

# **changes kids' lives through music.**

## **2017-2018 Media Kit**

YOSA traces its roots to San Antonio's first community-wide youth orchestra, created by the San Antonio Independent School District in 1949. This season, more than 3,300 young people will benefit from the YOSA experience, representing 158 schools throughout Bexar County and its surrounding communities. The mission of Youth Orchestras of San Antonio, the premier orchestral experience for youth citywide, is to enhance education, enrich the community, and transform lives by pursuing excellence in classical music in a stimulating, nurturing, and fun environment that is equally accessible to all youth.

YOSA program offerings consist of three primary areas.

**ORCHESTRAS** YOSA supports nine orchestras that rehearse weekly throughout the school year. The young musicians in the orchestras are from across San Antonio, Bexar County, and beyond. All musicians audition and are placed in the appropriate ensemble. More advanced young musicians play in YOSA Symphony and Symphonic Winds and then continue to the premier YOSA Philharmonic. The YOSA Philharmonic performs professional-level repertoire in premiere venues at home and abroad, collaborating with internationally renowned musicians.

**YOSA SCHOOL PARTNERSHIPS: YOSA MÁS:Music at School, Roosevelt Compact,** is an intensive program offering supplementary services in support of transforming school orchestra programs into world-class music education centers. YOSA provides private lessons, sectional coaches, clinicians, teaching assistants, concert tickets, and other resources, as well as tuition assistance for affiliated students to participate in YOSA programs. Started in 2017, the YOSA Invitational is a community resource that invites local middle and high school bands and orchestras to rehearse, perform, and record in San Antonio's premier venue, the Tobin Center for the Performing Arts, at no cost to the school. In May 2017, 16 local school programs participated in the inaugural YOSA Invitational.

**YOSA SUMMER SYMPHONY CAMP** More than 250 young musicians attend YOSA Summer Symphony Camp and spend two weeks learning about their instruments, music theory, composition, conducting, technology, and making new friends.



**YOSA Philharmonic 2017/18 Gold Series**  
**Troy Peters, Music Director**  
**Tricentennial Celebration**



**Gold Series 1:  
Star Wars and Other Epic Adventures  
Sunday, November 5, 2017 7 p.m.**

Chávez—Symphony No. 2 “Sinfonía India”  
Borodin—*Polovtsian Dances*  
Athens— *Out of the Forest Primeval*  
Williams— *Star Wars Suite*

The YOSA Philharmonic marks the 40<sup>th</sup> anniversary of the original *Star Wars* (and the impending release of *The Last Jedi*) with John Williams’ landmark music for the blockbuster film series. Epic adventures from the Pacific coast of Mexico and ancient Russia come to life in music by Chávez and Borodin. And we present the world premiere of an evocative piece by Niccolo Athens, a San Antonio native and YOSA alumnus who lives and works in Shanghai.



**Gold Series 2:  
P.D.Q. Bach and Musical Comedy  
Sunday, January 28, 2018 7 p.m.**

**Jeffrey Biegel, piano**  
Bernstein—*Candide* Overture  
P.D.Q. Bach—Concerto for Simply Grand Piano  
and Orchestra

Kodály—*Háry János* Suite  
A hilarious new piano concerto by fictitious composer P.D.Q. Bach (the comic alter-ego of musical satirist Peter Schickele) is the centerpiece of this lighthearted concert, featuring renowned pianist Jeffrey Biegel. Kodály’s *Háry János* Suite is a tuneful collection of tall tales, based on the exaggerated stories of an aging Hungarian soldier. And YOSA celebrates the 100<sup>th</sup> anniversary of the birth of Leonard Bernstein with one of his most carefree, cheerful works.



**Hotel California Live  
Monday, March 12, 2018 8 p.m.**

**Guest Artist lineup will be announced in January 2018**

For one night only, a dozen of San Antonio’s most exciting bands perform the Eagles’ 1976 classic *Hotel California*, from start to finish. Backed up by the YOSA Philharmonic (a full symphony orchestra), luminaries of the local music scene reinvent familiar hits from this Grammy-winning record. *Hotel California*, one of the best-selling albums ever, was ranked number 37 on Rolling Stone’s list of the “500 Greatest Albums of All Time.” This concert is the latest in YOSA’s innovative Classic Albums Live concert series, winner of a 2016 Centropolitan Award from Centro San Antonio.



**Gold Series 3:  
A Joyful Noise  
Sunday, May 6, 2018 8 p.m.**

**Ryland Angel, countertenor**  
**Combined choirs of St. Mark’s Episcopal Church  
and Temple Beth-El**

Falla—Spanish Dance No. 1 from *La Vida Breve*  
Bernstein—*Chichester Psalms*  
Tchaikovsky—Symphony No. 5  
The YOSA Philharmonic joins in San Antonio’s Tricentennial celebration, as Bernstein’s *Chichester Psalms* brings together choirs from different faith traditions in an uplifting collaborative performance. Falla’s Spanish Dance No. 1 looks forward to YOSA’s summer concert tour to Spain and the Canary Islands, before Tchaikovsky’s Symphony No. 5 closes out the concert season triumphantly.

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## **Distribution**

Programs are distributed to all attendees of each performance of YOSA as they enter the venue. The typical attendee is educated, professional and includes many of the area's business and community leaders. Your message will be seen throughout these performances by this target audience with your participation.

### **Advertising Position**

### **Advertising Rate**

|           |                                                  |
|-----------|--------------------------------------------------|
| Covers    | \$600/show <i>(Full Season commitments only)</i> |
| Full Page | \$500/show                                       |
| Half Page | \$300/show                                       |

*Full and Half Page rates are per show/program.  
All ads are full color. All rates are net.*

### **Show Deadlines**

### **Placement**

### **Artwork**

|                       |                   |                   |
|-----------------------|-------------------|-------------------|
| GS1                   | October 13, 2017  | October 20, 2017  |
| GS2                   | January 5, 2018   | January 12, 2018  |
| Hotel California Live | February 12, 2018 | February 19, 2018 |
| GS3                   | April 13, 2018    | April 20, 2018    |

### **Tech Specifications**

### **Trim Size**

### **Artwork**

|           |             |               |
|-----------|-------------|---------------|
| Full Page | 5.5" x 8.5" | 5.75" x 8.75" |
| Half Page | 5" x 3.75"  | no bleed      |

High resolution PDF files are preferred and can be emailed to [louis@travelingblender.com](mailto:louis@travelingblender.com)



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