



FORD MADE IN AMERICA

Tool Kit

Round 2

Joseph Schwantner's *Chasing Light...* is part of
Ford Made in America
A Partnership Program of the League of American Orchestras and Meet The Composer



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Ford Made in America Tool Kit

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Table of Contents

Introduction.....	1
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Part One: Activities

Education.....	5
Poetry and Composition.....	7
Building Your Own Instruments.....	15
Additional Resources.....	31
Promotion.....	33
Performance.....	43
Crediting Guidelines.....	51
Final Report Form.....	59

Part Two: Tools

Joseph Schwantner Tools.....	65
Biographies (Full and Brief).....	65
Press Quotes.....	68
Discography.....	70
<i>Chasing Light...</i> Program Note.....	72
Program Tools.....	75
General Project Description.....	75
Key Messages.....	77
List of Participating Orchestras, by State.....	79
Ford Made in America Contacts.....	80
National Press Release.....	81
Local Press Release.....	86
Multimedia Tools.....	91
Web Site and Internet.....	91
Music.....	92
Guide to the DVD.....	93
DVD Transcript.....	95
CD Guide and Transcript.....	105
“Joseph Schwantner’s <i>Chasing Light...</i> ” DVD	
“Joseph Schwantner’s <i>Chasing Light...</i> ” CD	



Sponsor Statement

Ford Made in America reflects the timeless American tradition of working together towards a common goal. As a celebration of American diversity, a far-reaching national network of small-budget orchestras will perform *Chasing Light...*, a new work from Pulitzer Prize-winning composer Joseph Schwantner. At Ford Motor Company Fund and Community Services, the philanthropic arm of Ford Motor Company, we are proud to support a project that unites communities from Maine to Hawaii in an experience that explores and celebrates the meaning of America.

As this unique project embarks on its second cycle through 2010, Ford Motor Company Fund continues its commitment to bring America's musical embrace of many people and their traditions to hometowns across our nation. Each performance of Schwantner's work will convey the individual orchestra's artistic style and display the power of composers and orchestras working together to connect new music with audiences. Under the guidance of the League of American Orchestras and Meet The Composer, *Chasing Light...* will allow each orchestra to tell its own story.

We believe that the arts have the ability to transform, educate, and inspire. This visionary program is building on its educational components, allowing the participating orchestras to expand their work with local schools, deepening their community connections. Through the extension of this program, we are thrilled to build on our tradition of supporting projects that honor and celebrate American heritage and legacy.

Ford Motor Company Fund is proud to be part of this partnership, which crosses geographic, socioeconomic, and cultural boundaries to bring this music to many communities across the country.

Jim Vella
President
Ford Motor Company Fund and Community Services

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Music Credits

Chasing Light...

By Joseph Schwantner

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MIDI realization of *Chasing Light...* by Joseph Schwantner

Produced by Philip Rothman, NYC Music Services

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Introduction

This tool kit is your guide to the potential of Ford Made in America. It represents months of collaboration among the orchestras, the composer, program staff, and many others involved in this effort. All of its contributors hope that it enriches your performance of Joseph Schwantner's *Chasing Light...*, and that it will have a positive effect well beyond this program's conclusion.

The possibilities of this project are limitless. Ford Made in America might pave the way for future performances of new music, perhaps even another commission. It might inspire a continuing dialogue with other orchestras. It could give insights into rehearsal techniques, programming, and audience engagement. Perhaps, using the media tools, you'll discover new marketing ideas. The national scope of the project could translate into increased visibility within your community and greater sponsorship potential.

About this Tool Kit

This tool kit is designed to spark these possibilities and transform opportunity into action. It is presented in two main sections: Activities and Tools.

In the Activities section you'll find step-by-step instructions for activities that use the included tools. Some activities are rather detailed and require some advance planning; others are less structured and open to modification.

It's as if the Activities section is your recipe book, and the Tools section is your cupboard containing the ingredients. You may find that you discover ways to use the in-

cluded tools in an original way in order to get the most out of the tool kit, thereby creating your own “recipe.” The idea is not necessarily for you to create whole new programs from scratch, but rather to complement your existing capacity and to use this program as a model upon which to build new activity.

The tools can be mixed, matched and applied in a variety of ways. For example, one of the enclosed tools is a CD containing commentary from Joseph Schwantner about some of his other compositions. This material is an effective marketing tool, as radio stations could broadcast it when they play his music. It could also be used in an educational setting in an in-depth discussion of Joe’s style; it could also be disseminated to musicians, or even your board and staff, to give them greater insights into this composer’s music.

Don’t forget that the Tools section extends beyond the contents of this book. A wealth of content is available on the program web site at **www.FordMadeinAmerica.org**, including YouTube videos, a blog, an interactive map of all of the Ford Made in America performances, and more. All the content from this tool kit is also available online.

Representatives from nearly 40 orchestras in the consortium attended a day-long Ford Made in America planning and orientation workshop in New York City in January 2008. Many of the examples in this tool kit were suggested and/or designed by your peers at that workshop or via subsequent discussions. In fact, it is possible that as you read through the activities, you will notice ideas of your very own.

The Music

At the core of all this activity, ultimately, remains the music. A composer is asked to create something brand new – never before heard – and the sheer natural beauty of his everyday surroundings sparks a torrent of creativity. It is a timeless theme in art, but one that never fails to inspire.

This is the uniqueness of new music. It presents us with the opportunity to hear new things, to hear old things in new ways, and to hear the old next to the new and back again. It keeps our ears fresh and our field vital, providing a worthy, necessary commentary to the public.

Ford Made in America started as a grass-roots commissioning consortium for a new major orchestral work among several orchestras. Throughout the program’s growth, it still remains an initiative by and for the orchestras it serves. Its evolution to national proportions can only attest to the surety of the original idea and the passion guiding it forth.

Enjoy!