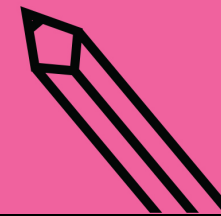
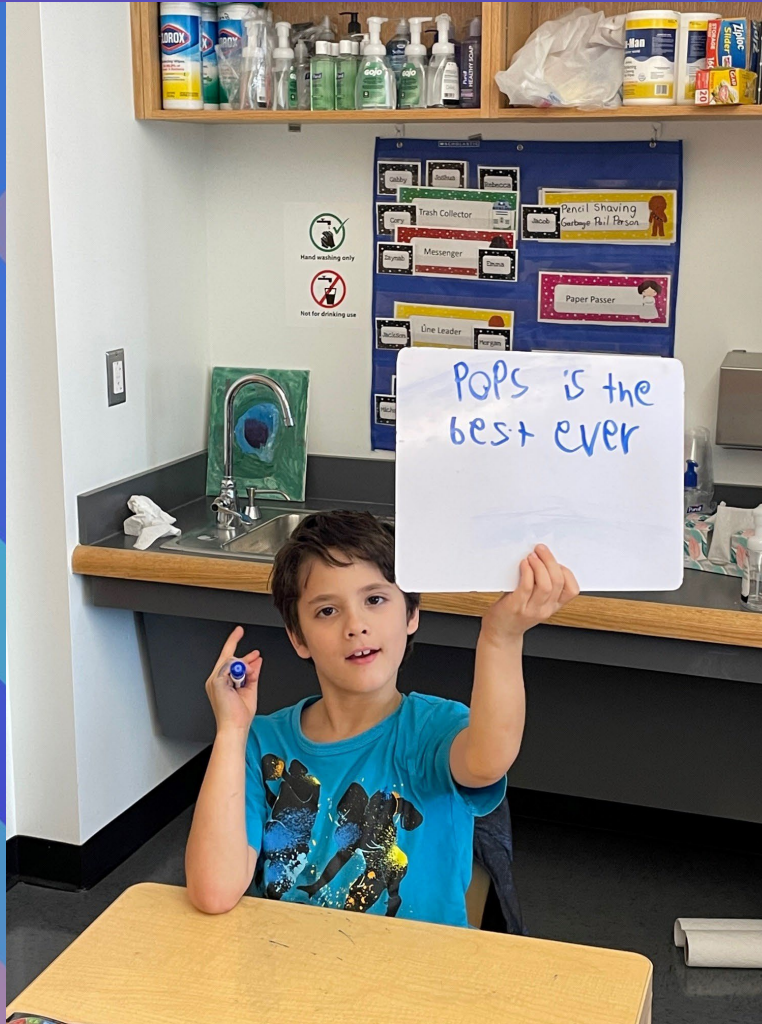


Education Report FY23



POPS 
LEARNING, TO SCALE.



Summary

The 2022-2023 school year saw PopsEd programs return to pre-COVID-19 levels of engagement!

PopsEd provided meaningful in-person 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 1,400 students the opportunity to see The New York Pops live at Carnegie Hall, and in August 2023 we will make our return to Forest Hills Stadium. Through *Kids in the Stadium*, we will provide 1,000 complimentary tickets to students and families to attend our concert with pop sensation, Jason Mraz!
- *Kids on Stage* (KOS) gave 22 middle school students the opportunity to play alongside The New York Pops musicians on the Carnegie Hall stage.
- Fourteen (14) KOS students received full scholarships to French Woods Festival of Performing Arts summer camp.
- Four (4) lucky high school students received the opportunity to learn the art of conducting from Maestro Steven Reineke through our Conducting Apprenticeship program.
- *PopsEd Residencies* gave over 2,100 students the gift of music, song, and dance instruction in the classroom.

We could not serve the students of New York City without your support.

Thank you!

Anne M. Swanson
President and Executive Director

Analisa Bell
Education and Operations Manager

Left: PopsEd Teaching Artist Kevin Winebold teaching Keyboard at PS 241, Brooklyn

Kids in the Balcony

This season, *Kids in the Balcony* served over **1,400 students** and their families by providing FREE tickets to our concerts at Carnegie Hall. In August 2023 we will also distribute an additional 1,000 tickets when we return to our summer home, Forest Hills Stadium!

The following schools from across the five boroughs attended our concerts at Carnegie Hall:

Bronx: PS 18, PS 24, MS 244

Brooklyn: IS 239, IS 318, PS 682

Manhattan: The East Harlem School, MS 167, La Guardia HS

Queens: PS 101, PS 303, PS/MS 219, MS 74, MS 158, JHS 189

Staten Island: Hellenic Classical Charter School

Students from the city-wide Salute to Music band, orchestra, and chorus programs, and students and alumni from our *Kids on Stage* program also attended our concerts at Carnegie Hall.

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



Kids in the Balcony – 2020 to Today

During COVID-19 20/21

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

- Meet the Musicians Video Series
- Meet the Musicians Virtual Panel
- Virtual Concert with Kelli O'Hara

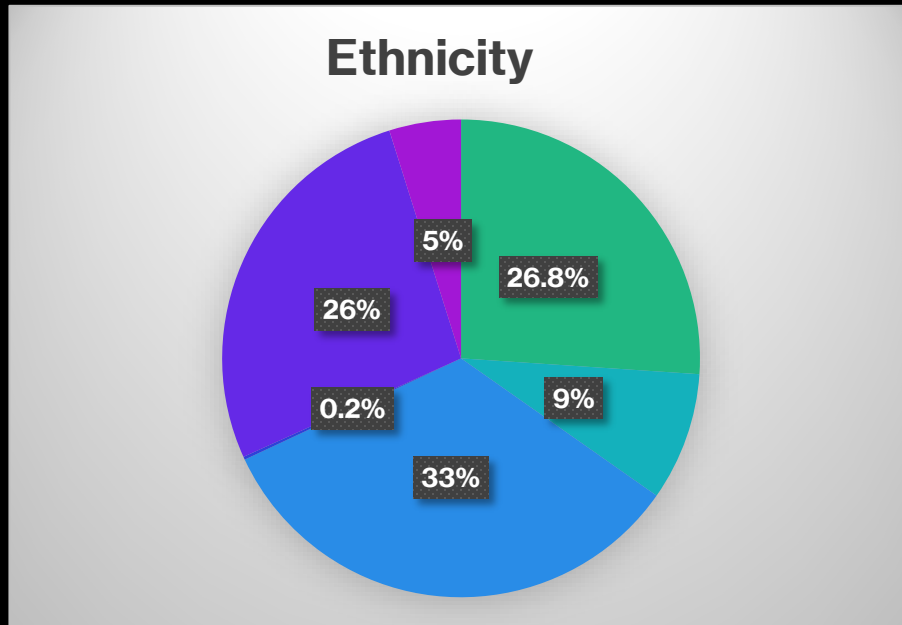
Post COVID-19 hiatus 21/22

- 300 FREE tickets distributed during reduced concert season
- 837 FREE tickets distributed for 39th Birthday Gala
- 180 students attended free virtual pre-concert workshops

This season 22/23

- 600 FREE tickets distributed during concert season
- 837 FREE tickets distributed for 40th Birthday Gala
- 1,000 FREE tickets to be distributed for summer concert at Forest Hills Stadium
- 180 students attended free virtual pre-concert workshops

Kids in the Balcony Demographics



73.2% of KIB participants are from minority groups

Demographics:

- Asian 26%
- Black 9%
- Hispanic/Latino 33%
- Native/Pacific Islander 0.2%
- White 26.8%
- Multi-racial 5%

On average:

- 8.25% of *Kids in the Balcony* participants are ELL students
- 55% of *Kids in the Balcony* participants are from low-income households
- 13% of *Kids in the Balcony* participants have special needs

Kids in the Balcony Testimonials

“Our families always love attending these shows!”

– Ms. Sferrazza, Asst. Principal, PS 303 Queens

“My night at Carnegie Hall was one of the most calming and exciting moments I’ve ever experienced... I saw the whole orchestra and all the nice and shiny instruments from the biggest harp to the smallest piano tile. I’m so grateful that I got to be a part of a wonderful experience.”

– Abigail, student at JHS189, Queens



PopsEd Teaching Artist Kevin Winebold welcomes PS 303
Kids in the Balcony students to Carnegie Hall



Kids on Stage

Kids on Stage (KOS) is a **FREE** comprehensive program that provides middle school instrumentalists and high school conducting apprentices access to the professional performance process from the first audition to the final note.

As we continued to rebuild student confidence post-pandemic, we provided robust audition, rehearsal, and performance experiences for those involved.

Successful applicants participated in:

- Five (5) sectional/large group rehearsals with our musicians and Teaching Artists, including one led by The New York Pops Music Director and Conductor, Steven Reineke.
- Dress rehearsal and Gala performance* alongside The New York Pops musicians at Carnegie Hall for our 40th Birthday Gala honoring the legendary Barry Manilow.
- Interviews for the opportunity to be awarded fourteen (14) scholarships to French Woods Festival for the Performing Arts.

** Conducting Apprentices attend the Gala rehearsal and performance to observe Steven Reineke at work.*

Left: Steven Reineke conducts *Kids on Stage* rehearsal at Third Street Music School

Kids on Stage – 2020 to Today

During COVID-19 20/21

- 81 applicants applied for live auditions, but we had to pivot to video auditions
- 66 invited to submit video audition
- 22 Fellows and 14 additional Affiliate Residents selected
- Three (3) fully produced music videos
- Ten (10) French Woods Scholarships awarded



Post COVID-19 hiatus 21/22

- 45 applicants (drop in numbers attributed to lack of in-person music education services in prior year); all students were invited to submit video auditions
- 22 instrumentalists; five (5) Conducting Apprentices selected
- 21 performed at Carnegie Hall (one student was not able to perform due to COVID-19)
- Ten (10) French Woods Scholarships awarded



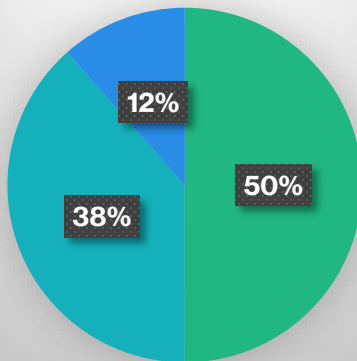
This season 22/23

- 60 applicants
 - 57 invited to live auditions
 - 22 instrumentalists; four (4) Conducting Apprentices selected
- In partnership with French Woods, we have increased the total amount of scholarships to 14 for summer 2023. This number is set to continue increasing over the next five (5) years

Kids on Stage Demographics

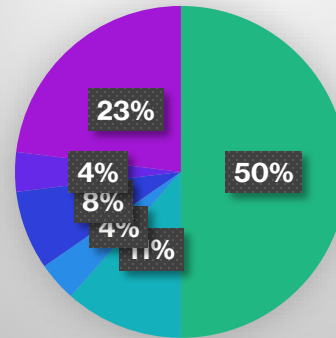
- 60 applicants
- 57 eligible to audition
- 22 instrumentalists and 4 Conducting Apprentices selected
- 14 French Woods scholarships awarded

Gender



- Female 50%
- Male 38%
- Prefer not to say 12%

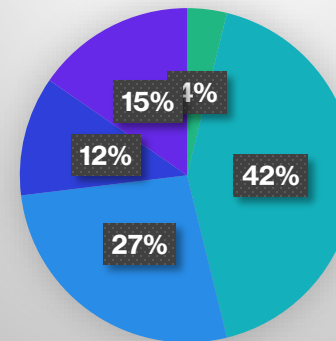
Ethnicity



- Asian 50%
- Black 4%
- Hispanic/Latino 8%
- Multi-racial 11%
- White 23%
- No answer 4%

73% of KOS participants are from minority groups

Boroughs



- Bronx 4%
- Brooklyn 42%
- Manhattan 27%
- Staten Island 12%
- Queens 15%

Conducting Apprentices



Anna,
junior at
LaGuardia
High School



Brandon,
junior at
Stuyvesant
High School

Zahir,
senior at
Success
Academy



Serena,
senior at
LaGuardia
High School



French Woods Scholarships

- In partnership with French Woods, we have increased the total amount of *Kids on Stage* scholarships to 14 for summer 2023. This number is set to continue increasing over the next five (5) years.
- Every other summer, Steven Reineke will continue to guest conduct the French Woods Symphony Orchestra in a special side-by-side concert with The New York Pops musicians and Teaching Artists.



Steven Reineke conducting French Woods Symphony Orchestra rehearsal

Kids on Stage Testimonials

"Thank you all for the thoughtfulness, care and opportunity you have given the kids these past few weeks... I feel humbled to have seen how you lift up the students and engage with them... I can't wait to experience being a French Woods parent for the first time! One of my favorite parts of being a parent during Kids on Stage has been just listening to the girls' stories and feelings (both in the lead-up and after rehearsals, field trips and performance day). Now there will be three weeks worth of more stories to take in this summer! Thank you again for the dedication PopsEd gives back to students all over NYC and especially mine. We'll never forget it."

- Jennifer Dumlao, parent of *Kids on Stage* participants and French Woods scholars Aurora May (violin) and Leilani (cello)

"We would like to thank you for an unbelievable experience and golden opportunity for Brandon to be a part of this memorable moment and educational program! It has ignited and confirmed his dream to sing, perform, compose, and conduct his own music someday! We are grateful to you for providing opportunities and inspiring young musicians."

- Catherine Cho and Todd Phillips, parents of Conducting Apprentice Brandon

Right: Aurora May rehearsing on stage at Carnegie Hall



PopsEd Residencies

Bronx:

- MS 180 Musical Mentors* – Strings
- MS 244 Musical Mentors* – Jazz Band and French Horn lessons
- Salute to Music – BX Strings
- Salute to Music – BX Concert Band

**With thanks to the New York Yankees*

Manhattan:

- MS 167 Musical Mentors
- The East Harlem School Chorus and Violin Club
- Salute to Music – Manhattan Concert Band
- James Lenox House – Pops Summer Series

Brooklyn:

- IS 318 Musical Mentors
- IS 234 Paul Simon Music Fellow Residency
- IS 226 Woodwinds and Percussion Sectionals
- PS 241 Chorus and Keyboards
- All City Marching Band
- Salute to Music – Jazz Ensemble

- Salute to Music – BK Chorus
- Salute to Music – BK Concert Band

Queens:

- PS 303 Musical Theater Choreography
- PS 171 Chorus
- Salute to Music – Queens Concert Band
- Salute to Music – Queens Chorus

Staten Island:

- Salute to Music – Staten Island Concert Band
- Susan E. Wagner High School – Sectionals and Private Lessons
- Hellenic Classical Charter School – Chorus and Ukulele

The 2022-2023 school year saw *PopsEd Residencies* return to pre-COVID-19 levels of engagement, serving just over **2,100 students** at a total of **22 active residency sites**.

Residencies included instrumental, vocal, and dance lessons for students from elementary through high school.

New residencies included:

- IS 234 Paul Simon Music Fellow Residency
- PS 241 Chorus and Keyboards
- The East Harlem School Chorus and Violin Club

Residencies – 2020 to Today

During COVID-19 20/21

- Eight (8) virtual residency programs in six (6) schools
- 616 students served



Post COVID-19 hiatus 21/22

- 19 active residency programs
- 1,740 students served

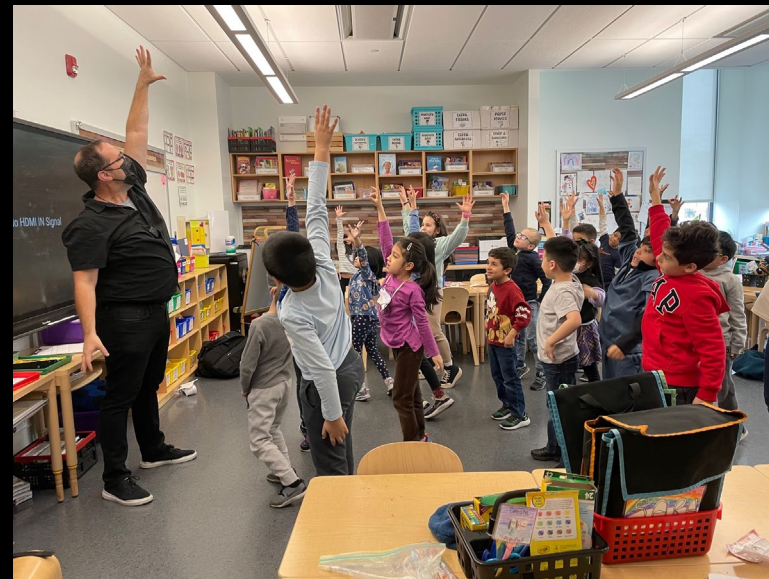


This school year 22/23

- 22 active residency programs
- 2,102 students served



PopsEd TAs Scott Still (percussion) and Ben Kono (woodwinds) with Salute to Music – Brooklyn Concert Band



PopsEd TA Kevin Winebold teaching Musical Theater Choreography to Grade 2 students at PS 303 Queens



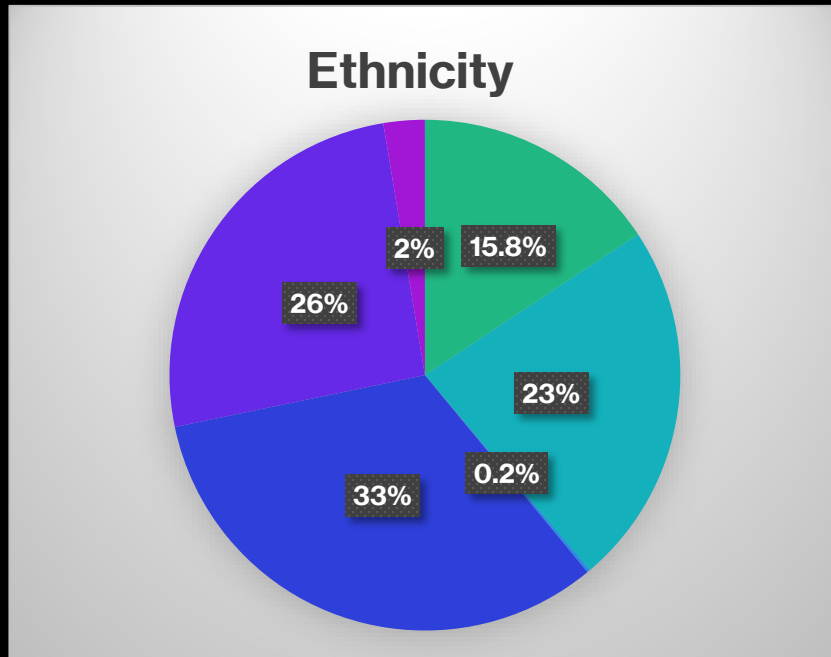
Steven Reineke Conducting Visits

The New York Pops Music Director and Conductor Steven Reineke visited two (2) PopsEd partner schools to guest conduct band rehearsals for their Spring concerts.

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

Students were excited to receive feedback from Steven, learn about his career, and the intricacies of conducting.

PopsEd Residency Demographics



74% of PopsEd Residency participants are from minority groups

Demographics:

- Asian 15.8%
- Black 23%
- Native/Pacific Islander 0.2%
- Hispanic/Latino 33%
- White 26%
- Multi-racial 2%

On average:

- 6% of *PopsEd Residency* participants are ELL students
- 60% of *PopsEd Residency* participants are from low-income households
- 12.5% of *PopsEd Residency* participants have special needs

Residency Testimonials

"Having the PopsEd specialists come in to work with the Marching Band kids has made such a difference to their playing. You can tell that they take on the advice and tips from the guest artists."

-Rob Diefenbach, All City Marching Band Site Director

"We enjoy the program so much! PopsEd not only builds confidence and exposure to Broadway and the arts... it has brought a lot of students out of their shell, students who wouldn't perform otherwise... Mr. Kevin creates such a safe and caring environment..."

-Ms. Sferrazza, Assistant Principal, PS 303 Queens

"We so appreciate all you have done for EHS, and we're very excited about the prospect of continuing with PopsEd programming next year!"

- Julia Holzman, Development Associate, The East Harlem School

Upper right: The New York Pops Principal Tuba Marcus Rojas working with All City students;
Lower right: Grade 2 students at PS 303 perform choreography in their Spring show for parents





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Thank you to our PopsEd sponsors

Kids on Stage and Kids in the Balcony are supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

PopsEd Residencies are, in part, made possible by the New York State Council on the Arts with the support of the Office of the Governor and the New York State Legislature.

Thank you to our PopsEd donors

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*The New York Pops Board Member



PS 303 student shows her appreciation

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President and Executive Director

Anne M. Swanson

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Carolyn O. Bolt

Development Manager

Monica Marchese

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Gemini Music Productions,
Neil Balm and Jonathan Haas

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Jeffrey P. Englander, Esq.
Morrison Cohen, LLP

Gala Event Coordinator

DS Consulting Group

Upper right: Board Member
Anthony Thompson visits
The East Harlem School
PopsEd Chorus



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