



The 74TH Annual Children's Concert Series Video Project

PURPOSE

The COVID pandemic forced the cancellation the Baylor Symphony Orchestra Children's Concert in November of 2020. Annually, six-thousand area children attend one of the three concerts performed each fall as a project sponsored by the Waco Symphony Council.

Instead, six short videos (8 minutes or less) were produced featuring Baylor student musicians introducing the various members of the orchestra. The narrator introducing each video invited the students to consider whether they might want to learn to play one of the featured instruments.

"The Strings", "The Percussion", "The Brass," "The Woodwinds", "The Harp and Keyboards", "The Orchestra, Choir, and Conductors" were made available on-line to area music educators of 4th and 5th grade students as well as the general public via the Baylor Music YouTube channel.

<https://www.youtube.com/c/Baylormusic/videos>

HOW DEVELOPED

A Baylor graduate student took on the project in September of 2020 and developed the scripts, helped shoot and edit the videos which featured dozens of talented Baylor musicians and the Children's Concert narrator as host.

TIMELINE

The decision to cancel the in-person concerts was made in early September. The videos began pre-production in October and were edited and released one week at a time beginning in early November of 2020.

VOLUNTEER REQUIREMENT

The production team of writer/video/talent involved three people. Each video featured at least 3 student musicians who volunteer their time and talents.

IMPACT ON COMMUNITY

Each of the videos was viewed hundreds of times. “The Strings” episode was viewed more than 950 times. The videos were even used by a teacher in Nebraska.

SUGGESTED IMPROVEMENT

We could devise a way to learn more specifically which music educators took advantage of showing the videos and their response to them.