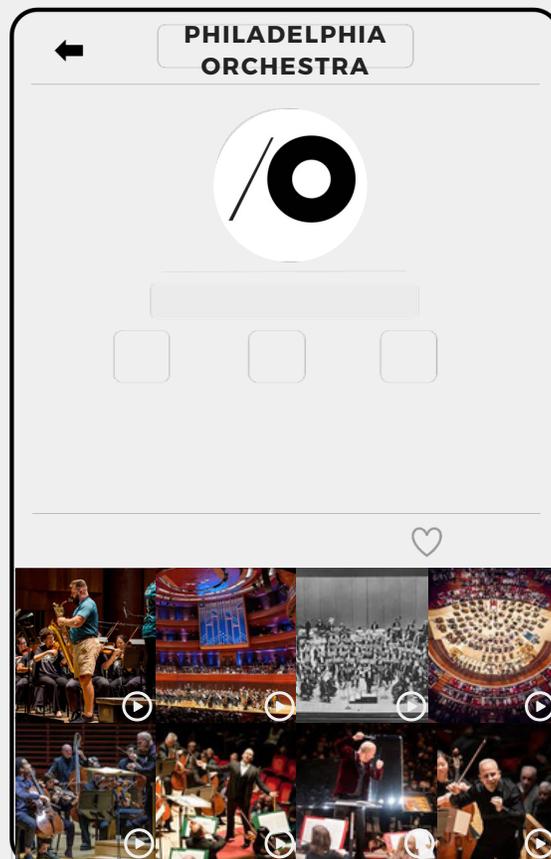
Create
TikTok

Followers: TBD

Likes: TBD

Comments: TBD

Likes: TBD



Introducing TikTok into the Philadelphia Orchestra's social media strategy presents a valuable opportunity to engage younger audiences in a way that feels current, creative, and culturally relevant. As one of the fastest-growing platforms among Gen Z and Millennials, TikTok thrives on short-form, visually driven storytelling. By leaning into this format, the Orchestra can experiment with new content styles while maintaining its artistic integrity.

Content could include quick behind-the-scenes rehearsal clips, day-in-the-life segments featuring musicians, playful nods to classical music tropes, or mini-explainers about the instruments and pieces being performed.

These types of videos not only humanize the Orchestra but also increase the likelihood of shares, saves, and viral reach which can turn everyday moments into powerful tools for audience growth.

TikTok also allows for trend participation, making it easier to join cultural conversations and align classical music with modern humor, education, and entertainment. As part of a broader strategy to reach younger and more digitally native users, TikTok can help the Orchestra shift perceptions, expand its fan base, and invite a new generation into the world of live orchestral music in an approachable and exciting way.

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Evaluation

Ongoing evaluation is essential to ensure the Orchestra's social media efforts are effective, adaptive, and aligned with audience behavior. By using media monitoring tools, we can continuously assess performance and adjust our strategy accordingly.

To effectively measure success, the Philadelphia Orchestra can use media monitoring and analytics tools such as Sprout Social, Hootsuite, and Meta Business Suite to track performance across platforms. These tools offer valuable insights including engagement rates, post reach, video views, story interactions, follower growth, and audience demographics. For YouTube, YouTube Studio provides detailed watch-time and retention data, while TikTok Analytics tracks trending content and follower engagement. These platforms also allow for sentiment analysis and keyword tracking, helping the Orchestra understand how it's being talked about online and respond accordingly. By reviewing these metrics monthly, the team can identify what's working, pivot where needed, and continue building a more impactful and engaging digital presence.



 Meta
Business Suite

 Studio



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Blog Post



PHILADELPHIA ORCHESTRA

Overview:

The Philadelphia Orchestra maintains a blog that serves a minor component of its IMC strategy. This platform offers audiences a unique view of the organization, extending beyond concert performances to include behind-the-scenes insights, musician profiles, educational initiatives, and community engagement stories. The blog caters to a diverse audience, including patrons, donors, students, and classical music enthusiasts, aiming to deepen their connection with the Orchestra. Content is updated semi-regularly, often aligning with current events, seasonal performances, and significant milestones, ensuring a dynamic and engaging reader experience.

Harmonizing Heritage: The Philadelphia Orchestra's Tribute to Marian Anderson

In a heartfelt homage to one of Philadelphia's most illustrious daughters, The Philadelphia Orchestra has renamed its home venue to Marian Anderson Hall. This dedication honors the legendary contralto and civil rights icon, whose impact on both music and community continues to resonate.

Marian Anderson's journey from the streets of South Philadelphia to the world's grandest stages is a testament to her unparalleled talent and unwavering determination. Her historic 1939 performance on the steps of the Lincoln Memorial, after being denied access to Constitution Hall, stands as a pivotal moment in the fight for racial equality in the arts. By renaming our concert hall, we not only celebrate Anderson's musical legacy but also reaffirm our commitment to diversity, inclusion, and the transformative power of music.

The renaming ceremony was a moving event, featuring performances that paid tribute to Anderson's resilience and spirit. Notable speakers reflected on her enduring influence, and members of the community gathered to witness this historic moment. The hall now stands as a beacon of artistic excellence and social progress, embodying the values that Marian Anderson championed throughout her life. This is a huge step in our continued effort to create a safe atmosphere for all musicians and music lovers to feel peaceful and safe.

As we perform under the banner of Marian Anderson Hall, The Philadelphia Orchestra invites all to join us in honoring her legacy. Through our concerts, educational programs, and community initiatives, we strive to echo and continue Anderson's belief in the unifying and impactful power of music. Together, we continue to build a cultural landscape that embraces and uplifts every voice.



Marian Anderson arrives at London Airport, 1952. Photo by Douglas Miller/Keystone/Getty Images.

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Speech



Context

This speech is delivered by Matías Tarnopolsky, President and CEO of The Philadelphia Orchestra. He is speaking at the opening night of the Orchestra's 2024–2025 season at Verizon Hall at the Kimmel Center. The event is attended by season subscribers, major donors, corporate sponsors, city officials, and members of the media. Tarnopolsky's goals are to reflect on recent accomplishments, share the Orchestra's vision for the future, and inspire support for its educational and community outreach initiatives. The speech is timed for five minutes.

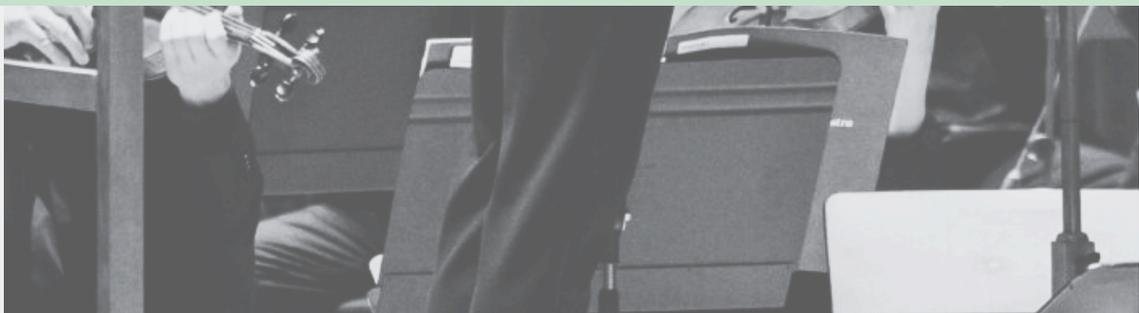


Speaker Direction	Speech Text
Smile; step forward to center stage.	Good evening, everyone. What a joy it is to see Verizon Hall filled with friends, old and new, as we open another thrilling season of music, discovery, and connection. Thank you for being here.
Brief eye contact across audience	It's been said that music speaks when words fall short. But tonight, I will try my best to put into words the incredible energy, talent, and purpose that drive The Philadelphia Orchestra forward.
	Over the past year, we've taken bold steps—musically, culturally, and globally. From our groundbreaking tour of China and South Korea to our powerful performances of Florence Price and Valerie Coleman, we've sought to redefine what a 21st-century orchestra looks and sounds like.
Gesture toward audience	And none of that is possible without you, our community of supporters, partners, and believers. Your trust empowers us to push boundaries and embrace innovation while remaining true to our roots.
	Under the extraordinary baton of Yannick Nézet-Séguin, we continue to explore the full range of human expression, from the sweeping emotional grandeur of Mahler to the fierce urgency of today's most daring composers. This season, we welcome a thrilling lineup of guest artists, premieres, and beloved masterworks, including a newly commissioned piece by Wynton Marsalis and a full cycle of Beethoven symphonies—reimagined through a modern lens.
	But beyond the stage, our mission echoes just as powerfully. Through initiatives like Our City, Your Orchestra, we bring free performances to communities across Philadelphia, performing in homeless shelters, cultural centers, and schools. We believe music should belong to everyone.
Gesture to reinforce importance	And that belief fuels our education work as well. More than 30,000 students across our region are now engaging with music through our School Ensemble programs and Side-by-Side performances. Music isn't just something to witness. It's something to live, and to learn from.
Pause. Lower voice slightly for emphasis.	In this hall, every note carries a message. A message of resilience. Of beauty. Of shared humanity. When you attend, when you give, when you bring a young person to their first concert, you are helping write that message.
	As we look ahead, we are embracing our role not just as one of the world's greatest orchestras but as a cultural force rooted in and accountable to the city of Philadelphia. In 2025, we will expand our collaborations with local artists and launch a citywide celebration of Black musical legacies that shaped American sound. We are also exploring how new technologies, from immersive audio to digital streaming, can break down barriers and invite new audiences in.
	The music you are about to hear tonight is the product of passion, precision, and possibility. It is a reflection of what can happen when an orchestra dares to dream alongside its city.
	Thank you for believing in that dream. Thank you for being part of our story. And now, let the music begin.

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Op-ed



The Philadelphia Orchestra

Bringing the Power of Music to Every Corner of the Community

Orchestra musicians collaborate closely with educators, artists, and institutions to create impactful performances and programs.

The Philadelphia Orchestra's work goes far beyond the stage. Through deep partnerships with schools, cultural groups, and fellow artists, the Orchestra develops immersive experiences that connect music to everyday life.

Whether leading youth workshops, performing at public libraries, or designing concerts for sensory-friendly audiences, every project is rooted in the belief that orchestral music should be accessible and relevant.



Music initiatives can be categorized into performance and education outreach.

From Symphony Under the Stars, a visually spectacular open-air concert featuring celestial projections and iconic works like Holst's *The Planets*, to Harmony in Reach, a digital education platform that delivers free virtual programming to classrooms across the region, the Philadelphia Orchestra continues to redefine what a modern orchestra can be. These initiatives reflect a commitment not only to artistic excellence but to accessibility and innovation, meeting audiences where they are, whether in a concert hall, school, or community center.

Live concerts at the Kimmel Center remain at the heart of the Orchestra's season, offering audiences the full sensory experience of world-class symphonic performance. These are complemented by performances at neighborhood venues, outdoor festivals, and unexpected spaces that welcome diverse audiences and break down barriers to entry.

At the same time, the Orchestra's education programs are expanding beyond physical boundaries. Livestreamed masterclasses, musician-led virtual lessons, and interactive listening sessions are making music education more inclusive and engaging for students of all backgrounds. From early learners discovering instruments for the first time to high schoolers exploring careers in music, these tools open the door to lasting creative connections.

Together, these efforts form a bold and dynamic strategy for building deeper engagement with both lifelong classical music lovers and new listeners discovering the orchestra for the first time.
