League of American Orchestras Partners with University of Southern California Arts Leadership Program

Essentials of Orchestra Management Seminar
To Move from New York City to Los Angeles for 2015

New York, NY (February 4, 2015) – The League of American Orchestras and the University of Southern California have established a new strategic partnership to develop future orchestra leaders, the two organizations announced today.

The League, in association with USC’s Arts Leadership program (ARTL), will present Essentials of Orchestra Management in Los Angeles for the first time, from July 7-16, 2015. Essentials has previously been presented by the League in New York City. The immersive 10-day seminar will be hosted by the USC Thornton School of Music. San Francisco Symphony executive director Brent Assink and The John F. Kennedy Center for the Performing Arts president Deborah Rutter will continue to serve as seminar codirectors in consultation with Kenneth Foster, director of USC’s Arts Leadership program.

This new partnership allows the League to draw upon some of the most innovative leaders currently working on the West Coast. Faculty will include, among others, Deborah Borda, president and chief executive officer, Los Angeles Philharmonic and Los Angeles Philharmonic staff; Martha S. Gilmer, chief executive officer, San Diego Symphony; Pacific Symphony staff members; and USC faculty. A full Essentials faculty list and program details will be released at a later date.

“For nearly fifteen years, the Essentials program has successfully identified and cultivated future orchestra leaders, and our alums have gone on to key positions in the field and beyond,” commented Jesse Rosen, the League’s president and CEO. “This new partnership with USC’s Arts Leadership program enables the League to take the program to a new level, as we benefit from USC’s institutional excellence, expand our leadership development reach, and harness the West Coast’s exciting creativity and innovation.”
“We are delighted to be working with the League to create a program that reflects the realities of working in today’s challenging environment," said Ken Foster, director of USC’s Arts Leadership program. "Founded on the principle that arts leaders of today need new ways of approaching their work to be successful, USC’s ARTL program is in the vanguard of creative thinking about arts leadership in the contemporary world. This partnership with the League allows us to extend that point of view to the world of orchestra management.”

The partnership advances synergies between the two organizations, which share the objective of developing arts leaders for the 21st century. USC’s Arts Leadership program is multidisciplinary, and the collaboration provides the League access to an important talent pool. The partnership also enables the League to promote the orchestra field as a viable option for emerging leaders in other arts sectors. For USC, the partnership provides its students with the benefits of the League’s long-established network of orchestra leaders and expertise, expanding the students’ career options and equipping them with the skills necessary to become innovative and successful leaders.

*Essentials of Orchestra Management* features an immersive, hands-on curriculum, challenging participants to tackle real-world problems. New this year, the participants will be housed together on the USC campus and a local hotel, providing an even more intensive experience.

Participants with fewer than three years of performing-arts organization experience are eligible to apply, along with graduate students, musicians, and people outside the industry who are considering a career in orchestra management.

**The deadline to apply to Essentials is April 14, 2015.** For more information, visit the League’s [website](http://www.americanorchestras.org).

*Essentials of Orchestra Management* is made possible by generous grants from The Andrew W. Mellon Foundation and the National Endowment for the Arts. *Essentials* is sponsored by the Association of California Symphony Orchestras.

The [League of American Orchestras](http://www.americanorchestras.org) leads, supports, and champions America’s orchestras and the vitality of the music they perform. Its diverse membership of approximately 800 orchestras across North America runs the gamut from world-renowned symphonies to community orchestras.
orchestras, from summer festivals to student and youth ensembles. The only national organization dedicated solely to the orchestral experience, the League is a nexus of knowledge and innovation, advocacy, and leadership advancement for managers, musicians, volunteers, and boards. Its conferences and events, award-winning *Symphony* magazine, website, and other publications inform music lovers around the world about orchestral activity and developments. Founded in 1942 and chartered by Congress in 1962, the League links a national network of thousands of instrumentalists, conductors, managers and administrators, board members, volunteers, and business partners. Visit americanorchestras.org to learn more.

The **University of Southern California's Arts Leadership program** (ARTL) is designed for individuals engaged in any arts discipline who recognize that the rapidly changing world of the 21st century requires a new set of leadership skills. The multidisciplinary graduate program for artists, arts administrators and cultural workers develops the skills necessary to become successful leaders in the arts. The program is highly individualized in its approach, with emphases on research, discovery, theory and current practice. Hosted by the USC Thornton School of Music in collaboration with the USC Price School of Public Policy, USC Kaufman School of Dance, USC Roski School of Art and Design and USC Fisher Museum of Art, ARTL is available as a one-year Graduate Certificate program designed for working professionals or a two-year Master of Public Administration (MPA) degree. Visit usc.edu/ARTL to learn more.

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