



N E W S R E L E A S E

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The Philadelphia Orchestra to air national broadcasts on NPR

***Orchestra returns to national airwaves for first regular series of broadcasts
since the 1997-98 season; 26 programs to air on NPR series
SymphonyCast and Performance Today***

(Philadelphia, April 13, 2006) – The Philadelphia Orchestra will return to national airwaves on a regular basis for the first time since the 1997-98 season with a series of concerts airing on NPR, it was announced today by the Orchestra.

Between October 2005 and February 2006, NPR broadcast five Orchestra concerts (all recorded during the 2004-05 season) on its weekly series *SymphonyCast*.

Under the new arrangement, 26 additional concerts recorded between September 2005 and August 2006, with extensions expected annually, are scheduled to be broadcast, with 12 concerts airing on *SymphonyCast* and the musical content from 12 concerts on numerous program segments created for the daily NPR music program *Performance Today*. The Orchestra retains flexibility around the remaining two broadcasts. The broadcasts, which are co-produced between NPR and WHYY Philadelphia, are made possible through collaboration with the musicians of the Orchestra who accepted a new fee structure model that was negotiated in the fall of 2004 between The Philadelphia Orchestra Association and the American Federation of Musicians Local 77. The Philadelphia Orchestra's broadcast and recording projects are made possible through the generous support of the Neubauer Family Foundation for Audience Development, Media, and Technology and the Annenberg Fund for Media and Technology.

“We are delighted that The Philadelphia Orchestra will once again be heard by radio listeners across the United States,” says Orchestra Interim Executive Director Elizabeth Warshawer. “Many of our audiences grew up listening to this Orchestra over the airwaves. We are thrilled that, as a result of our

innovative collaboration with the musicians of the Orchestra, we can give them and a new generation of listeners the opportunity to hear our broadcasts.”

The first broadcast airs on *Performance Today* on Thursday, April 13, 2006. It features Beethoven’s Fifth Symphony, led by Music Director Christoph Eschenbach, and was recorded in September 2005. A *SymphonyCast* broadcast follows nationally on April 30 and locally on May 7, featuring Lindberg’s Chorale, Prokofiev’s Violin Concerto No. 1 with Midori, and Beethoven’s Symphony No. 5.

SymphonyCast airs in the Philadelphia region on WHYY-FM and at www.whyy.org/91FM on Sundays at 10:00 p.m. *Performance Today* airs on WHYY’s High Definition radio channel, called *Experience: The WHYY Arts & Information Service*, weekdays at 8:00 p.m. and Saturdays at 11:30 a.m. This channel is available to listeners with HD Radio receivers and is also available (in addition to WHYY’s regular FM programming) at www.whyy.org/91FM. Discussions are also ongoing between WRTI-FM and NPR about broadcasting the content. *SymphonyCast* airs on 94 stations nationally; *Performance Today* airs on 237 stations. A list of stations and markets can be found at www.NPR.org.

The Philadelphia Orchestra has a long and notable history on the air, including being the first orchestra with its own commercially-sponsored national radio series, beginning in 1929 on NBC. Philadelphia performances reached military service personnel overseas by shortwave broadcast during World War II, and the Orchestra was heard nationally over the years on both the RCA and Mutual Broadcasting networks prior to beginning its own national syndication in partnership with radio station WFLN in 1960. WFLN carried Philadelphia Orchestra broadcasts locally for many years. More recently, however, changes in radio markets nationwide ended many commercial classical stations, with WFLN ceasing operation in 1997. At that time, the Orchestra’s local broadcasts moved to WRTI, which chose to divide its broadcast day between classical and jazz. The Orchestra was broadcast locally on WRTI from 1997 to 2001. Beginning in 2001, WHYY carried the Orchestra’s local broadcasts on its weekly *Sunday Showcase* program for four seasons.

The Philadelphia Orchestra has also had an unequalled record of innovation in using other technology to bring its music to people beyond the concert hall, having been the first orchestra to make electrical recordings (1925); the first to perform on the soundtrack of a feature film (1937); the first to be featured on television (1948); and the first major orchestra to be “cybercast” on the internet (1997). In 1998, the Orchestra created the Philadelphia Orchestra Media Institute (POMI) – a non-profit, joint venture formed in partnership with the musicians of The Philadelphia Orchestra – to develop and implement strategies to increase the electronic media activities of The Philadelphia Orchestra.

The NPR Music brand extends through broadcast, satellite radio, original online content, merchandise, and, most recently, the successful NPR Podcasts. A podcast version of *All Songs Considered* has consistently ranked as one of the most-downloaded offerings on such directories as iTunes and Yahoo. NPR’s broadcast programming slate has the trend-setting contemporary music series *World Café* as well as performance series showcasing jazz, classical, opera, symphony, and Celtic. The NPR Shop (www.shop.NPR.org) offers a wide variety of compilation, themed, and holiday CDs.

Founded in 1900, **The Philadelphia Orchestra** has distinguished itself as one of the leading orchestras in the world through a century of acclaimed performances, historic international tours, best-selling recordings, and its unprecedented record of innovation in recording technologies and outreach. With only six music directors piloting The Philadelphia Orchestra through its first century, the ensemble has maintained an unparalleled cohesiveness and unity in artistic leadership.

This rich tradition is carried on by Christoph Eschenbach, who became the Orchestra's seventh music director in September 2003. His acclaimed first season in Philadelphia saw the launch of the Orchestra's first-ever multi-year cycle of Mahler's complete symphonies and ended with a tour of the music capitals of Europe. The 2004-05 season celebrated the works of the great masters, and included a four-week festival entitled Late Great Works featuring late works by Mozart, Strauss, Mahler, Tchaikovsky, Wagner, and Berio. The Orchestra's 2005-06 season features all nine Beethoven symphonies, conducted by Mr. Eschenbach and paired with music of our time.

In May 2005, Mr. Eschenbach and the Orchestra announced a three-year recording partnership with Ondine Records, the Orchestra's first recording contract in 10 years. Taken from live concerts, the first recording under the agreement was released in fall 2005 and the second in April 2006. Other recent highlights include the launch of the public phase of a five-year, \$125 million endowment campaign, entitled A Sound, A City, A Civilization, in 2003. The Orchestra's 2002-03 season celebrated Wolfgang Sawallisch's 10 highly acclaimed years at the Orchestra's helm and paid tribute to his artistic achievements with the release of a Grammy-nominated three-disc set of Schumann recordings, the first recordings made in Verizon Hall at The Kimmel Center for the Performing Arts. In 2000 the Orchestra celebrated its 100th Anniversary, and in the following year, moved to its new home in the Kimmel Center.

The Philadelphia Orchestra annually touches the lives of more than one million music lovers worldwide through its performances (more than 300 concerts and other presentations each year), publications, recordings, and broadcasts. A major winter subscription season is presented in Philadelphia each year from September to May, in addition to education and community partnership programs. The Orchestra presents a series of concerts each year at New York's Carnegie Hall, performing encores of some of its acclaimed concerts from Philadelphia. Its summer schedule includes a month-long outdoor season in Philadelphia at The Mann Center for the Performing Arts, free concerts in local neighborhoods, and a three-week residency each August at the Saratoga Performing Arts Center in upstate New York.

The Kimmel Center for the Performing Arts hosts the Orchestra's home subscription concerts. The Center includes two performance spaces, the 2500-seat Verizon Hall, designed and built especially for the Orchestra, and the 650-seat Perelman Theater for chamber music concerts. Designed by architect Rafael Viñoly along with acoustician Russell Johnson of Artec Consultants Inc., the Kimmel Center provides the Orchestra with a state-of-the-art facility for concerts, recordings, and education activities. The landmark building is named in honor of Philadelphia businessman and philanthropist Sidney Kimmel, who gave the largest individual gift toward its construction. Kimmel has served on the Board of Directors of The Philadelphia Orchestra since 1995.

The Kimmel Center for the Performing Arts (KCPA) and the historic Academy of Music (where the Orchestra performed for 101 seasons) are operated together as a single cultural facility by Kimmel Center, Inc. (KCI). A variety of Philadelphia's other performing arts groups serve as resident companies for the two buildings. KCI owns, manages, supports, and maintains the KCPA. Kimmel Center, Inc., also manages the Academy of Music, owned by The Philadelphia Orchestra Association since 1957, and where the Orchestra continues to present the highly anticipated annual Academy Anniversary Concert and Ball.