THE BOSTON SYMPHONY ORCHESTRA ANNOUNCES THE LAUNCH OF A NEW MUSIC EDUCATION PILOT PROGRAM

THE BSO ACADEMY SCHOOL INITIATIVE TO BEGIN AT THE THOMAS A. EDISON SCHOOL IN THE 2010-11 ACADEMIC YEAR

UBS IS INAUGURAL SPONSOR OF PILOT PROGRAM

KICK-OFF EVENT TO TAKE PLACE AT THE EDISON SCHOOL’S OPEN HOUSE ON WEDNESDAY, OCTOBER 6, AT 5 P.M., WITH VIPS FROM THE BSO, BOSTON PUBLIC SCHOOLS, AND UBS JOINING STUDENTS, TEACHERS, PARENTS, AND MEMBERS OF THE COMMUNITY IN A SCHOOLWIDE SING-ALONG CELEBRATING THE NEW PROGRAM

The Boston Symphony Orchestra announces the launch of the BSO Academy School Initiative, a new and innovative partnership with the Boston Public Schools created to support the expansion of music education in the city’s schools, with a pilot program at the Thomas A. Edison School in Brighton, MA. The project will serve the entire student body of 775 students at the Edison School, a K-8 school created in 2009 through the merger of two elementary schools and one middle school.

The kick-off for this new program will take place at the Edison School’s Open House on Wednesday, October 6, at 5 p.m., with VIPs from the BSO, Boston Public Schools, and UBS joining students, teachers, parents, and members of the community in a schoolwide sing-along in celebration of this special new program. Members of the press are invited to cover this event; please reply by return email or call 617-638-9280 for further details about credentials and access to the Edison School Open House program on October 6.

OVERVIEW OF BSO ACADEMY SCHOOL INITIATIVE
Through the interplay of a rigorous and dynamic music curriculum and instrument and vocal study focusing on students—but also involving teachers and parents—the BSO Academy School Initiative offers ongoing student interaction with professional musicians and access to the BSO’s extensive education programs, providing students at the Edison School with a high-level music program and an increased appreciation of their own school community. In addition, the BSO Academy School Initiative offers students an opportunity to experience multi-dimensional learning through an integrated music curriculum—an approach that has been widely proven to promote deep learning and student motivation in multiple areas. Details about weekly classes, for each grade K-8, and special activities scheduled throughout the fall appear at the end of this press release.

**UBS IS INAUGURAL SPONSOR OF BSO ACADEMY SCHOOL INITIATIVE PILOT PROGRAM**

As an extension of its ninth year as the exclusive season sponsor of the BSO, UBS is supporting the BSO Academy School Initiative as its inaugural lead sponsor. UBS will support the BSO Academy Initiative’s individual twice-weekly instrumental lessons, coaching opportunities by BSO and BSO-affiliated musicians, Friday school performances, and access to BSO activities. With the 2010-11 BSO season, UBS continues its partnership with the Boston Symphony Orchestra as its exclusive season sponsor, building on the mutually successful partnership that began in 2003.

**THREE GOALS OF THE BSO ACADEMY SCHOOL INITIATIVE**

The three major goals of the BSO Academy School Initiative curriculum, as developed by BSO Education staff and Edison School music faculty during the 2009-10 school year are: 1.) to provide high-level K-8 music education that meets and exceeds “best practices” in arts education as defined by the Boston Public Schools Arts Expansion Initiative (see description and link below); 2.) to create a school community with parents, teachers, and students through the use of music as a unifying element of school culture; and 3.) to help students develop a skill set that can prepare them for success in high school, college, and beyond. BSO musicians participating in the 2010-11 BSO Academy School Initiative include Tom Martin, associate principal clarinet; Robert Sheena, English horn; Suzanne Nelsen, second bassoon, and Jonathan Menkis, horn, as well as piccolo Cynthia Meyers, who serves as the UBS Musician-In-Residence. This initiative was developed from an initial strategic plan funded by The Linde Family Foundation.

“The BSO is thrilled to have this opportunity to work with the Boston Public Schools to introduce an innovative arts education program whereby every student, at all grade levels, has access to first-class music education,” said BSO Managing Director Mark Volpe. “It is our hope that the BSO Academy School Initiative at the Edison School will inspire a far-reaching appreciation of the critical role the arts play in creating a full-spectrum educational experience. Though we’re starting small, our dreams are big: to make music and the arts an integral part of every Boston Public School classroom, creating an environment where the arts are experienced fully, with their effects lasting a lifetime, no matter what field of interest each student pursues.”

“We know that students are more likely to achieve at high levels in the classroom if they have music and arts opportunities available to them,” said Boston Public Schools Superintendent Carol R. Johnson. “We are so proud to collaborate with the BSO and UBS to ensure our students are exposed to arts in a meaningful and thoughtful manner.”
"UBS is proud to build on our Season Sponsorship by joining forces with the BSO to create a thriving and sustainable partnership between professional musicians and the artists of the future," said Stephen Brown, UBS Managing Director, New England Region. "We believe music education helps create a motivated, creative and confident student and opens the doorway to a future they might not have considered."

The firm's orchestral sponsorships build upon a long history of supporting the art form around the globe. In addition, UBS strengthens relationships with local organizations while focusing on education and creativity through grants and volunteer initiatives.

"UBS' community activities build on a shared focus on education with the BSO," adds Peter Alberding, UBS Managing Director, Boston Complex. "We view this partnership as a reflection of our commitment to communities where we live and work."

SIX CORE ELEMENTS TO ACHIEVE GOALS OF BSO ACADEMY SCHOOL INITIATIVE

1.) Sequential, standards-based music curriculum for grades K-8
Through this curriculum students will learn to analyze, critique, and engage with music, receiving arts instruction twice a week at "best practices" level or above. The curriculum will use music to create a cultural context for learning, encouraging connections between music, students' lives, and the outside world, and offering opportunities for collaborations among students, among teachers, and between students and professional musicians and artists.

2.) Integrated Arts Curriculum
A multi-phased expansion will bring integrated arts curriculum to all Edison classrooms, K-8, over the next three years. Implementation will begin with the school's English Language Learner (ELL) classrooms (approximately 160 students in grades 1-8). The BSO will offer extensive professional development for classroom teachers who will collaborate with music and general faculty to implement the integrated curriculum, in some cases incorporating visits from BSO-affiliated musicians or other artists.

3.) Individual Lessons and Coaching
Working with music organizations throughout the Greater Boston arts community—including Boston University Music Education department, Boston Conservatory, Berklee College of Music, Boston Arts Academy, Metropolitan Opera's Urban Voices Program, The Cantata Singers, From the Top, and Opera Boston—the BSO Academy School Initiative will augment the school's basic music instructions, including both vocal and instrument programs, with individual lessons and coaching sessions.

4.) Musician Visits and Friday Performances
The BSO will schedule visits from BSO and BSO affiliated musicians, as well as organize regular Friday "performance hour" programs featuring professional ensembles from across the Greater Boston area. BSO musicians will also be in residence at the Edison School, supporting instrument study, integrated curriculum, and the Friday-morning performance series.

5.) Other Enhancement Activities
As a BSO Academy School, the Edison School will receive extensive access to existing BSO education programs such as Youth Concerts and Open Rehearsals.
6.) **Building a learning community around a culture of music**

By attending and participating in the Edison School's annual open house, weekly Friday performances, and teacher training workshops and faculty meetings, teachers, students, and parents will be introduced to a place where music is woven into the fabric of the school community. These outreach efforts represent important opportunities to develop parent awareness of the school's culture and educational philosophy, as it is informed by the BSO Academy School Initiative. Community-building activities will reach beyond the school community to the Brighton neighborhood community at large. Members of the community will be invited to concerts and to interact with the musicians and each other during three evenings of music featuring BSO musicians planned for the 2010-2011 school year. An invitation for participation in the Edison Community Chorus will be extended to Edison parents as well as members of the larger Brighton community.

**STAFFING FOR BSO ACADEMY SCHOOL INITIATIVE**

The BSO will take the lead role in coordinating the new initiative, managing all activities, functioning as the primary resource for the six core elements of the program, and developing relationships within the Boston arts community to augment and support the program. Specialists from the BSO Education and Community program department's roster of professional development professionals, teaching artists, and BSO musicians will be utilized to support the music and art integration curriculum. Key arts partners, who will help provide coaching and lessons for instrumentalists and support for music classrooms and ensemble rehearsals, as well as performers for the Friday morning performance series, include Boston University Music Education department, Boston Conservatory, Berklee College of Music, Boston Arts Academy, Metropolitan Opera's Urban Voices Program, From the Top, and Opera Boston.

The Edison School team for the initiative includes key administrators, the school's four arts specialists, and the lead teachers for each academic subject.

**EVALUATION OF PILOT PROGRAM**

To evaluate the overall impact of the BSO Academy School Initiative, the BSO will engage David Reider, Principal of Education Design, an educational consulting firm in Boston specializing in program evaluation for K-12 and post-secondary projects in arts, science, and technology education. Mr. Reider will investigate aspects of school partnerships (how an arts organization functions as an arts education provider in collaboration with a school through integrated activities), teacher development, and student achievement in the context of high-quality music integrated teaching and learning.

**BOSTON PUBLIC SCHOOLS ARTS EXPANSION INITIATIVE**

Through the BSO Academy School Initiative, the BSO strives to address the needs in arts education identified by the Boston Public Schools Arts Expansion Initiative in 2008. Initial research reported by the Arts Expansion Initiative indicated that, despite the designation (under the Massachusetts Education Reform Act of 1993, as well as the No Child Left Behind act of 2001) of arts as a core academic subject, only 81% of Boston’s public school students in K-8 schools and 76% of students in K-5 schools received arts instruction once weekly for the full school year. Only 11% of students in K-8 schools and
13% of students in K-5 schools received arts instruction at the higher “best practice” benchmark of twice weekly instruction. Additionally, with most of the district’s available arts funding dedicated to salaries for school-based arts faculty, partnerships with external arts partners are vital to augmenting and bolstering the arts opportunities available in the Boston Public Schools. More information about the Boston Public Schools Arts Expansion Initiative is available at www.Bostonpublicschools.org/artsexpansion.

**THE THOMAS A. EDISON SCHOOL**

Boston Public School Superintendent Carol Johnson and Edison Principal Mary Driscoll chose the Thomas A. Edison School to be the pilot school of the BSO Academy School Initiative, as they felt the school’s distinctive community of students would especially benefit from the unique learning environment and innovative new music program offered by this new initiative. The Thomas A. Edison School, a newly-formed K-8 school of 775 students, was created in 2009 through the merger of two elementary schools and one middle school. Because the Boston Public Schools embrace a school choice model, the Edison draws students from all over the city, with only 40% of the school population living in the immediate neighborhood. More than 88% of Edison students come from minority backgrounds, and 83% qualify for school-based meal subsidies. English Language Learners comprise 18% of the school population, with that number expected to increase to 23% during the 2010-2011 school year. The Edison School was also chosen to be the pilot program of the new initiative because the BSO has been involved with the new Edison School since its inception in 2009 and music has been a strong part of the culture at the Edison.

The Edison K-8 School is committed to providing its students with a rigorous academic experience in a safe, nurturing atmosphere that creates a sense of belonging for students, families, and staff. The Edison K-8 is committed to harnessing the power of the arts as a way to drive student achievement. For more information about the Edison School, visit www.edison@bostonpublicschools.org.

**THE BOSTON SYMPHONY ORCHESTRA AND THE NEW INITIATIVE**

The BSO Academy School Initiative also provides the BSO Education and Community Programs department with the opportunity to fulfill its own commitment to deepening the orchestra's work with the Boston Public Schools and advocating for the key role of music in public education. Through this education Initiative, the BSO is working to develop a new model for on-going, in-depth involvement in public school music education that could provide guidance for other orchestras and arts organizations—in Boston and beyond—working to support their public schools.

**About UBS**

UBS draws on its 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland. We combine our wealth management, investment banking and asset management businesses with our Swiss operations to deliver superior financial solutions and manage CHF 2.2 trillion in invested assets.

UBS is present in all major financial centers worldwide. It has offices in over 50 countries, with about 37% of its employees working in the Americas, 37% in Switzerland, 16% in the rest of Europe and 10% in Asia Pacific. UBS employs about 64,000 people around the world. Its shares are listed on the SIX Swiss Exchange and the New York Stock Exchange (NYSE).
For more information about the BSO, click here: www.bso.org/presskit.

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Information about BSO School Academy Initiative
Weekly Activities and Special Events:
BSO Academy School Initiative Weekly Activities, Grades K-8, Edison School

Grades K-2: singing classes every Thursday by Urban Voices

Grades K-3: general music classes with the 3rd grade class learning to play recorder

Grades 3-5: general music classes and participation in chorus

Grade 4: instrumental music instruction begins, with students performing in the 4th grade band as well as small ensembles

Grade 5: instrumental music instruction and band participation continues

Grades 4-7: 40 students will participate in a string program

Grades 6-8: general music classes and participation in the performing arts classes, the main focus of which is a presentation of a yearly musical--this year the program will present "The Wiz" in January; music technology and music composition classes, using Garage Band and Sibelius; participation in smaller ensembles, including chamber music and jazz ensemble, among others; and participation in middle school chorus

In addition, there is also the opportunity for after school lessons and ensemble coachings which happen twice a week. There is also a major effort to promote singing in general throughout the entire school; there is school-wide repertoire that is taught to all students and teachers.

BSO Academy School Initiative Special Activities, Grades K-8, Edison School, October-December:

October 2010 – Hispanic Heritage Month
October 15: Friday morning performance by Ruumba – Latin Band
October 18-22: BSO musician in residence
October 25: Keith Lockhart and Daniel Bernard Roumain performance
October 28: 8th graders attend high school open rehearsal @ BSO

November 2010 – Exploring Africa
November 1-5: BSO musician in residence
November 5: Friday morning performance by – Cindy Meyers/quintet
November 12: Friday morning performance – African drumming w/Jeremy Cohen
November 18: students grade 5-8 attend BSO’s UBS Thanksgiving Concert rehearsal
November 19: Friday morning performance – Edison students celebrate Thanksgiving
November 19: Edison teachers attend the BSO’s UBS Thanksgiving Concert

**December 2010**
December 6-10: BSO musician in residence
December 10: Friday morning performance – Tubby the Tuba – (Mike Roylance)
December 17: Friday morning performance – Edison students holiday presentations

All programs are subject to change.