



# ATLANTA MASTER CHORALE

---

WHERE MUSIC TOUCHES SPIRIT



ATLANTA MASTER CHORALE

WHERE MUSIC TOUCHES SPIRIT

# TEJ Talk

Programing in a Pandemic Reality

ATLANTA MASTER CHORALE

---

AUDIENCE BUILDING ROUNDTABLE (AN INITIATIVE OF THE ARTHUR BLANK FOUNDATION)

DECEMBER 3, 2020

# FRIDAY THE 13<sup>TH</sup>

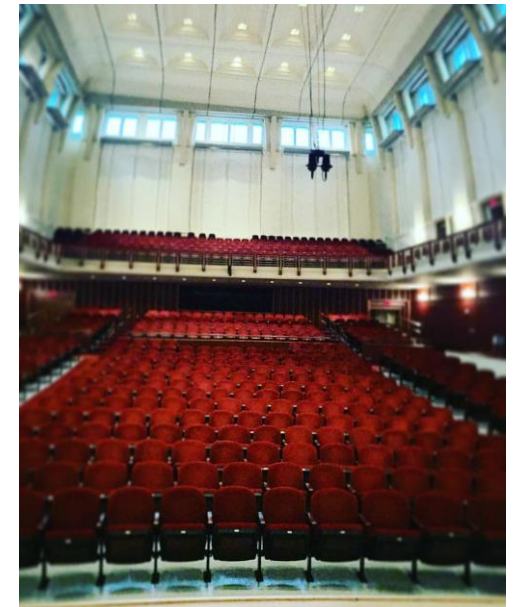
## TOTAL SHUTDOWN: *NOW WHAT?*

### ♪ IMMEDIATE RESPONSE

- INITIAL COMPLICATIONS – CONCERTS, CONTRACTS, AND VENUES
- HOW TO CONNECT: *HOW TO REMAIN RELEVANT*

### ♪ SCENARIO PLANNING

1. No Concerts for the entire 2020-21 season – total virtual programming
2. Concerts in a different venue that would allow our rehearsal and performances
3. Shortened season beginning with Christmas and two in the spring
4. Shortened season – two spring concerts



## ♪ VIRTUAL PROGRAMMING PLAN

- **Weekly Emails featuring a past concert video**
- **Mini-concert** in late July, October and December
- **Chorister Variety Performance** – in September
- **Insider Newsletter** – increased editions rather than quarterly
- **Spirited Conversations**- interviews with Eric – which will begin in January featuring guests such as Joel Thompson former AMC member and composer of Seven Last Words of the Unarmed and Jamie Barton, internationally acclaimed mezzo-soprano
- **Weekly Chorus Member Zoom calls** – Check ins and interviews with special guests.



# 🎵 VIRTUAL PROGRAMMING PLAN

## Final program descriptions:

- **Mini-Concerts:** *Eric Nelson's virtual concert tour*  
“Enjoy a unique compilation of original and past performances – virtually”
- **Inspiring Artistry Spotlight:** *Performances off stage* “Discover the hidden talents of our musicians”
- **Spirited Conversations:** *Behind the Scores*  
“Eavesdrop on AMC Artistic Director Eric Nelson and his special guests as they provide a behind the scenes look at the world of music.”

MARKETING THROUGH OUT NATIONAL CHORAL ORGANIZATIONS



## ♪ SPECIAL EVENTS

- AMC was featured in the American Guild of Organists' virtual conference at the end of July
- AMC's Music Publisher, Morningstar/ECS/E. C. Shirmer, president, Mark Lawson interviewed Artistic Director, Eric Nelson to discuss hymn arrangements for presentation at the Hymn Society 2020 summer conference
- Artistic Director is featured and interviewed by Andre Thomas, African-American Composer, former Choral Director of Florida State University and currently Choral Director of Yale University
- AMC was featured on Houston Chamber Choir's Podcast *With One Accord* on August 16 (commentary by Eric Nelson/*When Memory Fades*)
- **Georgia Home for the Holidays** Presenter Daily Video series 32 organizations on 35 days - November 27- December 31
- Donor "Zoom" calls with top level donors – 6 calls since August with small groups of major donors which have had tremendous impact for us and the donors.
- **Showguide** – asked for our videos for their reference and I regularly supply videos and many of the have been their highest viewed content.



# COLLABORATION

- CHORAL MUSIC OF METRO ATLANTA – SOME BACKGROUND



- GEORGIA HOME FOR THE HOLIDAYS – ([HOLIDAYS.GEORGIA SYMPHONY.ORG](http://HOLIDAYS.GEORGIA SYMPHONY.ORG))



- ATLANTA MUSIC PROJECT



## ♪ SOME STATISTICS

- **May 1 Mini-Concert – 2,373 views**
  - 250 viewed the “live” broadcast/1,000 within the first 24 hours
- **July 31 Mini-Concert – 1,707 total views**
  - 500 viewed the concert on the night it aired/678 within the first 24 hours
- **September 18 - First Variety Show Performance – 579 views**
  - 154 viewed the concert on the night it aired/223 within the first 24 hours
- **October 16 Mini-Concert – 944 views**
  - 170 viewed the concert on the night it aired/330 within the first 24 hours





# ♪ SOME STATISTICS

## ♪ **Emails/Constant Contact**

60 emails sent to subscribers since COVID

Monday Music Moment (April-current), Throwback Thursday (April – June), updates, notices for upcoming mini-concerts, etc.

Above **average open rates at 30%** (equates to around 800 people viewing each email)

## ♪ **Insider Newsletters**

5 Insider Newsletters distributed to higher-level donors and AMC choristers

Amazing **78% open rate** (equates to around 84 people viewing each email)

## ♪ **Facebook**

72 posts since COVID with more than 83,000 total post views

**10% increase in page followers since COVID (3,689 total/345 new)**

## ♪ **YouTube**

21 newly released videos since COVID + 3 mini-concerts + 1 variety show

**26% increase in subscribers** (3,151 total subscribers/660 new)

Surpassed **1 million total views in July**

Currently at 1,084,717 views

196,575 are new views since COVID

# ♪ Insights

