

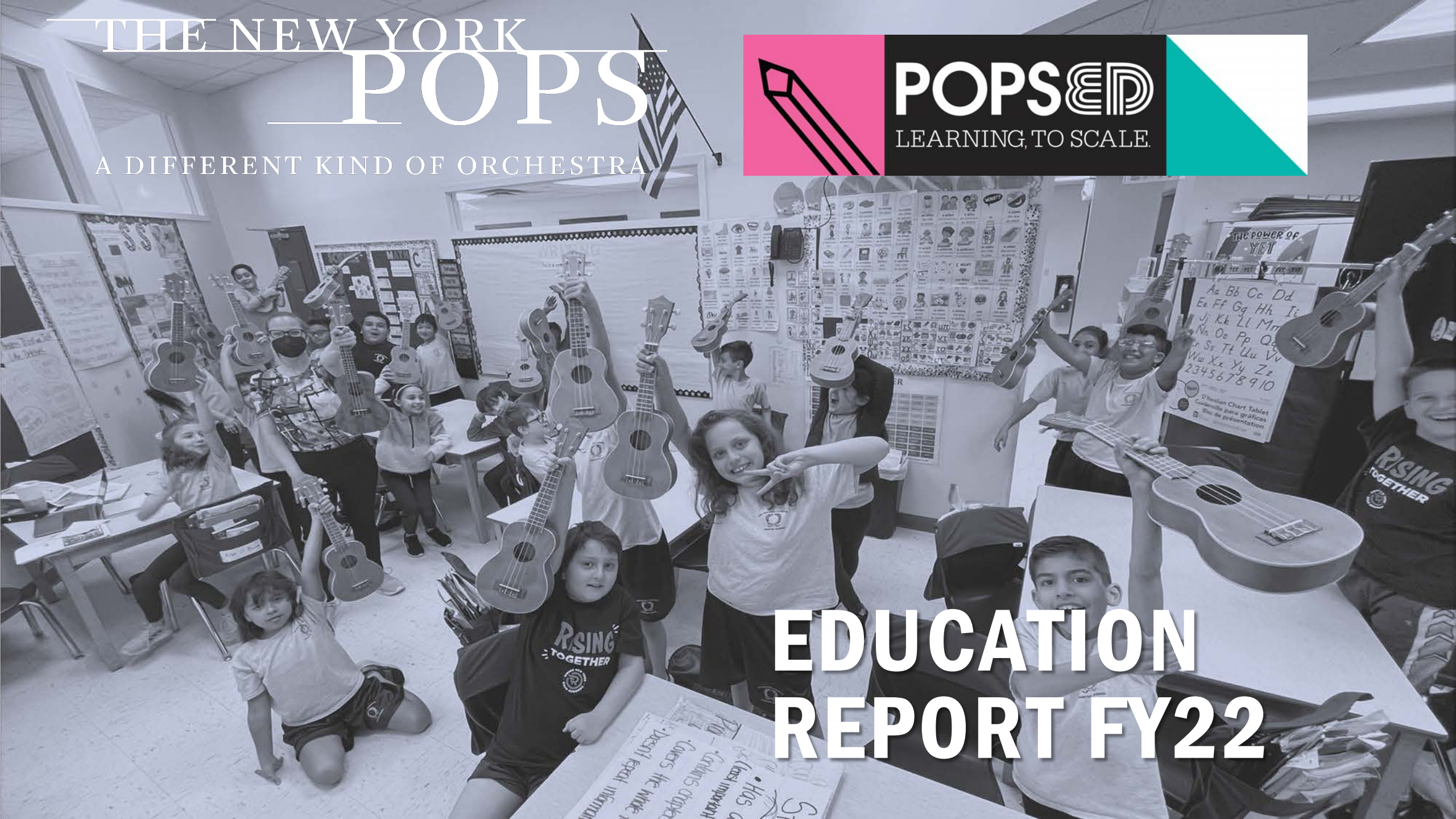
# THE NEW YORK POPS

A DIFFERENT KIND OF ORCHESTRA



**POPS**ED  
LEARNING, TO SCALE.

**EDUCATION  
REPORT FY22**



# WELCOME

The 2021-2022 school year saw the return of live music to the classroom and the stage.

PopsEd provided meaningful in-person learning experiences for New York City students across the five boroughs through *Kids in the Balcony*, *Kids on Stage* and *PopsEd Residencies*.

- *Kids in the Balcony* gave over **1,000 students** the opportunity to see The New York Pops play live at Carnegie Hall once the hall reopened
- *Kids on Stage* gave **22 students** the opportunity to play alongside The New York Pops musicians on the Carnegie Hall stage
- **Ten** *Kids on Stage* participants received full scholarships to French Woods Festival of the Performing Arts Summer Camp
- **Five** lucky students received the opportunity to learn the art of conducting from Maestro Steven Reineke through our inaugural *Kids on Stage Conducting Apprenticeship*
- *PopsEd Residencies* gave over **1,700 students** the gift of music, song and dance instruction in the classroom

We could not do what we do for the students of New York City without your valued support.

Thank you!

Anne M. Swanson  
2 Executive Director

Analisa Bell  
Education and Operations Manager





# KIDS IN THE BALCONY



Since The New York Pops Founder Ruth Henderson established the program in 1991, *Kids in the Balcony* has served **over 55,000 students and their families.**

This season, *Kids in the Balcony* provided **1,137 free tickets** to New York City students and their families during the 2021-2022 season.

The following schools from across the five boroughs attended:

Bronx - MS 180, MS 244, PS 24

Brooklyn - IS 239 Mark Twain, IS 318, PS 110

Manhattan - East Harlem School, LaGuardia High School, MS 167

Queens - JHS 189, MS 74, PS 303

Staten Island - Hellenic Classical Charter School

Plus, students from Salute to Music NYC, and students and alumni from our *Kids on Stage* program.

Students were provided with pre-concert curriculum to preparing them for the concert-going experience. They learned about the instruments of the orchestra, the role of the conductor and concertmaster, concert etiquette, and the history of The New York Pops.

# KIDS IN THE BALCONY BEFORE, DURING AND AFTER COVID HIATUS

## PRE-COVID 2019

- **600** FREE tickets distributed for subscription concert series
- **837** FREE tickets distributed for 36<sup>th</sup> Birthday Gala concert
- **1,000** FREE tickets distributed for Forest Hills summer concert

## DURING COVID 2020-21

In lieu of our concert season, we pivoted to virtual programming:

- Meet the Musicians Educational Video Series – a 20-part educational video series.
- Meet the Musicians Live Virtual Panel - **90 students**
- Kelli O'Hara Virtual Concert - **56 families**

## AFTER COVID HIATUS 2021-22

- **300** FREE tickets distributed (reduced season 3 concerts instead of 6)
- **837** FREE tickets distributed for 39<sup>th</sup> Birthday Gala concert
- **180** students attended free virtual pre-concert workshops prior to Gala

In 2023, we will return to a six-concert subscription season at Carnegie Hall.  
We also hope to return to Forest Hills Stadium for our summer concert.



## MEET THE NEW YORK POPS

The New York Pops was Founded:  
39 years ago, in 1983

Current Music Director: Steven Reineke  
Founder and First Music Director:

Skitch Henderson, who was the Tonight  
Show Bandleader years before Questlove!

Number of Players: 78 musicians

Average Number of Rehearsals Before  
Each Concert: Only two!

Notable Guests: Megan Hilty, Fantasia,  
The Muppets, Ruthie Ann Miles, Avenue Q Puppets, Liza Minnelli, Matthew Morrison, Kelli  
O'Hara, Queen Latifah, Barry Manilow, Lea Salonga, James Monroe Iglehart and many others.

Website: [www.newyorkpops.org](http://www.newyorkpops.org)



Photo by Richard Termine

## ORCHESTRA SEATING ON STAGE



## AT THE CONCERT

### WHAT TO WATCH FOR...

When you see the principal violinist (Cenovia, our concertmaster) walk onto the stage, **CLAP**. The orchestra members will tune their instruments on the concert master's cue to a note given by the oboist. See whether you can spot the oboist in the woodwind section!

**CLAP** when the conductor enters. Watch the conductor for the right time to clap at the end of a piece of music. Usually, when his arms drop to his sides.

**WATCH** the conductor very carefully and you will see how he leads the orchestra and singers.

At the end of the concert you might see some audience members give a **STANDING OVATION**. Join in if the music moves you!

A concert is a very special event and many people have worked hard to make it a **GREAT** experience for everyone. Please give the musicians your full attention, just like you would want them to give you if you were performing!

### REMEMBER...

To bring your mask and proof of vaccination (and booster, if eligible).

Please do not bring food, drinks, or candy of any kind to the concert.

So that you don't disrupt the performers or other audience members enjoyment, keep your phone on airplane mode or silent and keep it in your pocket or bag during the entire concert.

It is fine to laugh during the concert when the music or words are funny. However, you should not sing, hum, whistle, yell, scream, or make any noise unless asked by the conductor. **DO CHEER** when he introduces **YOUR SCHOOL** to the Carnegie Hall audience.

While there is plenty to see at a New York Pops concert at Carnegie Hall, **LISTENING** is the most important thing you will do.

On your way home, talk about what you heard and express your opinions about the concert. Music is meant to draw out feelings. Think about your opinions — there is no right or wrong answer!



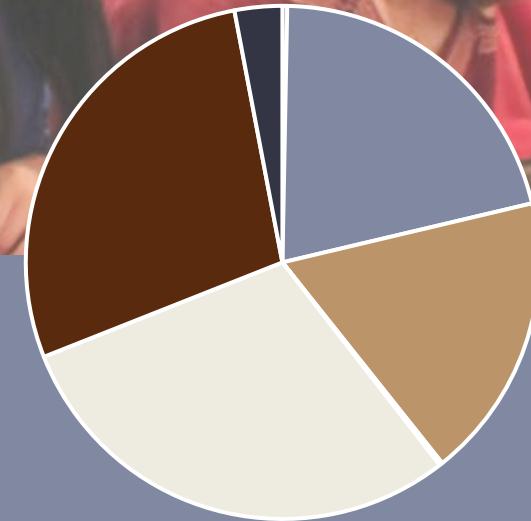
## KIDS IN THE BALCONY DEMOGRAPHICS

On average:

4% of Kids in the Balcony participants are ESL students

13% of Kids in the Balcony participants have special needs

37% of Kids in the Balcony participants are from low-income households



□ Asian	21.5%
■ Black/African American	15%
■ Hispanic/Latino	26%
■ White	32.5%
■ Multi-racial	5%





Credit: Kevin Winebold

*“Thank you for that wonderful experience... My kids absolutely loved it! I've had several kids stop me in the hall to tell me how much they enjoyed it and the parents were very impressed and appreciative as well... Thank you! It really was a great show.”*

— Andrea Wood, Music Teacher

P.S. 24 Bronx

# KIDS IN THE BALCONY TESTIMONIAL



BRONX	BROOKLYN	MANHATTAN	QUEENS	STATEN ISLAND
MS 180 MUSICAL MENTORS PILOT	IS 318 MUSICAL MENTORS	MS 167 MUSICAL MENTORS	BENJAMIN N. CARDOZO JAZZ FOR STRING ORCHESTRA	SALUTE TO MUSIC BAND & STRINGS
MS 244 JAZZ BAND	ALL CITY MARCHING BAND	SALUTE TO MUSIC BAND & CHORUS	PS 171 CHOREOGRAPHY	SUSAN WAGNER HS SECTIONAL COACHING & PRIVATE LESSONS
SALUTE TO MUSIC STRINGS	PS 682 CHORUS & PERCUSSION	ISO @ THIRD STREET SECTIONAL COACHING	PS 303 CHOREOGRAPHY	HELLENIC CLASSICAL CHARTER SCHOOL CHORUS & UKULELE
	IS 303 JAZZ BAND	JAMES LENOX HOUSE POPS ON THE PATIO SUMMER SERIES	SALUTE TO MUSIC BAND, STRINGS & CHORUS	
	SALUTE TO MUSIC JAZZ & CONCERT BANDS			

## POPSED RESIDENCIES

We returned to in-person instruction at the majority of our PopsEd partner schools. Residencies ranged from chorus, choreography and ukulele lessons for elementary school students, to Musical Mentors instrumental sectionals, coaching sessions and private lessons for middle and high school students.

New residencies this year included:

- Musical Mentors Pilot Program at MS 180 in the Bronx
- Chorus & Ukulele at Hellenic Classical Charter School in Staten Island
- Re-booted partnership with Salute to Music Band, Chorus and Strings programs

We served over **1,700** students at **19** residencies across the five boroughs.



# POPSD RESIDENCIES BEFORE, DURING AND AFTER COVID HIATUS

## PRE-COVID 2019

- 21 residency programs (up from 15 in 2018)
- 2,150 students served (up from 1,284 in 2018)

## DURING COVID 2020-21

- 8 virtual residency programs in 6 schools
- 616 students served

## AFTER COVID HIATUS 2021-22

- 19 residency programs
- 1,740 students served



In 2023, we aim to return to pre-COVID numbers with our residencies.

# POPSD RESIDENCIES



PopsEd Teaching Artist Ben Kono with students at Salute to Music Jazz Ensemble in Brooklyn

The New York Pops Principal Tubist Marcus Rojas with student at All City Marching Band



PopsEd Teaching Artist Kevin Winebold teaching choreography to students at PS 303 Queens



# STEVEN REINEKE GUEST CONDUCTS REHEARSALS AT POPSED PARTNER SCHOOLS

The New York Pops Music Director and Conductor Steven Reineke visited two PopsEd partner schools to guest conduct band rehearsals for their Spring concerts.

The first visit was to Susan Wagner High School in Staten Island (top right), followed by IS 318 in Williamsburg, Brooklyn (bottom right).

Students were excited to receive feedback from Steven, as well as learn about the intricacies of conducting.







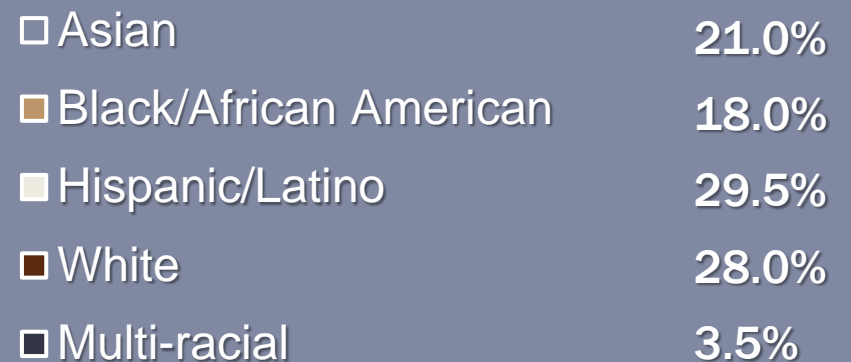
# POPSED RESIDENCY DEMOGRAPHICS

On average:

7% of PopsEd residency participants are ESL students

15% of PopsEd residency participants have special needs

49% of PopsEd residency participants are from low-income households







# POPSED RESIDENCY TESTIMONIALS

“Thank you for continuing to include 318 in this program... and for giving our kids such an amazing musical experience!”

-Jasmine Britt, Music Director, IS 318 Brooklyn

“Laura (PopsEd Teaching Artist) was absolutely amazing, the kids loved her, and I took away some great ideas from her. She is so warm and kind, she had great materials and included a variety of activities for the kids. We hope we can work with her again next year if the opportunity arises. Thanks again!”

-Sara Shikowitz, Salute to Music Queens Chorus

“Thank you so much for the wonderful program of choral work that Mr. Kevin worked on with our students. They absolutely loved all the sessions, and we are looking forward to hopefully another season with you next year!!!”

-Pamela Mullin, Curriculum Specialist, PS 682 Brooklyn

“Thank you again for including us in your Musical Mentors program this year. It’s so incredibly helpful, especially for our 7th graders who did not get to have instrumental music instruction last year.”

-Kelly Cuevas, Band Director, MS 167 Manhattan

# KIDS ON STAGE

We were thrilled to have our *Kids on Stage* program return to in-person rehearsals and performance this year!

Helping to rebuild student confidence after two years without in-person instruction, we provided rigorous audition, rehearsal and performance experiences for those involved.

Students participated in:

- Four sectional/large group rehearsals with our musicians and PopsEd Teaching Artists, including one led by New York Pops Music Director and Conductor Steven Reineke
- Dress rehearsal and Gala performance alongside The New York Pops at Carnegie Hall for our 39<sup>th</sup> Birthday Gala honoring Kristen & Bobby Lopez
- Two fully produced music videos
- Interviews for the opportunity to be awarded one of ten scholarships to French Woods Festival for the Performing Arts



45 applicants

31 invited to  
submit audition  
videos

22 students  
selected

5 Conducting  
Apprentices  
selected

10 French  
Woods  
scholarships  
awarded



# KIDS ON STAGE BEFORE, DURING AND AFTER COVID HIATUS

## PRE-COVID 2019

- 90+ applicants
- 22 participants
- 8 scholarships to French Woods Festival of Performing Arts summer camp

## DURING COVID 2020-21

- 81 applicants
- 66 invited to submit audition videos
- 22 Fellows & 14 additional Affiliate Residents selected
- Three fully produced music videos
- 10 French Woods Scholarships awarded

## AFTER COVID HIATUS 2021-22

- 45 applicants (drop in numbers attributed to lack of in-person music education services the prior year)
- 22 selected
- 21 performed at Carnegie Hall (one student was not able to perform due to COVID)
- 10 French Woods Scholarships awarded

It is hoped that in 2023 our *Kids on Stage* applicant numbers return to pre-covid levels. We will also be adding an additional scholarship to French Woods so that a Conducting Apprentice can attend camp.

# KIDS ON STAGE INAUGURAL CONDUCTING APPRENTICESHIP



This year marked the inaugural year of the *Kids on Stage* Conducting Apprenticeship program.

Five lucky students, aged 14-17, were given the opportunity to study the many facets of conducting, learning from Music Director and Conductor Steven Reineke and *Kids on Stage* Director Brian Worsdale.

The Conducting Apprentices:

- observed and participated in all *Kids on Stage* rehearsals
- were given podium time to conduct their peers, professional musicians and Teaching Artists
- received coaching sessions via Zoom focusing on beat patterns, score reading, score study, score marking and observing/reviewing conducting videos.

To celebrate the end of the program, the apprentices were featured in a music video project, conducting a piece composed by Steven Reineke entitled "Heaven's Light."



# KIDS ON STAGE CONDUCTING APPRENTICES



ABIGAIL HUA, 14



AIDAN ISLAM, 17



ALEKSANDER KOZIEL, 15



CHRISTOPHER LEDOUX, 15



ZOE SHACK, 16





Credit: Richard Termine



# KIDS ON STAGE DEMOGRAPHICS

## Ethnicity:

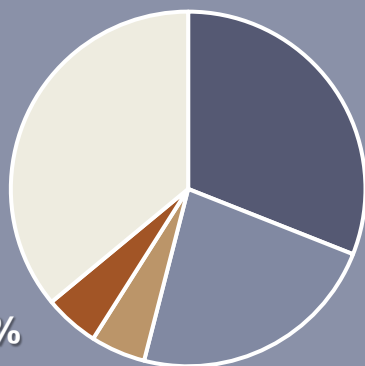
Asian 31%

Multi-racial 23%

Black 5%

Hispanic/Latino 5%

White 36%



☐ Asian  
☐ Black  
☐ White

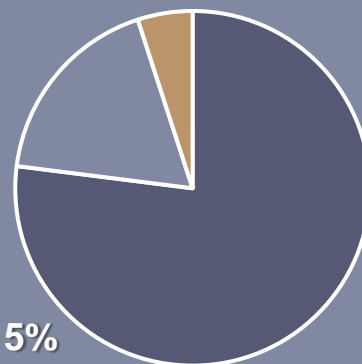
☐ Multi-racial  
☐ Hispanic/Latino

## Gender:

Male 18%

Female 77%

Prefer not to answer 5%



☐ female  
☐ male  
☐ prefer not to answer

## Boroughs:

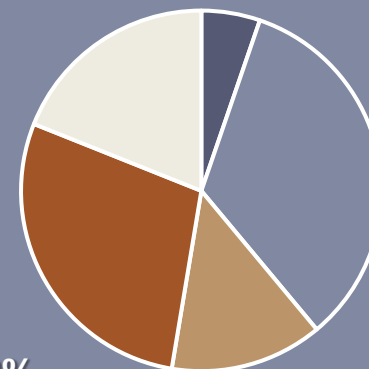
Bronx 5%

Brooklyn 32%

Manhattan 13%

Queens 27%

Staten Island 18%



☐ Bronx  
☐ Queens

☐ Brooklyn  
☐ Staten Island

☐ Manhattan



# KIDS ON STAGE TESTIMONIALS



"I really appreciate being in this amazing program with talented musicians...I told my band teacher about how talented everyone was, and that we were very much inspired by The New York Pops. The professional artists were so kind, which makes me enjoy playing with them."

- Brianna Tang, saxophone student (top left)



"Thank you for this program so that I can have opportunity to play on stage at Carnegie Hall. What I love best about Kids on Stage is the music selections... It's so fun playing the glockenspiel!"

- Jonathan Logan, percussion student (bottom left)



"Thank you for making this program possible. I really enjoy how it makes everyone feel part of a community."

- Richard Feng, violin student (top right)



"Kids on Stage has given me the chance to challenge myself mentally and musically like I've never done before! It has helped me learn that it's okay to not know how to do something, and that people around you will help you... I am so grateful for this amazing opportunity, and I want to thank you for allowing me to experience it."

- Lelah Weldon, cello student (bottom right)



## KIDS ON STAGE TESTIMONIALS

“Thank you so much for allowing Chase to participate in the *Kids on Stage* program... I cannot express our gratitude enough! Chase came home Monday night inspired and elated. The New York Pops percussion musicians were especially kind and gracious with their time answering Chase's questions and showing him the ropes. "Try to stand out and above all, make the conductor happy" were his takeaways! Our sometimes shy and nervous kid came home Monday night with a sense of calmness and confidence. He often says, "I found my people."”

— Jyoti Haimoff, mother of percussion student, Chase Haimoff



KIDS ON STAGE AT THE NEW YORK POPS 39<sup>TH</sup> BIRTHDAY GALA, CARNEGIE HALL



## KIDS ON STAGE TESTIMONIALS



"I have watched the most incredible friendship develop between Lily, Stephania and Ravi since they returned from French Woods last year. I have loved their enthusiasm this school year about *Kids on Stage* rehearsals... They have spent hours on the phone talking enthusiastically about their experience at Carnegie Hall... Today, I sat quietly in my room after work and listened to them play their instruments together for over 3 hours.... ON FACETIME. I believe they went through their entire repertoire - I certainly heard "Do You Want to Build a Snowman" - and the whole time I was thinking about what a turning point the middle school years can be for a kid and how grateful I am that you were here to guide them on the right path. I hope you know how impactful you are and how life altering experiences like this can be..."

—Sara Nichols, parent of Tuba student Lily Brown



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# THE NEW YORK POPS

MUSIC DIRECTOR AND CONDUCTOR  
STEVEN REINEKE

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## Director of Development

Carolyn O. Bolt

## Development Manager

Monica Marchese

## General Manager

Jamie Moses

## Education and Operations Manager

Analisa Bell

## Marketing and Communications Coordinator

Stephen Furda

## Director, *Kids on Stage*

Brian Worsdale

## Public Relations

Morahan Arts and Media

## Music Librarian

Manly Romero

## Orchestra Personnel Management

Gemini Music Productions,  
Neil Balm and Jonathan Haas

## Legal Counsel

Jeffrey P. Englander, Esq.  
Morrison Cohen, LLP

## Gala Event Coordinator

DS Consulting Group

**POPS** 

LEARNING, TO SCALE

The New York Pops

39 Broadway

Suite 1150

New York, NY 10006

Phone: (212) 765-7677

Email: [info@nypops.org](mailto:info@nypops.org)

Website: [newyorkpops.org](http://newyorkpops.org)



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