Music Education and Community Engagement







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2012-2013 Annual Report

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Message from the Director

Dear Readers,

The 2012-13 season was certainly one we will remember for many years to come. Last October, our world-class Orchestra embarked on a historic tour to Canada's Far North, where they collaborated with dynamic northern artists to create unforgettable performances and educational exchanges. magic continued in April as part of the NAC's Northern Scene Festival. Thousands in our family and student audiences at home were treated to concerts hosted by Susan Aglukark, which featured the return to Ottawa of Inuit throat singers, the Dakhka Khwaan drum dancers, and famed accordion player Simeonie Keenainak performing alongside Orchestra.

These concerts were conducted by our newly appointed Principal Youth and Family Conductor Alain Trudel, and included his composition Northern Memories, created especially for our Northern Tour and our Family Adventures concerts. thrilled to have Alain's many skills in our musical family, and were especially pleased he was able to conduct workshops with schools in our region in this new capacity.

Further afield, our unique team-teaching model in Saskatchewan, Alberta and Manitoba, pairing an aboriginal musician with a classical musician, has enriched the Music Alive Program considerably, and has been especially welcomed by Aboriginal schools in these provinces. Our Music Alive Program in Nunavut continues to thrive as we work closely with partners to provide opportunities to support Inuit language and culture through music making in this region.

Our New Media Department continues to produce cutting-edge programs which attract young artists and audiences of all ages. Its Hexagon Project enables our Orchestra's musicians to deliver music instruction to students globally through highbandwidth interactive video-conferencing. performing arts education website ArtsAlive.ca Music, as well as our NAC Podcasts and NACmusicbox.ca share a wealth of music and insight free of charge to audiences around the world.

I wish to thank our Music Director Zukerman challenging our team to attain the highest standards in all our

programs. It's inspiring to hear our Music Director speak so passionately about music education, but even more poignant to observe his teaching during our Summer Music Institute every year. The look of wonder and concentration on the faces of young emerging artists as they respond in these lessons is truly exciting; more so knowing that so many have gone on to enjoy careers as concert artists or tenured orchestral musicians with major orchestras around the world. Our Institute for Orchestral Studies, My First NAC showcasing concert, Bursary Competition and MusicFest partnership are further opportunities for us to discover and showcase great talent, and reflect our commitment to supporting the next generation of Canada's performing artists.

Our programs continue to thrive because of the visionary leadership we are fortunate to have at the NAC and NAC Foundation. Peter Herrndorf and Jayne Watson remain steadfast champions of education and engagement and we thank them for their support. I want to thank Mary Hofstetter, who replaced me while I was away on sabbatical for six months last year, for expertly leading the team in my absence, and to Douglas Sturdevant who took on additional responsibilities and oversaw our youth and family programming. To our hundreds of donors, sponsors and partners - thank you for your continued interest and support in what is nothing short of an extraordinary opportunity to nurture, showcase and celebrate artistry in the making.



Geneviève Cimon Director, Music Education and Community Engagement Canada's National Arts Centre

Engaging Young Audiences

The National Arts Centre believes that introducing children to the music of the past and the present at a young age is essential to developing a life-long passion. Through programs such as *Musical Adventures in my School*, the *Music Alive Program* and the www.ArtsAlive.ca website, NAC Music Education has enlightened and entertained young people from Kindergarten to Grade 12 about the many aspects of music, igniting a spark and a love of the art form that will last a lifetime.



TD Family Adventures with the NAC Orchestra

For over 40 years, children in the National Capital Region have been introduced to the enchanting world of classical music through the TD Family Adventures with the National Arts Centre Orchestra series. Maestro Alain Trudel, along with other guest conductors, conducts and animates these fun and informative Saturday afternoon concerts.

Over 40 thematically linked interactive activity stations in the NAC Foyer known as TUNETOWN took place prior to the start of each concert. Popular stations include instrument "petting zoos" and crafts. Supported by the Friends of the NAC Orchestra, **TUNETOWN** provides an added educational experience.

NAC/Jeunesses Musicales of Canada's Kinderconcerts

The popular Kinderconcert series, in its ninth season, offered four sets of quadruple performances presented in English and French on Sunday afternoons for three- to eight-year-olds in the NAC Panorama Room. The series was sold-out with a total attendance of 5,296. Jeunesses Musicales of Canada once again partnered with the NAC to present the series. Interactive pre-concert activities were also presented to families prior to performances by NAC community partners, including Music for Young Children, and Ottawa Suzuki Strings.















NAC Orchestra **Student Matinee Concerts**

The NAC Orchestra's Student Matinee Concerts in Southam Hall are enormously popular year after year. To help ensure the concerts are as meaningful as possible, teachers are assisted in their classroom preparation with study materials prepared by the NAC Music Education team, including curriculumbased study guides, teacher resource kits and music CDs. The concert itself is enhanced through visual effects, musical interpreters and performances by young musicians. Conductors Alain Trudel and Boris Brott, along with NAC Principal Pops Conductor Jack Everly, actively engage the audience and provide context for the music.

NAC Orchestra Student Open Rehearsals

The NAC Orchestra Student Open Rehearsals are a unique opportunity for school groups to experience a professional orchestra's rehearsal process. addition to hearing wonderful repertoire performed by some of the world's finest conductors and soloists, these rehearsals also allow students to meet some of the featured artists in person prior to the rehearsal. In the 2012-2013 season over 1,800 students and teachers attended 11 NAC Orchestra Student Open Rehearsals.





"Wonderful experience, very well done, very entertaining and very educational. Thank you for offering this program to students!"

"The NAC Orchestra performances are the highlight of our school year! Thank you so much!"

Teacher testimonials from NACO Student Matinees in 2012-13 Pre-rehearsal speakers in 2012-2013

Pinchas Zukerman—Music Director, NAC Orchestra

James Ehnes—violin

Kirill Karabits—guest conductor

Daniil Trifonov—piano

Yefim Bronfman—piano

Fabien Gabel—guest conductor

Inon Barnaton—piano

Alexander Shelley—guest conductor

Ainars Rubikis—guest conductor

Music Alive Program

Celebrating Music-Making in Alberta, Saskatchewan, Manitoba and Nunavut

The Five Pillars of the Music Alive Program:

Music Education for Children and Youth

Music-Making in the Community

Building Capacity Among Educators and Musicians

Preserving and Celebrating Local Culture

Showcasing **Local Artists**

The Music Alive Program is based on partnerships and ongoing consultations with local educators and community leaders to determine local needs and ensure the inclusion of culturally relevant material.

Interactive and participatory events are the norm, and schools and communities are part of the program for multiple years.

The program supports and develops music education initiatives that foster community spirit, school participation, cultural pride, and curiosity about the larger musical world.



over 230 events

Including:

Composer-focused presentations in over 100 schools.

Community workshops in fiddle, guitar, songwriting, and other musical art forms.

School and community performances with local and visiting musicians, as well as the unique team-taught model featuring both a classical and an aboriginal musician.

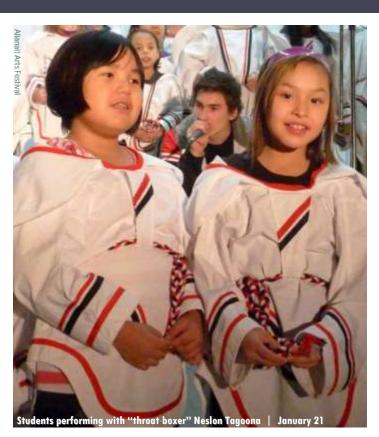
School workshops and individual lessons on fiddle, guitar, band instruments, throat singing, drumming, and more.

Extended teaching musician visits for up to a week at a time.

The Youth Music Leadership Symposium for Nunavut youth.

Locally-run music camps.

The Music Alive Program also supported resource creation, teacher mentoring, and the delivery of 170 musical instruments and supplies to remote northern communities.



10,960

Children and youth from Alberta, Saskatchewan, Manitoba and Nunavut participated in MAP activities in 2012-2013.

1,372

Total number of community members and teachers engaged in MAP activities.

70%

Percentage of schools located in rural and remote communities, including First Nation and francophone communities.

50%

Percentage of musicians hired as instructors, performers, or workshop leaders who are of First Nations, Métis, or Inuit heritage.



The Music Alive Program Music Alive song, by Cree singersongwriter and MAP teaching Sherryl Sewepagaham was enthusiastically sung in English, French and by students and teachers in Western Canada in 2012-13. This song exemplifies the spirit of learning and excitement that define the Music Alive Program!

Bringing voices together

'cross the nation,

Take a stand - this is our generation!

Sing along, singing strong,

We'll bring the music alive.

Hey na na hey ah, Hey na na hey ah,

Napesisak¹, iskwesisak²,

Hey na na hey ah, Hey na na hey ah,

Sohkih mamawi nikamok³.

Sohkih mamawi nikamok!

Translation: 1 - boys, 2 - girls, 3 - sing strong together



"This week with David [Serkoak] has been fabulous. It was a big eye opener for our students to see the drumming and to hear some of the traditional songs. We really appreciate your support in making this happen."

> Gary Kennedy, Principal Kugluktuk High School, NU

"Thank you so much for this incredible opportunity. I feel so lucky to have this, especially in our remote location!"

Melody Taylor, Teacher



Musical Adventures in My School

Concert Band Workshops

Since 1971, the NAC's Musical Adventures in My School program has allowed children and youth to see and hear live performances by wind, string and percussion ensembles from the NAC Orchestra in their very own classrooms and gymnasiums. These sessions include plenty of interaction between students and musicians, sometimes even with the students conducting or performing! For some children, a visit like this can be the very first time they hear live chamber music, or meet a musician.

Through support by the Friends of the NAC Orchestra, 24 performances were offered, reaching over 6,600 students. Also, 3 additional performances were offered free of charge to schools with a higher proportion of children from low-income families.

Alain Trudel, the NAC Orchestra's Principal Youth and Family Conductor, led four concert band workshops at three local high schools on April 29th and 30th, including École Polyvalente Nicolas-Gatineau, Longfields-Davidson Heights Secondary School and École secondaire publique De La Salle. These workshops were offered at no cost to each school. Alain sat in and observed the four concert band rehearsals and discussed warm-up tactics, rehearsal strategies, and techniques. Alain is determined to make a tangible connection with the schools in Ottawa, especially making inroads with local high school music programs.







ArtsAlive.ca

ArtsAlive.ca, the NAC's highly-acclaimed education outreach website is a perfect example of how the NAC New Media is developing today's web-based technologies to engage, entertain and support Canadian students, parents and teachers.

Voted Best Canadian Education Website in 2011, ArtsAlive.ca is the go-to performing arts education website in Canada. ArtsAlive.ca receives an average of 4,500 unique visits per school day. Extensive learning modules have been created for Music, Dance, English and French Theatre. In recent years, highly engaging virtual exhibits featuring the NAC's costume collection, theatrical maquette collection and poster archives have been added to the site.

The ArtsAlive.ca Music site features:

- The NACO musicians behind the instruments:
- The instrument lab;
- The great composers;
- Downloadable recorder sheet play-along pieces;
- Teacher resource kits on the great composers;
- Student matinee study guides;
- And online games.

Artist Training and Showcasing

The NAC is committed to training and mentoring young and emerging artists in music. The NAC's music education programs help fine-tune skills and guide young artists to the highest standard of excellence through masterclasses and workshops, as well as through two prestigious training institutes.



Summer Music Institute

More than 900 participants from across Canada and 37 countries around the world have benefitted from world class training opportunities provided by the NAC Summer Music Institute, created by Pinchas Zukerman in 1999. In 2013, 71 participants worked with 23 exceptional faculty led by Maestro Pinchas Zukerman in an array of challenging workshops, private instruction, chamber music coaching, masterclasses and performances. Three weeks of intense study included three chamber concerts by the Senior Young Artists and one by the Pre-College Artists concert. The NAC Summer Music Institute is made possible with support from the School of Music of the University of Ottawa, which provides excellent facilities and services, and the generosity of individual donors, corporations and the NAC's National Youth and Education Trust and its Lead Partner, CIBC.

"Here at the program, we have the privilege of accessing some of the world's finest faculty and classes. I am a cello player and this year I have how to communicate with the audience better! Coming to this program has given me fine musicians from around the world and the pleasure to play chamber music with them! It's musician."





2013 Young Artists Program Faculty

Pinchas Zukerman, Patinka Kopec, Grigory Kalinovsky—Violin/viola Hans Jorgen Jensen—Cello Joel Quarrington—Bass Joanna G'froerer-Flute Charles (Chip) Hamann—Oboe Kimball Sykes—Clarinet Christopher Millard—Bassoon Lawrence Vine—Horn Tatiana Goncharova—Piano Yoheved (Veda) Kaplinsky—Guest Piano Faculty Jean Desmarais—NAC Resident Pianist Steven Dann, Yosuke Kawasaki Nicholas Mann— Chamber Music Coaching Benita Valente—Voice Elaine Klimasko—Violin, Pre-College Faculty Tali Kravitz—Viola Carole Sirois—Cello Adrian Anantawan—Violin, Mentor Bryan Wagorn—Pianist, Coach Dr. Renee Epstein—Psychologist, Career Mentoring



Institute for Orchestral Studies

The Institute for Orchestral Studies (IOS) is a multiweek apprenticeship program designed to prepare highly talented string musicians for successful orchestral careers. After a rigorous audition process, successful applicants are given real-world workplace experience and the unparalleled opportunity to learn from NAC Orchestra members and special guests. In addition to performing with the NAC Orchestra the apprentices receive a valuable mentorship and are given the opportunity to participate in mock auditions.

Since the inception of the Institute for Orchestral Studies, musicians in the program have performed as apprentice members of the NAC Orchestra under the baton of Music Director Pinchas Zukerman. In addition, they have had

Gustavo Dudamel

Yannick Nézet-Séguin

Tomas Søndergárd

Eri Klas

Leonard Slatkin

Carlo Rizzi

42 apprentices have participated in the IOS since its pilot year in 2006.

different countries from around the world have been represented.



MusicFest Canada

The NAC is a proud partner of MusicFest Canada and as its co-presenter is delighted to be the home for the festival every second year.

The NAC holds "youth and education" as a key priority of the NAC's strategic vision, and reaches out to young people across the country in order to help strengthen arts education, support young artists and build young audiences.

The NAC sponsors two awards at \$1,000 each for the best brass and string musicians, and \$1,000 from the Friends of the NAC Orchestra for the outstanding wind player of the festival. Starting in 2014 the NAC is also sponsoring a \$1000 award for outstanding jazz musician in the name of Canadian jazz legend Phil Nimmons in honour of his 90th birthday.





My First NAC, presented by Astral Radio

Having benefited from the support that Astral Radio has invested in ongoing mentoring, training, and performance opportunities, eight young artists from the world of jazz and classical music who are committed to developing professional music careers were selected to perform at the annual showcase titled My First NAC, presented by Astral Radio, for friends, family, and the general public.

The third annual showcase took place on Tuesday, May 8, 2013, in the NAC Studio before an appreciative crowd of 222 people.















Pre-concert Music Series

As a complement to pre-concert chats, the National Arts Centre's Musically Speaking Series offers preconcert recitals and performances featuring talented young musicians. These 40-minute recitals offer emerging artists the opportunity to play for combined audiences ranging in size from 120 to 300. The repertoire is often related to the main concert music programmed by the NAC Orchestra.

Over the season, the Musically Speaking Pre-Concert Music Series featured flutist Lara Deutsch, clarinettist Eric Abramovitz and the combined SSA choirs of the Ottawa Regional Youth Choir, École secondaire publique De La Salle and Canterbury High School under the direction of Duane Wolfe.







NAC Orchestra Bursary Competition

The NAC Orchestra Bursary provides financial support to help further the development of young Canadian orchestral musicians. Created in 1979 by the members of the National Arts Centre Orchestra, the NAC Orchestra Bursary Competition awards bursaries and other prizes to music students ages 16 to 24 who are Canadian citizens or permanent residents of Canada. The bursaries are intended for young musicians whose family residence is in the National Capital Region (NCR), or who have been following a recognized course of music study in the NCR in preparation for careers as professional orchestral musicians. Each year, a committee identifies deserving recipients through audition and selection.

A total of 123 people attended the finals of the 33rd annual NAC Orchestra Bursary Competition held in the NAC Studio on May 29, 2013. The eight candidates who advanced to the Bursary Finals were chosen from among 31 young musicians in preliminary auditions. A jury comprised of Orchestra musicians and invited guests, and chaired by Roderick Bell, awarded \$18,000 in awards, including the grand prize of \$7,000 which went to 16-year-old violinist, Kerson Leong.

The 2012-2013 NAC Orchestra Bursary Committee:

Roderick Bell, Chair

Leah Roseman, upper strings representative

Charles Hamann, woodwind representative

Jill Kirwan, brass representative

David Laister, Friends of NACO representative

NAC Orchestra **Bursary Benefit Concert**

The 11th annual NAC Orchestra Bursary Benefit Concert took place in the NAC Salon on April 7, 2013 raising \$2,950 in ticket sales and donations to the NAC Orchestra Trust Fund. 2012 NAC Orchestra Bursary Competition winner Darren Hicks (bassoon) along with 2011 Harold Crabtree Foundation Award recipient violist Paul Casey performed an afternoon of chamber music with NAC Orchestra musicians Joanna G'froerer (flute), Kimball Sykes (clarinet), Darren Hicks (bassoon), Lawrence Vine (horn), Leah Roseman (violin), Mark Friedman (violin), Michelle Gott (harp), and Leah Wyber (cello).

2013 NAC Orchestra Bursary Competition Winners

NAC Orchestra Bursary (\$7000)

Harold Crabtree Foundation Award (\$5000)

Friends of the NAC Orchestra Award (\$3000)

Yolanda Bruno, violin

Vic Pomer Award (\$2000)

Honorable Mentions (\$225)

Nicholas Galuban, clarinet;

Andrew Lawrence, double bass;

Erica Zheng, flute









HEXAGON Project

NAC New Media's Hexagon project is a vital way the National Arts Centre fulfils its national mandate, supporting young artists from coast to coast to coast and around the world.

The National Arts Centre continues to be a worldleader in the use of high-performance interactive videoconferencing for advancing teaching and learning in music. Hexagon programs allow NAC Orchestra musicians to deliver music instruction to students across Canada and around the world in high-definition video and high-fidelity audio. The NAC uses cutting-edge technology to make meaningful connections possible that would not otherwise be possible.

Pinchas Zukerman continues to use the new Hexagon studio, located off the Southam Hall lobby, to regularly connect with his students at Manhattan School of Music and promising young instrumentalists around the world.

With ConneXXions North 2013-14, the National Arts Centre will enhance and expand its music education outreach in Canada's Northern regions. Building on the success of the NAC's Music Alive program and the Hexagon project, ConneXXions North will bring together musician/teachers at the National Arts Centre with students in Igaluit and other Nunavut communities.

The program will first concentrate on brass instruction to music students at Inuksuk High School as well as string instruction to members of Darlene Nugingaq's Igaluit Fiddle Club. The program will branch out to other communities through the year as the education network is expanded.

This fall, NAC New Media and Manhattan School of Music will re-launch their Manhattan on the Rideau distance learning program, this time featuring woodwind masterclasses from NAC principals to students at Manhattan School of Music. The four interactive workshops from the NAC's Hexagon studio will feature, Chris Millard (bassoon), Charles Hamman (oboe), Joanna G'froerer (flute) and Kimball Sykes (clarinet).

The Re-ConneXXions programme allows NAC Orchestra mentor-musicians to reconnect with previously coached students they masterclasses on NACO tours. The broadband videoconference sessions allow the musicians to follow-up on the in-person sessions and continue the coaching via tele-mentoring sessions. Previous sessions have included connections to students in Monterrey Mexico, Smithers, Vancouver and Victoria BC, Calgary and Grand Prairie AB, New York City and now, in Hong Kong, Beijing and Shanghai.





Teacher Enrichment Programs and Resources

The NAC's commitment to music education extends to music educators as well, offering educational resources to ensure that they are fully prepared to provide their students with the most well-rounded musical education. Resource kits are distributed to teachers during the NAC Orchestra's tours, and are made available online at no cost.



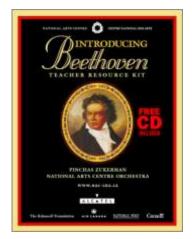
NAC Teacher Resource Kits

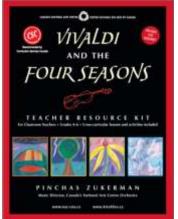
Teacher Training Partnerships

In conjunction with NAC Orchestra tours, the NAC has produced Teacher Resource Kits on the life, times and music of famous composers for distribution to schools across Canada and abroad. To date, we have distributed kits on Vivaldi (1999 Canada Tour, revised 2005 for Alberta/Saskatchewan Tour), Beethoven (2000 Middle East/Europe Tour), and Mozart (2003 USA/Mexico Tour). The kits include a complimentary CD recording of the NAC Orchestra playing the music of the featured composer. They provide a foundation on which teachers can build engaging lesson units, with content and activities carefully designed to address specific areas of the curriculum, and they enable music to be integrated into other curriculum subjects.

All NAC Teacher Resource Kits are available for free download from the ArtsAlive.ca website, the NAC's bilingual performing arts education website. Between September 1, 2009 and August 31, 2013, hundreds of thousands of NAC Teachers Resource Kits have been downloaded.

Curriculum Services Canada (CSC) favourably evaluated the three most recent kits with their Seal of Quality. This successful evaluation means that these NAC learning resources address pan-Canadian curriculum guidelines and can have the CSC Seal of Quality affixed to the front covers.







Undergraduate and graduate students studying at the faculties of education at the University of Ottawa as well as elementary and high school teachers from Ottawa school boards attended orientation sessions throughout the year, facilitated by NAC staff. At these sessions, students were offered teaching resources, such as student newspaper guides, teacher kits, an overview of ArtsAlive.ca, advice on career planning, and an opportunity to learn more about the NAC's role in music, dance and theatre education. During the 2012-2013 season, five orientation sessions took place with an overall total of 230 people in attendance.

Study Guides for Teachers and Students

In order to facilitate classroom preparation for teachers attending NAC Orchestra Student Matinee concerts, four bilingual teacher study guides were created and 263 copies were distributed to more than 175 schools in the National Capital Region. These booklets for teachers were complete with cross activities, -curricular classroom repertoire recommendations, and performance etiquette. All

four NAC Orchestra Student Matinee teacher study guides are also available for free download on the Education "Study Guides" page of the NAC corporate website.

The Ottawa Citizen and the NAC joined forces once again to provide a special pre-concert newspaper guide in student-friendly entitled format "Music Under Midnight Moon" The guide included cross -curricular classroom



activities, fascinating facts about the NAC Orchestra as well as a piece of music to perform with the NAC Orchestra at the Student Matinee concerts. More 1,920 than student newspaper guides were distributed to schools in the NCR during the 2012-2013 season. In addition, 9,522 copies of the "Let's Go Mozart" student newspaper guides were distributed to schools in Alberta. Saskatchewan. Manitoba and Nunavut for the 2012-2013 Music Alive Program. Another 865 "Vivaldi and the Four Seasons" student newspapers went students attending Matinee concerts on the Northern Canada Tour.

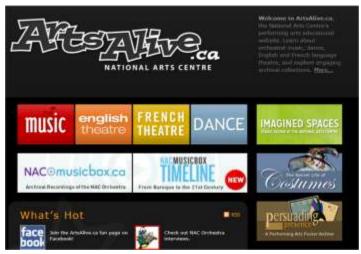
Thanks to the generous support of NAXOS, over 30 copies of a free CD sampler highlighting the music featured on our Student

Matinee concert programs was distributed to schools attending the Music Under a Midnight Moon matinees.

Additionally, over 210 NAC Orchestra/Zukerman "Mozart" CDs were distributed to schools in Alberta. Saskatchewan, Manitoba and Nunavut for the 2012-2013 Music Alive Program.

ArtsAlive.ca Music: Performing Arts Education Website

The NAC Orchestra introduces music to many more young people through the NAC's educational website ArtsAlive.ca Music. Launched in February 2002, ArtsAlive.ca is an engaging and enriching performing arts education website for students, teachers and parents. It allows users to observe and manipulate 3-D virtual instruments, see and hear interviews with professional musicians as well as watch video clips of musicians on tour with the NAC Orchestra. The site also features information about the lives and works of some of the world's best-known composers, such as Beethoven, Mozart and Vivaldi. Since 2003, the NAC New Media Department has launched modules for English Theatre, Dance and French Theatre and the site receives over 6,000 visits per day.





Community Engagement and Adult Education



Music Monday

In proud partnership with the Coalition for Music Education, the National Arts Centre assembled approximately 300 local students who participated in a nationwide earth-to-space Music Monday concert as they joined their voices with Chris Hadfield, the first Canadian Commander of the International Space Station, and children across Canada in a celebration of music education. This special Music Monday event took place on May 6, 2013 in Jean Pigott Hall at Ottawa City Hall.

At approximately 12:25 p.m. EDT, Commander Hadfield and the students sang the official Music Monday theme song entitled I.S.S. - Is Somebody Singing / Quelqu'un Chante. Commissioned by the Coalition for Music Education and CBCMusic, the song was written by Commander Hadfield and Ed Robertson of pop group Barenaked Ladies.

The free concert also featured bilingual renditions of To Young Canadians, a recent composition by local composer James Wright based on a letter written by former Canadian Leader of the Official Opposition Jack Layton, and Sing Out, a fun and energetic piece by David Julian Michaels.

This presentation is but one of several collaborations between the National Arts Centre and the Coalition. The NAC also sponsors the Nunavut prize in the Coalitions annual Principals of Music Award, which recognizes elementary, middle and secondary school Principals across Canada who demonstrate that music is an integral component of the educational program for every student in their school.





music monday

Culture Days

For the third year, the NAC celebrated Culture Days along with artists from coast to coast to coast. Artists, craftspersons and cultural intuitions of all genres opened their doors and offered free workshops to anyone interested.

With our theme of "NAC Backstage Access" in mind we invite everyone from Eastern Ontario and Western Quebec to come visit and participate in one of our more than 15 activities.

Activities include concerts by the Rideau Lakes Brass Quintet and the apprentices from the Institute for Orchestral Studies, live band karaoke, percussion workshops with Jean-Sébastien Dallaire and a dropin choir conducted by Jackie Hawley, Artistic Director of the Cantiamo Girls Choir of Ottawa.



More than 7,000 activities are available to Canadians nationwide over this 3-day weekend celebration.

NAC Podcasts

In 2012-2013, NAC New Media produced another first -rate season of podcasts dedicated to classical music. The NAC's music podcast series; The NACOcast with Nick Atkinson, Explore the Symphony, and L'Univers Symphonique with Marjolain Fournier and Prof. Jean-Jacques van Vlasselaer, continue to figure prominently on the iTunes podcast directory. With seven years of audio content in its archives, the NAC has a wealth of engaging expositions and informative insights from major Canadian and international artists.

For the 2012-2013 Season, fans of NAC Podcasts downloaded an incredible 16 million minutes of audio programming. 935,000 podcast episodes were downloaded last season; 2,500 per day. Christopher Millard reprised his role as host in a recent NACOcast edition during the Orchestra's Northern Tour which was downloaded 15,000 times in one week. With his NACOcast featuring La Boheme and guest conductor Alexander Shelley, regular host Nick Atkinson broke the NAC record for downloads of a single episode with over 47,000. This, over the course of less than two months. Marjolaine Fournier and Jean-Jacques van Vlasselaer have accrued a far-flung fan -base with dedicated listeners across Canada, the US, Europe and Asia.

The NACOcast has received acclaim from The Wall Street Journal, CBC Radio, the American Symphony Orchestra League and listeners around the world. The NAC Orchestra was the first major orchestra in world to produce a podcast series.



NACmusicbox.ca

In 2009, The NAC Orchestra became the first major orchestra in the world to release an archive of over 200 full-length, high-quality recordings online for free. The collection, featuring over 80 Canadian works spans the entire history of the NAC Orchestra. Recently a graphic user interface, called TIMELINE was added to the site, allowing students to visualize the music archive on a socio-historic timeline. NACmusicbox.ca is unique in the world of classical music.

NACmusicbox.ca allows users to search, create playlists and stream more than 250 select archival performances by the NAC Orchestra from the past 40 years. The website also contains a virtual music exhibit that enriches the music collection with an enticing array of related photos, essays about the historical background, ideas of what to listen for, and educational activities;

NACmusicbox.ca. offers free access to over 250 live recordings of the National Arts Centre Orchestra. The collection includes:

- 80 Canadian works
- 170 international works
- 214 concert programs and synopses of the works
- 95 composer biographies
- over 250 glossary definitions
- over 100 archival photographs
- music searchable by work, period, composer, conductor, soloist, instrument and date
- plus, the NAC Orchestra's inaugural concert performed on October 7, 1969.

Among the highlights of the NACmusicbox.ca are two, six-part podcast series on the history of the NAC Orchestra. Renowned writer-broadcaster classical music specialist Eric Friesen hosts the English programs while Jean-Jacques van Vlasselaer, musicologist and longtime music critic for LeDroit newspaper, hosts the French version

Musically Speaking Series

The Musically Speaking Series presents patrons the opportunity to learn more about the evening's NAC Orchestra programming from an array of distinguished music journalists and experts. Attendance throughout the season reached a total of 6,000 patrons who attended talks by NAC favourites such as Eric Friesen, Jean-Jacques van Vlasselaer, Paul Wells, Paul Kennedy, Robert Harris and William Littler. Patrons also enjoyed post-concert talk-backs with quest conductors and artists. Most sessions were recorded and made available online through the NACOcast: the NAC Orchestra's hugely popular podcast series.









Concerts-in-Care

Presented by the Health Arts Society of Ontario and the NAC Orchestra

During the 2012-2013 season, the NAC Orchestra partnered with the Health Arts Society of Ontario for 27 performances at nine health care facilities in Ottawa between September 2011 and June 2012. The Health Arts Society of Ontario (also known as ArtsWay) is a not-for-profit organization dedicated to offering professional performances to people isolated in long-term care, particularly seniors. Together, ArtsWay and members of the NAC Orchestra provided patients isolated from the arts community the experience of enjoying performance arts in their own health care setting. Approximately 1,080 patients, their families and health care professionals alike, were stimulated by these live 45-minute performances.

Concerts on Demand

In 2011, the NAC Orchestra launched a brand new online initiative to engage its patrons in Ottawa and its audience across Canada and around the world, making entire concerts available for online streaming only a few days after the program's performance in Southam Hall. Currently, over 200 concerts per day are streamed from the site.



"...the performers of this afternoon's Health Arts presentation were FANTASTIC! They presented the songs really well, performed superbly and their selection of songs most pleasant. (...) We are of course so pleased to count the NAC Orchestra as a performing partner. Thank you all once again for helping us reach this vastly under-served audience."

Luc Carrière,

Carleton Lodge Long-term Care Facility

NAC Orchestra Performance and Education Tour of Northern Canada

In the autumn of 2012, Canada's National Arts Centre Orchestra celebrated Northern Canada in a dynamic performance and education tour as part of the National Arts Centre's mandate to nurture and support the performing arts across Canada, to showcase the best of Canadian artists, and to make a difference in communities across the country in its role as a catalyst for Canadian arts and culture.



NAC Orchestra Performance and Education Tour of Northern Canada

The National Arts Centre Orchestra visited Nunavut, the Northwest Territories and the Yukon in this 10-day performance and education tour.

The Tour made performance and education stops in Iqaluit, Pangnirtung, Igloolik, Kugluktuk, Rankin Inlet, Yellowknife and Whitehorse.

41

Teaching Artists and **Fducators** involved

66

Partner Organizations Involved

865

NAC Teaching Resources Distributed 4805

Students engaged in concerts, workshops and community events

Engaging New Audiences

Student Matinees and Family Concerts

Trilingual and bilingual student matinees were held in both Igaluit and Yellowknife, and a family matinee concert was held in Whitehorse. These concerts were conducted by Arild Remmereit and featured violinist James Ehnes performing Vivaldi's Four Seasons. Actor John Doucet played the role of Vivaldi and animated each matinee. Throat singers Evie Mark and Akinisie Sivuaparaak joined the Orchestra on tour and performed each concert. Local Inuit performers were featured in each concert providing a great mix of Northern and Southern music.

Teacher and Student Resources

The NAC distributed its French and French "Vivaldi Four Seasons Newspaper" to 865 students and made the companion teacher guide available by download. The children were able to prepare for the concert and continue their studies of Vivaldi after the concerts by looking at the life and music of Vivaldi and engaging in several in-classroom activities.

Francophone Outreach

The NAC was proud to present each of the three matinees bilingually in English and French, and provide resource materials in both official languages.

Also, in Igaluit, NAC musicians reached out to the Francophone community at a Musical Café and offered school performances to the local French school.





Transforming Lives Through Music Concert for the Qaggiavuut Society

The Orchestra's sold-out concert in Iqaluit celebrated the efforts of the Qaggiavuut Society to build a performing arts centre in Nunavut. Admission to the concert was free or by-donation and featured internationally renowned violinist James Ehnes as well as Nunavut's most prominent musicians and conveyed messages of hope and mutual respect.

Orkidstra & Iqaluit Fiddlers Videoconference

Saturday, October 27 а broadband videoconference Music Connexxions linked up Ottawa's Orkidstra string quintet and KidSingers choir with the Iqaluit Fiddlers. Together, the children played Amazing Grace and Ode to Joy and sang works in Inuktituk. Following this, the children in Igaluit led a session on throat singing for the participants in Ottawa.

Community Outreach to Health Care facilities

While in Northern Canada, the NAC continued its relationship with Health Arts, an organization which brings high caliber performances to audiences in Health Care facilities. NAC Orchestra musicians performed five concerts in friendship centres and Elder and seniors residences in Igaluit, Yellowknife and Whitehorse.

Northern Canadian artists featured on Tour:

accordion Simeonie Keenainak

throat singers Evie Mark, Akinisie Sivuaraapik, Sylvia Cloutier, Madeleine Allakariallak, Nancy Mike & Kathleen Merritt

folk singers Moira Cameron & Hélène Beaulieu



"What a treat it was to have such a professional and polished performance in Yellowknife! I also appreciated their willingness to reach out and connect with the community in such a personal manner, thus promoting classical music across the north and inspiring northern musicians to keep at it. It's encouraging for musicians living in communities far from the easily accessible music and other arts in the South."

Teacher, Yellowknife

Artist Training

One of the main goals of the educational components of NAC Orchestra tours is to identify and support talented young Canadian musicians. Members of the NAC Orchestra, as well as the guest artists, worked with music students from local high school music programs.

Conductor Arild Remmereit led choral workshops; James Ehnes led string workshops; Evie Mark and Akinisie Sivuaraapik led throat singing workshops and John Doucet led mime workshops.

Guest composer Alexina Louie worked with film composition students at Inuksuk High School in Igaluit and composer Carmen Braden in Yellowknife. In addition, she worked with four piano students in a masterclass in Whitehorse.

For more info, visit: nac-cna.ca/en/northerntour

Our Supporters

The National Arts Centre would like to thank the following for their support of the programs of Music Education and Community Engagement:

Astral Media Radio Inc. M.G. Campbell Encana Corporation First Air

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Friends of the National Arts Centre Orchestra

Jeanne F. Fuller and Family

Jean Gauthier & Danielle Fortin

Dr. Joy Maclaren, C.M., "New Sun"

The J. W. McConnell Family Foundation

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The Vered Family

Anonymous (1)

Music Education and Community Engagement programs are also made possible by the National Youth and Education Trust which is supported by Lead Partner CIBC, BOOM 99.7, Michael Potter, supporters and patrons of the annual NAC Gala and the donors of the NAC Foundation's Corporate Club and Donors' Circle.

Appendix: Statistics 2012-2013

YOUNG AUDIENCE DEVELOPMENT

PROGRAM / EVENT	NUMBER OF EVENTS in 2012-2013	ATTENDANCE / NUMBER OF PARTICIPANTS				
IN-HOUSE:		Faculty	Paid	Comp	TOTAL	
TD Bank Group Family Adven- tures with the NAC Orchestra Concerts	8 performances (4 shows X 2 performances each)		14,544	824	15,368	children and adults
NAC/Jeunesses Musicales Kinderconcerts	18 performances (4 shows X 4 performances each, + 1 holiday show X 2 performances)		5,284	12	5,296	children and adults
NAC Orchestra Student Matinee Concerts	8 performances (4 shows: 1, 2, 1 and 4 perform- ances each)		9,652	688	10,340	students and teachers
NAC Orchestra Student Open Rehearsals	11 rehearsals			1,677	1,677	students and teachers
Trinity LiveRush© Student Discount Tickets	66 events		5,013		5,013	students and teachers
SUBTOTAL	111 events		34,493	3,201	37,694	individuals
IN-SCHOOL / OFF-SITE:		Faculty	Paid	Comp	TOTAL	
Musicians in the Schools	24 school presentations	28	6,608	N/A	6,608	students and teachers
Music Alive Program: Alberta & Saskatchewan	103 school presentations	9		9,441	9,450	students and teachers
Music Alive Program: Manitoba	2 school presentations and fiddle workshops	3		126	129	students and teachers
Music Alive Program: Nunavut	52 Events (including weeklong teaching artist, weekly lessons, boradband sessions, visits, workshops, and music camps)	25		1,858	1,904	students and teachers
SUBTOTAL	181 events	65			18,091	individuals
NACO NORTHERN TOUR:		Faculty	Paid	Comp	TOTAL	
NAC Orchestra Student Matinee Concerts	3 performances				1,240	students and teachers
School Performances (including 1 NAC Orchestra Student Open Rehearsal)	9 performances				1,800	students and teachers
SUBTOTAL	12 events				3,040	individuals
TOTAL	304 events	65			58,825	individuals

TRAINING AND SHOWCASING OF YOUNG AND EMERGING TALENT

PROGRAM / EVENT		NUMBER OF EVENTS in 2012-2013		attendan(CE / NUMBE	R OF PARTI	CIPANTS
ARTIST TRAINING:			Faculty	Paid	Comp	TOTAL	
Institute for Orchestral Studies	1	program	7			5	apprentices
Summer Music Institute: Young Artists Program	1	program (Sr. and Pre- college levels combined)	23			71	students
Summer Music Institute public masterclasses (at the University of Ottawa)	4	masterclasses	5	325		17 325	participants audience members
SUBTOTAL	6	events	35	325		418	individuals
SHOWCASING:			Faculty	Paid	Comp	TOTAL	
NAC Orchestra Bursary Competition (\$19,000 in prizes for local	1	event	11	raid	- Comp	30	semi-finalists (8 finalists)
musicians)					123	123	audience members (at Finals)
NAC Orchestra Bursary Benefit Concert	1	event				1	performer (2012 NAC Orchestra Bursary winner)
						108	audience members
Summer Music Institute Public	6	performances				71	performers
Concerts				300	284	584	audience members
Music Monday	1	performance	1			300	students in NAC choir
						260	audience members
TD Family Adventures with the NAC Orchestra concerts	8	performances (4 shows X 2 performances each)				24	young artists
NAC Orchestra Student Matinee Concerts	4	performances				24	young artists
My First NAC, presented by Astral Radio	1	performance				12	performers
					222	222	audience members
Musically Speaking Pre-Concert Music Series, 6 presented by Astral Radio	3	performances				3	performers
	25		10	200	(20	500	audience members
SUBTOTAL	25	events	12	300	629	2262	individuals
NACO NORTHERN TOUR: Artist Training Workshops	41	workshops	Faculty 24	Paid	Comp	TOTAL 492	emerging artists
Student composition project	9	performances				11	young composers
SUBTOTAL	91	events	24			503	individuals
TOTAL	97	events	59			3,183	individuals
							Statistics iii

ADULT LEARNING AND COMMUNITY OUTREACH

PROGRAM / EVENT		NUMBER OF EVENTS in 2012-2013		ATTENDAN	CE / NUMBE	R OF PARTIO	CIPANTS
ADULT LEARNING:			Faculty	Paid	Comp	TOTAL	
Musically Speaking Chats & Talkbacks	26	pre and post-concert talks	5		3,773	3,773	audience members
NAC Orchestra Open Rehearsals (seniors)				172		172	senior citizens in atten- dance
Music Alive Program: Nunavut	31	community workshops	25		296	296	attendees
SUBTOTAL	68	events	30			4,241	individuals
COMMUNITY OUTREACH:							
TD Bank Group Family Adventures with the NAC Orchestra TUNETOWN pre-concert activities	8	sessions (4 shows X 2 per- formances each)				28	community partner volun- teers
Music Alive Program: Nunavut	8	Community Concerts			779	779	attendees
Music Alive Program: Nunavut	1	Symposium on Youth and Leadership	6			12	young leaders from communities across Nunavut
NAC Orchestra Concerts in Care (in partnership with the Health Arts Society of Ontario)	8	performances			320	320	senior citizens in atten- dance
SUBTOTAL	25	events	6			1,139	individuals
TOTAL(Adult Learning and Community Outreach)	93	events	36			5,380	individuals

TEACHER CLINICS AND PRESENTATIONS

PROGRAM / EVENT	NUMBER OF EVENTS in 2012-2013	,	attendan(CE / NUMBE	R OF PARTIO	CIPANTS
CLINICS/ORIENTATION SESSIONS	FOR TEACHERS:	Faculty	Paid	Comp	TOTAL	
Teacher Training Partnerships (U. of Ottawa, Ottawa School Boards)	4 workshops	j		190	190	pre-service teachers
Music Education conferences/ presentations/events (OCDSB Arts Incentive Day, PD Day)	1 events			40	40	teachers
Music Alive Program: Nunavut	teacher mentoring during artist visits	4		8	14	current teachers, and com- munity educators
TOTAL (Teacher Clinics and Presentations)	6 events	4	faculty		244	teachers

EDUCATIONAL RESOURCES

PROGRAM / EVENT		ER OF RESOURCES n 2012-2013	NUMBER	OF RESOURCES DISTRIBUTED / DOWNLOADED
RESOURCES FOR TEACHERS:				
NAC Teacher Resource Kits: "Let's Go Mozart": Hard copies distributed to AB, SK, Manitoba and NU (Music Alive Program)	1	kit	212	province-specific guides dis- tributed to teachers
Curriculum Unit Guides: "Let's Go Mozart" to AB and SK (Music Alive Program)	2	guides	52	province-specific guides dis- tributed to teachers
Student Matinee pre-concert study guides to over 200 local schools (in NCR)	4	different guides	263	guides distributed
NAXOS/NACO Student Matinee CD Samplers (in NCR)	1	different CD	32	CDs distributed
NAC Orchestra "Mozart/Zukerman" CDs distributed to AB/SK and Manitoba (Music Alive Program)	1	CD	212	CDs distributed
SUBTOTA	AL 9	unique teacher resources	771	resources distributed
ONLINE RESOURCES FOR TEACHERS & ADULTS:				
Teacher Resource Kits downloaded from ArtsAlive.ca in 2012-2013 (incl. ET/FT/Dance)	4	different kits	2,500,000	kits downloaded
ArtsAlive.ca (incl. NACmusicbox and Timeline)	1	website	4,500	unique visits each day
NACMusicBox.ca	250	audio recordings	250	works streamed per day
NAC Music Podcasts	192	episodes (to date)	935,000	downloads (2012-2013)
SUBTOTA	AL 447	online teacher & adult resources	3,439,750	resources
RESOURCES FOR STUDENTS:				
Student Matinee newspaper guides to over 30 schools (in NCR)) 1	guide	1,922	guides distributed
Student Newspaper Guides: "Let's Go Mozart!": Hard copies distributed to AB, SK, and NU (<i>Music Alive Program</i>)	2	different guides	9,522	newspaper guides distributed to students and teachers
Student Newspaper Guides: "Vivaldi and The Four Seasons" distributed to students in Iqaluit and Yellowknife (NACO Northern Canada Tour)	1	guide	865	newspaper guides distributed to students and teachers
SUBTOTA	AL 4	unique student resources	12,309	guides distributed
MUSICAL INSTRUMENTS AND SUPPLIES:				
Instruments donated and delivered to Nunavut schools and colins, drums (Music Alive Program: Nunavut)	mmunity pr	ograms: piano, vio-	5	instruments donated and delivered
Instruments delivered to Nunavut schools: Guitars, keyboard, di	rum set, acc	cordions	12	instruments where NAC pro- vided delivery only
			17	instruments provided for Nuna- vut
Supplies donated and/or delivered: broadband video-conferement, school resources, music supplies	encing equip		153	supplies delivered to Nunavut that were donated or pur- chased
		SUBTOTAL	187	resources
TOTAL (Educational Resources	s) 460	teacher, student & adult resources	3,453,017	resources distributed and accessed

MUSIC EDUCATION AND COMMUNITY ENGAGEMENT AT CANADA'S NATIONAL ARTS CENTRE

500	events	67,621 patrons / participants
460	distinct resources (hard copies and online)	3,453,017 patrons / participants
164	faculty	

GRAND TOTAL: 3,520,638 patrons benefitted



Bilingualism in Music Education Programs and Resources

All music education programs and resources produced by the National Arts Centre is available bilingually or in both official languages.

This includes: Teacher Resource Kits, NAC Orchestra Student Matinee teacher study guides, NAC Orchestra Student newspaper guides.

All content on the ArtsAlive.ca website, including NACmusicbox.ca TIMELINE and Concerts on Demand.

Young Audience Development					
Kinderconcerts	5 French and 13 English concerts				
TD Family Adventures with the NAC Orchestra	8 bilingual concerts				
NAC Orchestra Student Matinee concerts	2 bilingual concerts, 4 English concerts, and 2 French concerts				
Music Monday	bilingual concert was held at Ottawa City Hall-May 6 th 2013				

Artist Training and Showcasing					
Summer Music Institute	promoted administered and operated in both official languages. The program welcomes l'Orchestre de la francophonie as its resident orchestra.				
NAC Orchestra Bursary Benefit Concert	1 bilingual concert				
My First NAC showcase concert	1 bilingual concert				

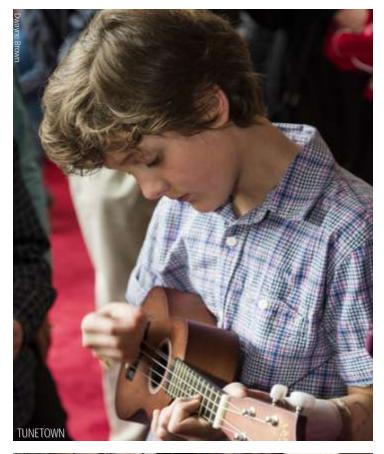
Musicians in the Schools: 27 unilingual and bilingual school performances					
Ontario	19 anglophone schools and 6 francophone schools				
Quebec	2 anglophone schools				

Adult Learning and Community Engagement					
Musically Speaking Chats and Talkbacks	33 pre and post concert talks (29 in English, 3 in French, 1 bilingual)				
Musically Speaking pre-concert music	6 concerts hosted bilingually				

Music Alive Program:					
Saskatchewan	1 francophone school and 10 French immersion				
Alberta	French-language presentations.				
Nunavut	1 bilingual school performance with the NAC Brass Trio for students at École des trois-soleils				

Music Educators Conferences

The NAC presented and exhibited resources in French and English at the annual Ontario Music Educators Conference and the Congrès FAMEQ (Fédération des associations de musiciens éducateurs du Québec).







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