

CARNEGIE HALL
World Orchestra
Week (WOW!)
Media Recap

Prepared by RUBENSTEIN



CBS NEWS
NEW YORK

Newsday



DAILY NEWS

news12

shutterstock®

lohud.

FOX 5
NEW YORK



BY THE NUMBERS

Coverage of Carnegie Hall's World Orchestra Week (WOW!) secured by RUBENSTEIN earned a total of 195,349,038 estimated impressions across broadcast, print, online, and social platforms.

Nasdaq	3
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NASDAQ



Clive Gillinson officially kicked off Carnegie Hall's World Orchestra Week (WOW!) with a Nasdaq Opening Bell Ringing Ceremony in Times Square on July 30, 2024.

EARNED MEDIA HIGHLIGHTS

Despite competing with current events and major news moments - including the Paris Olympics - for national media attention, we were enormously successful in pivoting our strategy to local media. We secured media attendance at nearly every rehearsals and performance leading up to the Javits Center Play-In, as well as a Nasdaq Bell Ceremony to kick-off WOW! We also put this event on the radar of national broadcast producers for future WOW! events, so they can reference the inaugural event for context.

- *WABC-TV*, *News 12 Westchester* and *The Journal News'* online platform, *lohud.com*, covered the first day of WOW! rehearsals at SUNY Purchase, speaking to students, conductors, and Carnegie Hall executives, resulting in multiple online and broadcast segments
- RUBENSTEIN worked with outlets such as *Newsday* and *Fox 5* throughout the week to secure additional media hits centered around ensemble rehearsals and performances
- Eight media outlets attended the August 5 play-in at the Javits Center, resulting in a variety of national and local broadcast coverage, print and online coverage, and photo coverage

EARNED MEDIA HIGHLIGHTS - PRINT



They've made it to Carnegie

Li students will perform at famed NYC music hall

BY MICHAEL GOODMAN

They have practiced, practiced, practiced and now these Long Island's top student musicians are going to Carnegie Hall.

Double bassist Joshua Lee, 15, a rising sophomore at Locust Valley Middle School, and Grace Rock violinist Daniel Donnelly, 15, a rising junior at Rocky Point High School from Rocky Point and violinist Kaitlyn Choi, 16, the Harvard-bound Jericho Senior High School violinist from Jericho, will all play the historic venue in coming days.

The Long Islanders were among 1,000 teenage musicians from across the United States who auditioned this year for fewer than 200 spots in the historic venue's two youth orchestras.

Choi will play Monday night with the National Youth Orchestra of the United States of America, a group of musicians from across the world who are selected by Clive Gilman, Carnegie Hall's artistic and executive director. The orchestra will then embark on a tour of South America.

Lee and Donnelly will play this Thursday night with the National Youth Orchestra 2, a group of classical musicians ranging in age from 14 to 17.

The Carnegie concert program for Carnegie Hall's inaugural World Orchestra Week — also known by its neoprene acronym, WOW — which has drawn hundreds of high-level musicians in youth ensembles from around the world for a series of concerts scheduled to conclude through Wednesday.

Tickets start at \$25.

"I've learned so much, but from the moment of exposure I've gotten," Lee said Wednesday. "It shows you how much talent is in this performing music. . . It's hard, but the result is amazing. For all of us, we have reached together as a group, we can call ourselves one with the moment of music we put in each other."

The global group of young musicians have spent the past



Joshua Lee, a double bassist who attends Locust Valley Middle School, performs Thursday.

Kaitlyn Choi, a Harvard-bound violinist from Jericho Senior High School, performs Monday.

two weeks in residence at SUNY Purchase, practicing five to seven hours a day under instruction of musicians and conductors from professional symphonies across North America.

Finding camaraderie

In concert hall camp, Lee, who has been playing since he was 10, said he had found camaraderie among like-minded young players.

"I think I'd been missing out for my entire life," he said. "My school is really small, so no one plays bass, but here there are people who play and who love it as much as I do."

Two of the other musicians in the residency were also basists, he said.

"The other night we were up until 1 a.m. talking about bass. We're talking and talking and we don't realize how much time goes by."

Lee said he sometimes plays as an audience of about 50 with his high school orchestra, from Audubon Park, New York. Stage, where he will perform Thursday night, says 1,500 Lee had nerves — "I always get ner-

vous," he said — but it felt good to be part of a team. "If I miss a note, it doesn't matter because they'll carry you back in, they'll cue you back."

Smith Johnson, Carnegie Hall's chief education officer, said the orchestra offer an experience for young musicians for different from professional musicians who might play in a symphony for decades.

"It's innovative and it's rare," Johnson said. "They're not trained to be in this group that they have passion and drive, and it's hard to get them to stop playing."

Marin Alsop, the longtime Baltimore Symphony Orchestra conductor who is set to conduct the Berlin Philharmonics next year, will lead Monday's youth concert.

It's a huge experience

"One of us, when you're young, when you do something for the first time, it's a huge experience and it makes an enormous impression," Alsop said. "None of us young changes had heard a live version of 'Father's Symphony No. 1,' which they will perform Monday, she said. "It's like being reconnected with our passion for why we become musicians when we were young people," she said. "You can't not do it."

Alsop, playing violin for a second year in Orchestra 2, said she relished the chance to play under professional musicians and conductors. There was less focus on hitting notes — at their level, everybody can do that, he said — and more on the musicality side in music.

"I've had a lot of inspiration, no improvisation, but there's also a lot of different interpretations."

Choi, studying for Carnegie Hall and then a multicountry tour of South America playing with the National Youth Orchestra, said it was exciting to get a chance to play right at the nerve for our first performance. But every single time we run through we get more comfortable, and it starts to flow so well."



Tuesday, August 6, 2024 DAILY NEWS NYDailyNews.com

World-class young musicians rock city



More than 100 young musicians from around the globe drew audiences of the rock & roll venue to the Carnegie Hall on Monday night. The young musicians performed a variety of classical and modern music, including a performance by the National Youth Orchestra of the United States of America, which will perform Monday night.



August 1, 2024

August 6, 2024

EARNED MEDIA HIGHLIGHTS - ONLINE/PHOTO



Teen Musicians To Gather At Carnegie Hall For World Orchestra Week

Hundreds of teen instrumentalists from around the globe are coming together in New York in early August for [World Orchestra Week \(WOW!\)](#).

An historic celebration of international youth orchestras, this will be presented by Carnegie Hall, largely at Carnegie Hall, from August 1 to 7.

Carnegie Hall said it would "bring five youth orchestras from Africa, Asia, Europe and Latin America to New York for high-level music making with some of today's most internationally-renowned artists plus cultural exchange activities among the orchestras."

July 30, 2024



Long Island teens prepped and ready for Carnegie Hall close-up



They have practiced, practiced, practiced and now three of Long Island's top student musicians are going to Carnegie Hall.

Double bassist Joshua Lee, 15, a rising sophomore at Locust Valley's Portledge School, from Great Neck; violinist Yuki Donnelly, 15, a rising junior at Rocky Point High School from Rocky Point; and oboist Kaitlyn Choi, 18, the Harvard-bound Jericho Senior High School valedictorian from Jericho, will all play the historic venue in coming days.

The Long Islanders were among 2,000 teenage musicians from across the United States who auditioned this year for fewer than 200 spots in the historic venue's two youth orchestras.

Choi will play Monday night with the National Youth Orchestra of the United States of America, a group of musicians between the ages of 16 and 19, created by Clive Gillinson, Carnegie Hall's artistic and executive director. The orchestra will then embark on a tour of South America.

August 1, 2024



World Orchestra Week Rehearsals at Purchase College



A violinist with Carnegie Hall's National Youth Orchestra rehearses with the orchestra at Purchase College July 29, 2024. The orchestra was in their first day of rehearsals for performances at Carnegie Hall during World Orchestra Week, which runs from August 1-7. The National Youth Orchestra, for musicians ages 16-19, along with the National Youth Orchestra 2, for musicians ages 14-17, will join five other international youth orchestras for the music festival. Other orchestras are from Africa, Asia, Europe, and Latin America. On Aug. 5, over 700 young musicians will participate in a "play-in" at the Javits Convention Center in Manhattan.

July 29, 2024

EARNED MEDIA HIGHLIGHTS - ONLINE/PHOTO



Teen musicians to take the stage at Carnegie Hall's 'World Orchestra Week'



NEW YORK (WABC) -- How do you get to Carnegie Hall? Practice, practice, practice.

And so it goes for 200 teenagers from across the United States - talented musicians make up a pair of national youth orchestras. They rehearsed inside two theatres at SUNY Purchase ahead of Carnegie Hall's 'World Orchestra Week' - a festival of music that kicks off on Thursday.

July 29, 2024



Young musicians rehearsing in Hudson Valley for 'World Orchestra Week' at Carnegie Hall



It's a busy time of rehearsals in the Hudson Valley for hundreds of young musicians who are fulfilling a very special and rare opportunity.

They are part of an intensive that gives them the opportunity to travel and learn from internationally renowned conductors while also training with their peers.

It also includes youth ensembles from around the world.

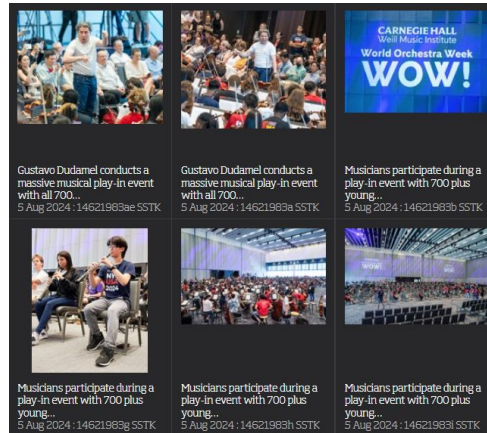
"It is quite a selective audition, we got kids from all over the country who want to be a part of this," says Doug Beck, who works in artistic training at Carnegie Hall.

Rehearsals have been underway at the Performing Arts Center on the campus of SUNY Purchase College.

July 29, 2024



Carnegie Hall's World Orchestra Week Play-In Event, New York



August 5, 2024

EARNED MEDIA HIGHLIGHTS - BROADCAST

CBS NEWS
NEW YORK



August 7, 2024

SPECTRUM
NEWS NY 1



August 6, 2024

TELEMUNDO



August 6, 2024
National

EARNED MEDIA HIGHLIGHTS - BROADCAST

FOX 5
NEW YORK



August 2, 2024



August 6, 2024

news12
NEW YORK



August 5, 2024

EARNED MEDIA HIGHLIGHTS - BROADCAST

news12
WESTCHESTER



July 29, 2024

1010
WINS
ALL NEWS. ALL THE TIME.



July 30, 2024

CONTENT CREATOR HIGHLIGHTS

- Four content creators attended World Orchestra Week on August 1 and 2 at Carnegie Hall
- Influencer engagement resulted in a variety of Instagram placements: two reels, one feed post, and 11 stories
- The two Instagram reels resulted in more than 58,000 views, and the four creators have a combined follower count of over 1 million

CONTENT CREATOR HIGHLIGHTS

KELLY KOPP

@newyorkcitykopp | Instagram

Followers: 522K

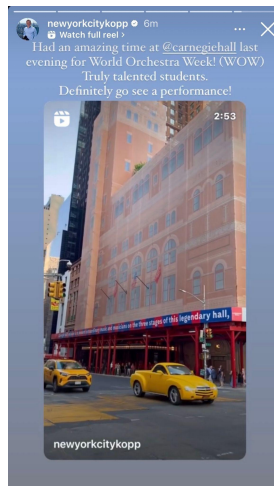


Instagram Reel

KELLY KOPP

@newyorkcitykopp | Instagram

Followers: 522K

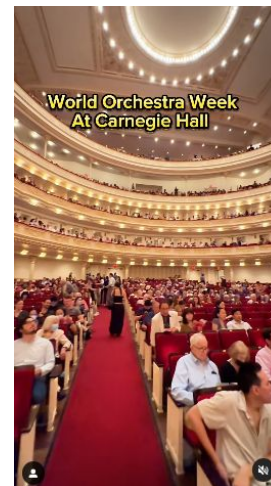


Instagram Stories

MICKY BLANK

@mickmicknyc | Instagram

Followers: 369K



Instagram Reel

CONTENT CREATOR HIGHLIGHTS

AYELEN SCAPUZZI

@mividaen.nyc | Instagram

Followers: 142K

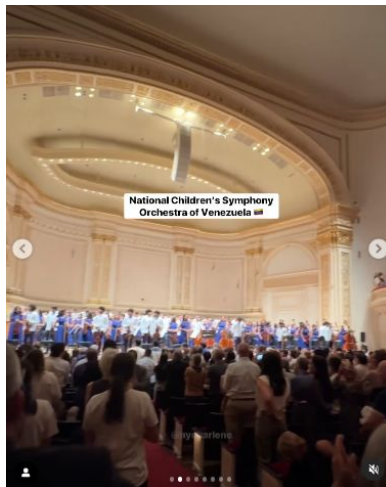


Instagram Stories

CHARLENE WANG

@nycharlene | Instagram

Followers: 18.7K

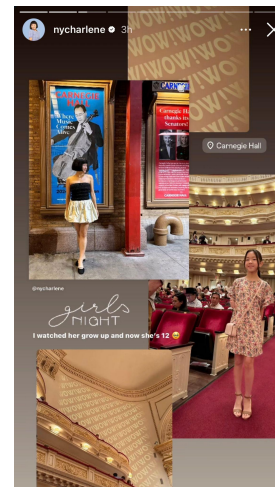


Instagram Post

CHARLENE WANG

@nycharlene | Instagram

Followers: 18.7K



Instagram Stories

COVERAGE INDEX

DATE	OUTLET	UMV	TITLE
Print			
8/1/2024	Newsday	161,573	They've made it to Carnegie
8/6/2024	New York Daily News	105,218	World-class young musicians rock city
Online / Photo			
7/29/2024	ABC 7 New York	3,711,359	Teen musicians to take the stage at Carnegie Hall's 'World Orchestra Week'
7/29/2024	lohud.com	833,950	World Orchestra Week Rehearsals at Purchase College
7/29/2024	News 12 Westchester	213,592	Young musicians rehearsing in Hudson Valley for 'World Orchestra Week' at Carnegie Hall
7/30/2024	Forbes	87,519,063	Teen Musicians To Gather At Carnegie Hall For World Orchestra Week
7/30/2024	Nasdaq	5,353,288	Carnegie Hall Rings the Opening Bell
8/1/2024	Newsday	1,303,080	Long Island teens prepped and ready for Carnegie Hall close-up
8/5/2024	Shutterstock	39,562,677	Carnegie Hall's World Orchestra Week Play-In Event, New York
8/6/2024	Telemundo	6,493,207	More than 700 musicians gather in New York to celebrate World Orchestra Week
8/7/2024	CBS New York	46,247,703	Afghan Youth Orchestra Performs at Carnegie Hall in NYC
Broadcast			
7/29/2024	N12WC	N/A	News 12 Westchester

DATE	OUTLET	UMV	TITLE
Broadcast (Continued)			
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	N12WC	N/A	News 12 Westchester
7/29/2024	WABC	169,124	Eyewitness News First at 4
7/29/2024	WABC	169,124	Eyewitness News First at 4
7/29/2024	WABC	285,065	Eyewitness News at 11
7/29/2024	WABC	420,244	Eyewitness News at 6
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester

DATE	OUTLET	UMV	TITLE
Broadcast (Continued)			
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
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7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	N12WC	N/A	News 12 Westchester
7/30/2024	WABC	85,808	Eyewitness News This Morning
7/30/2024	WINSAM	615,930	WINS-AM

DATE	OUTLET	UMV	TITLE
Broadcast (Continued)			
7/31/2024	WNYW	39,991	The 6 O'Clock News
7/31/2024	WNYW	39,991	The 6 O'Clock News
7/31/2024	WNYW	39,991	The 6 O'Clock News
7/31/2024	WNYW	46,550	The 5 O'Clock News
8/1/2024	WNYW	50,579	The 6 O'Clock News
8/1/2024	WNYW	50,579	The 6 O'Clock News
8/1/2024	WNYW	110,820	The 10 O'Clock News
8/2/2024	WNYW	59,395	Good Day New York
8/4/2024	WABC	95,162	Eyewitness News Sunday Morning
8/4/2024	WABC	95,162	Eyewitness News Sunday Morning
8/5/2024	News 12 New York	44,271	The language of music.' International youth musicians gather for Carnegie Hall performances
8/5/2024	WABC	169,124	Eyewitness News First at 4
8/5/2024	WABC	229,364	Eyewitness News at 5

DATE	OUTLET	UMV	TITLE
Broadcast (Continued)			
8/6/2024	NY1	20,087	Mornings on 1
8/6/2024	NY1	23,263	Mornings on 1
8/6/2024	NY1	24,491	Mornings on 1
8/6/2024	NY1	26,168	Mornings on 1
8/6/2024	NY1	26,663	Mornings on 1
8/6/2024	NY1	42,542	Mornings on 1
8/6/2024	WABC	85,808	Eyewitness News This Morning
8/6/2024	WNJU	244,352	Hoy día
8/7/2024	WCBS	114,318	CBS 2 News at 5PM
8/7/2024	WCBS	114,318	CBS 2 News at 5PM
8/7/2024	WCBS	196,161	CBS 2 News at 11PM
8/7/2024	WLNYS	10,725	CBS News New York 8pm
8/7/2024	WLNYS	10,725	CBS News New York 8pm

DATE	OUTLET	UMV	TITLE
Broadcast (Continued)			
8/8/2024	WCBS	18,189	CBS 2 News This Morning at 4:30am
8/8/2024	WLNYSO	5,822	CBS News New York
8/8/2024	WLNYSO	5,822	CBS News New York
Social			
8/2/2024	@mickmicknyc	36,700	Instagram Reel
8/2/2024	@mividaen.nyc	N/A	Instagram Stories
8/2/2024	@newyorkcitykopp	21,900	Instagram Reel
8/2/2024	@newyorkcitykopp	N/A	Instagram Stories
8/3/2024	@nycharlene	N/A	Instagram Post
8/3/2024	@nycharlene	N/A	Instagram Stories

THANK YOU!