

Little Listeners

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Gary Viebranz, D.M.A.
Director, Music at Noon, The Logan Series
Penn State Erie, The Behrend College

Dana Gilmore, M.Ed.
Educational Specialist, John C. Diehl Elementary
School District of the City of Erie, PA

I. Appreciate the uniqueness of young audiences

II. The planning process

- A. Information gathering
 - 1. Goals of the organizer(s)
 - 2. Age of target audience
 - 3. Size of target audience
 - 4. Level of depth expected
 - 5. Time frame
- B. Determining age appropriateness
 - 1. Characteristics K-3
 - 2. Characteristics 4-6
 - 3. Characteristics 7-8
- C. Consider all perspectives
- D. Filter through ensemble philosophy

III. Framing your program

- A. Repertoire and educational content; the chicken and the egg
- B. Build cohesiveness
- C. Presenting albums or downloads?

IV. Implementing the presentation

- A. Common success strategies
 - 1. Pacing and management
 - 2. Working the room
 - 3. Involvement
 - 4. Engagement
 - 5. Exchange
- B. Potential pitfalls; the Goldilocks parallel
 - 1. Too much
 - 2. Too little
- C. The Grand Finale
- D. Curtain Call

V. Feedback/Follow up

- A. Dialogue with the organizers, participants
- B. Honesty is the best policy

A Brief List of Suggested Resources

Bernstein, Leonard. *Young People's Concerts*.

Book edited by Jack Gottlieb, Anchor Books, 1992 and DVDs

Marsalis, Wynton. *Marsalis on Music*.

Video from Sony Wonder, 1995.

Wallace, David. *Reaching Out: A Musician's Guide to Interactive Performance*.

McGraw-Hill, 2008.

Understanding and Working with Youth. North Dakota State University and the U.S.

Dept. of Agriculture, 1991.

<http://www.ag.ndsu.edu/pubs/yf/famsci/he484w.htm>

Contact information

Gary Viebranz, gav3@psu.edu

Dana Gilmore, dgilmore@eriesd.org