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**DIGITAL MEDIA
ACROSS THE**
CONCERT

EXPERIENCE: BEFORE, DURING, AFTER

ANNELIES ZIJDERVELD,
SOCIAL MEDIA MANAGER
SAN FRANCISCO CLASSICAL VOICE

INTRODUCTION

Annelies Zijderveld

–journalist, storyteller, editor
—social media manager for SFCV



WHAT BRINGS PEOPLE TO CONCERT HALLS?

LA CHAMBER ORCHESTRA

Menu

Events

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L.E.S. Characters Brings Jessie Montgomery and Masumi Per Rostad Full Circle

Annelies Zijdeveld on April 24, 2023.

Credit: Jiyang Chen Photography

Jessie Montgomery

Credit: Jiyang Chen Photography

At age of 4, **Jessie Montgomery** met **Masumi Per Rostad** at Third Street Music School, where they both studied string instruments. Montgomery started composing at 10. She grew up on the Lower East Side of New York and has described the neighborhood as the soul where her music is generated. It's fitting, even poignant, then, that Montgomery has composed a concerto, *L.E.S. Characters*, for her childhood friend Rostad, now a Grammy Award-winning violist. It's a musical tribute to prominent artists on the Lower East Side in the 1980s who shaped Montgomery's and Rostad's formative years.

SFCV on Substack

WHERE CLASSICAL MUSIC MEETS THE MOMENT

Weekly essays, ideas, and context behind the music

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MORE FROM ANNELIES ZIJDERVELD

TwoSet Violin, Social Media, and Live Performance: The Young Audience Is Paying...

October 21, 2025

The Not-So-Secret Side Gig of Soprano Elza van den Heever

June 20, 2025

The Making of an American Symphony

January 26, 2024

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ACSO

LA CHAMBER ORCHESTRA

SCENE+HEARD

San Francisco Classical Voice attended the premiere of the LACO co-commission of *L.E.S. Characters*, a viola concerto for Masumi Per Rostad composed by childhood friend, Jessie Montgomery about artists they remember from growing up in the Lower East Side.

Go behind-the-scenes with us and hear from LACO Music Director Jaime Martín about what makes *L.E.S. Characters* so memorable.

"This piece is not just a piece written for viola, it's a piece written for Masumi."



*- LACO Music Director,
Jaime Martín*

on *L.E.S. Characters* by Jessie Montgomery

photo by Brian Feinzimer

*"She's not afraid to show herself
—this piece is about her life—and*

*for this,
you need to be brave
and she is brave."*



*- LACO Music Director,
Jaime Martín*

on *L.E.S. Characters* by Jessie Montgomery

photo by Brian Feinzimer

*"Masumi is the link to
the origins of the piece."*

*We feel like we have contact
—a direct line—of course to
what he has discussed with Jessie."*



*- LACO Music Director,
Jaime Martín*

on *L.E.S. Characters* by Jessie Montgomery

photo by Brian Feinzimer

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LA CHAMBER ORCHESTRA

SCENE+HEARD

“This is a celebration of her experiences with Masumi and also a celebration of friendship.”



– LACO Music Director, Jaime Martín
on L.E.S Characters by Jessie Montgomery

photo by Brian Feinzimer

“I like writing from a memory of childhood—it’s free—there’s no restraint...”



– Composer, Jessie Montgomery
on writing L.E.S Characters

photo by Jiyang Chen

“and it’s also filled with nostalgia, a little bit of pain, a little bit of excitement and there’s that child-like wonder of it all.”



– Composer, Jessie Montgomery
on writing L.E.S Characters

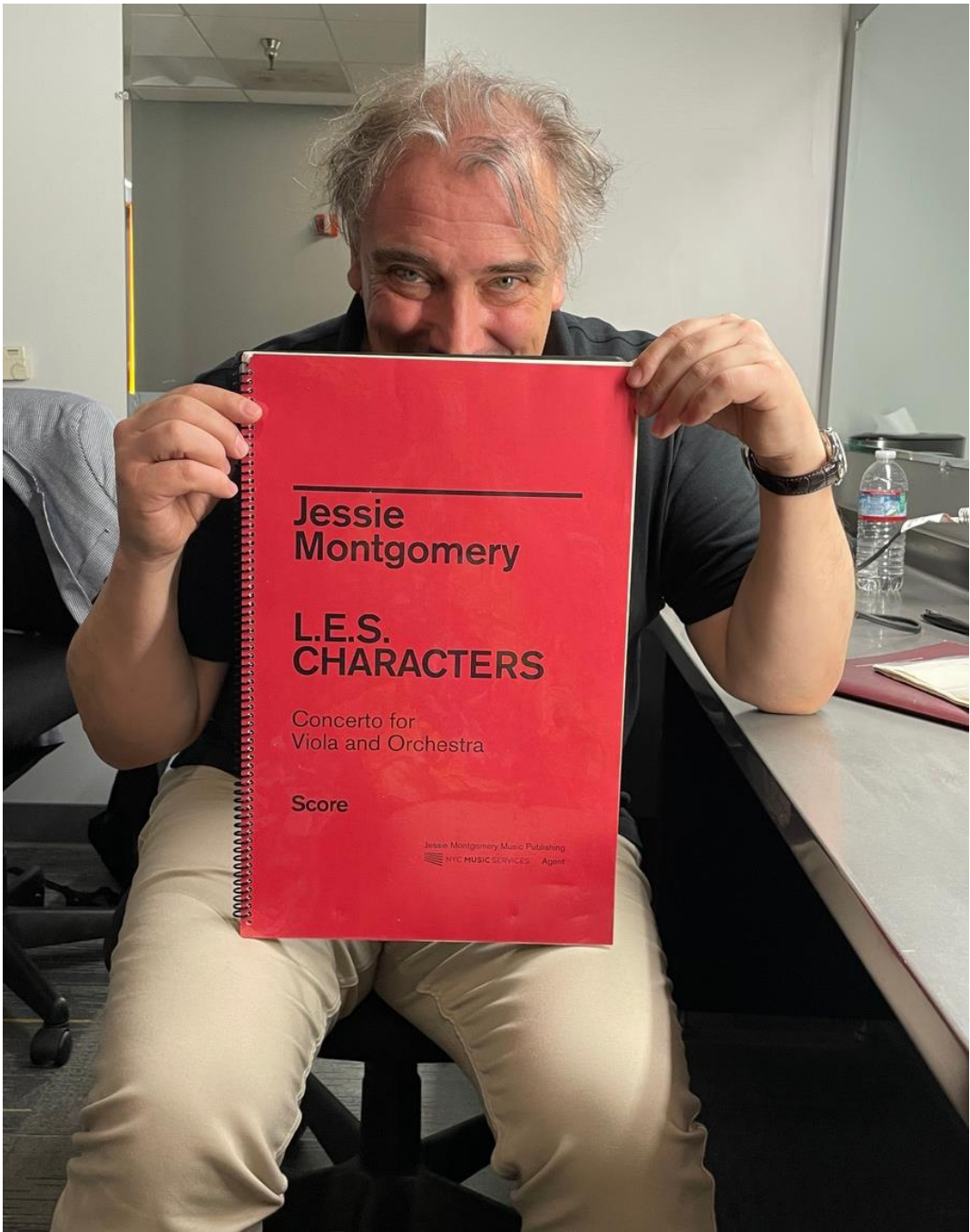
photo by Jiyang Chen

“She’s writing music for an audience. “She’s not writing music as an intellectual experiment.”



– LACO Music Director, Jaime Martín
on L.E.S Characters by Jessie Montgomery

photo by Brian Feinzimer



THERE IS NOTHING QUITE LIKE
BEING IN THE ROOM

ACSO

SANTA ROSA SYMPHONY

Shakespeare + Music

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**LIVE MUSIC MATTERS
MORE THAN EVER.**

WE LIVE IN A TIME OF A CONNECTION DEFICIT

“Collective effervescence” & Connectivity

WE ARE CREATED FOR NARRATIVE.

What is the story behind this season of music?

There's so much noise. Plus AI slop.

**HOW CAN YOU
STAND OUT ON
SOCIAL?**

HOW CAN YOU STAND OUT ON SOCIAL?

EDUCATE

HOW CAN YOU STAND OUT ON SOCIAL?

EDUCATE.

MAKE THE
CONCERT
PERSONAL.

HOW CAN YOU STAND OUT ON SOCIAL?

EDUCATE.

MAKE THE
CONCERT
PERSONAL.

SELL
TICKETS,
SELL AN
EXPERIENCE.

HOW CAN YOU STAND OUT ON SOCIAL?

EDUCATE.

MAKE THE
CONCERT
PERSONAL.

SELL
TICKETS,
SELL AN
EXPERIENCE.

TEASE
CURIOSITY.

HOW CAN YOU STAND OUT ON SOCIAL?

EDUCATE.

MAKE THE
CONCERT
PERSONAL.

BRING
CONCERTGOERS
BEHIND-THE-SCENES.

SELL
TICKETS,
SELL AN
EXPERIENCE.

TEASE
CURIOSITY.

WHAT IS THE STORY OF THE SEASON?

What is the narrative thread?

PLAN YOUR CONTENT

1. What would it look like for each concert to have 3 pieces of social content?

PLAN YOUR CONTENT

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1. Map it out in advance.

ANNOUNCE
EDUCATE
PERSONALIZE
SOMETHING FUN

PLAN YOUR CONTENT

1. What would it look like for each concert to have 3 pieces of social content?

1. Map it out in advance.

ANNOUNCE
EDUCATE
PERSONALIZE
SOMETHING FUN

Develop a visual voice
+ posting cadence

BEFORE

CASE STUDY: Santa Rosa Symphony's (@srsymphony) Shakespeare at the Orchestra

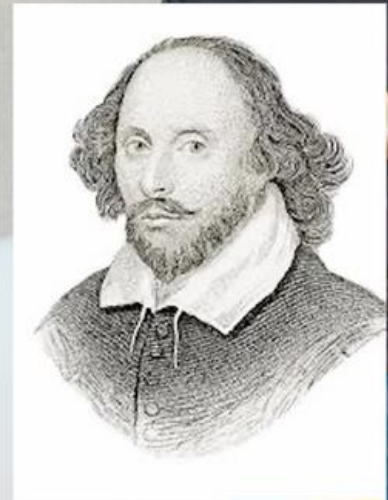
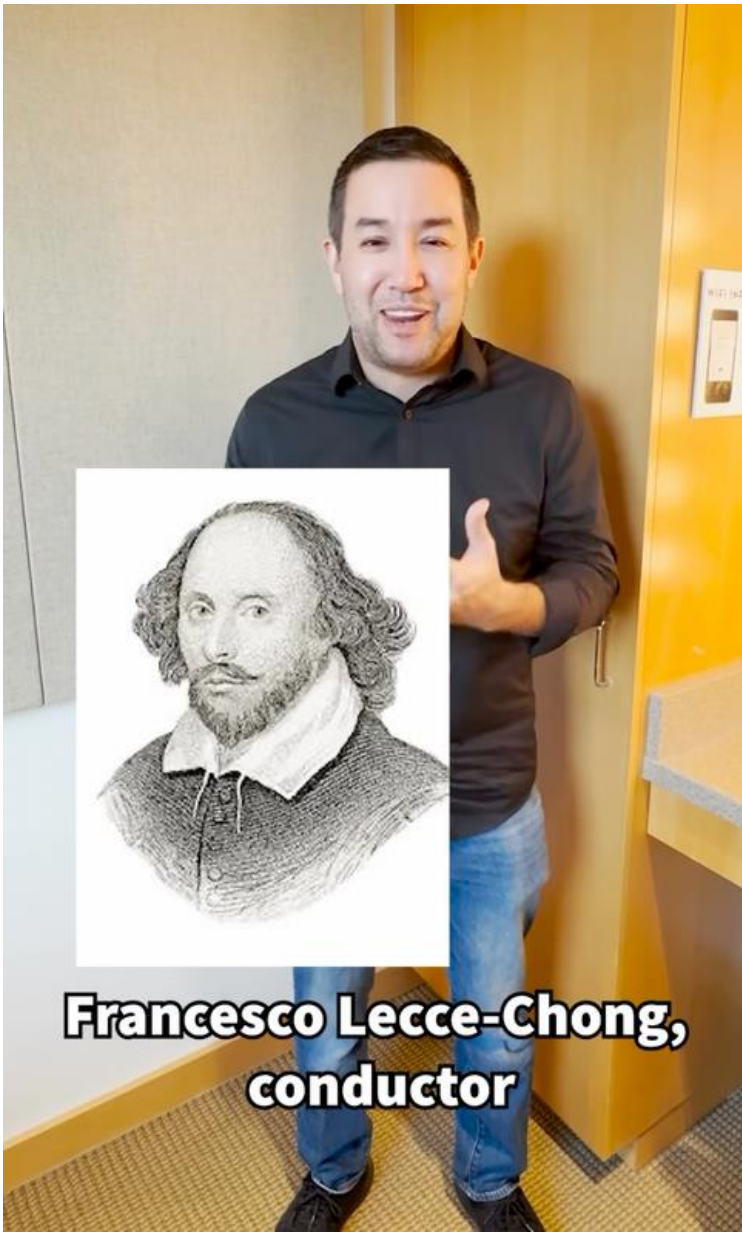
Soloist, Claire Huangci plays piano & intro to audience



Claire Huangci

REEL – APR 24

Conductor Francesco Lecce-Chong takes viewers into why he's excited about this program.



Francesco Lecce-Chong,
conductor

REEL – MAY 1

@srsymphony

**TAKE THIS IDEA:
WHAT COULD A
"BEHIND THE
PROGRAM"
WITH VIDEO
LOOK LIKE FOR
YOUR
SYMPHONY?**

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BEFORE

What Stories Are There to Tell?

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ACSO

BEFORE

What Stories Are There to Tell?

Create Content Calendar

BEFORE

What Stories Are There to Tell?

What Format Works Best?

Create Content Calendar

BEFORE

What Stories Are There to Tell?

What Format Works Best?

What if I'm a One-Person Marketing Team?

Create Content Calendar

BEFORE

What Stories Are There to Tell?

What Format Works Best?

What if I'm a One-Person Marketing Team?

Create Content Calendar

Create a Consistent
Design: Fonts / Colors

ACSO

AFTER

CASE STUDY: Santa Rosa Symphony's (@srsymphony) Shakespeare at the Orchestra

Livestream available



REEL — MAY 11

Focus on Concertmaster Joe Edelman's last concert



REEL — MAY 7

@srsymphony

**CTA IDEA:
WHAT IF INSTEAD
OF JUST SHARING
THE LIVESTREAM
LINK, IT WAS A
BONUS FOR
SIGNING UP FOR
YOUR NEWSLETTER?**

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MAKE YOUR CONTENT

Some Thoughts that Aren't "Static"

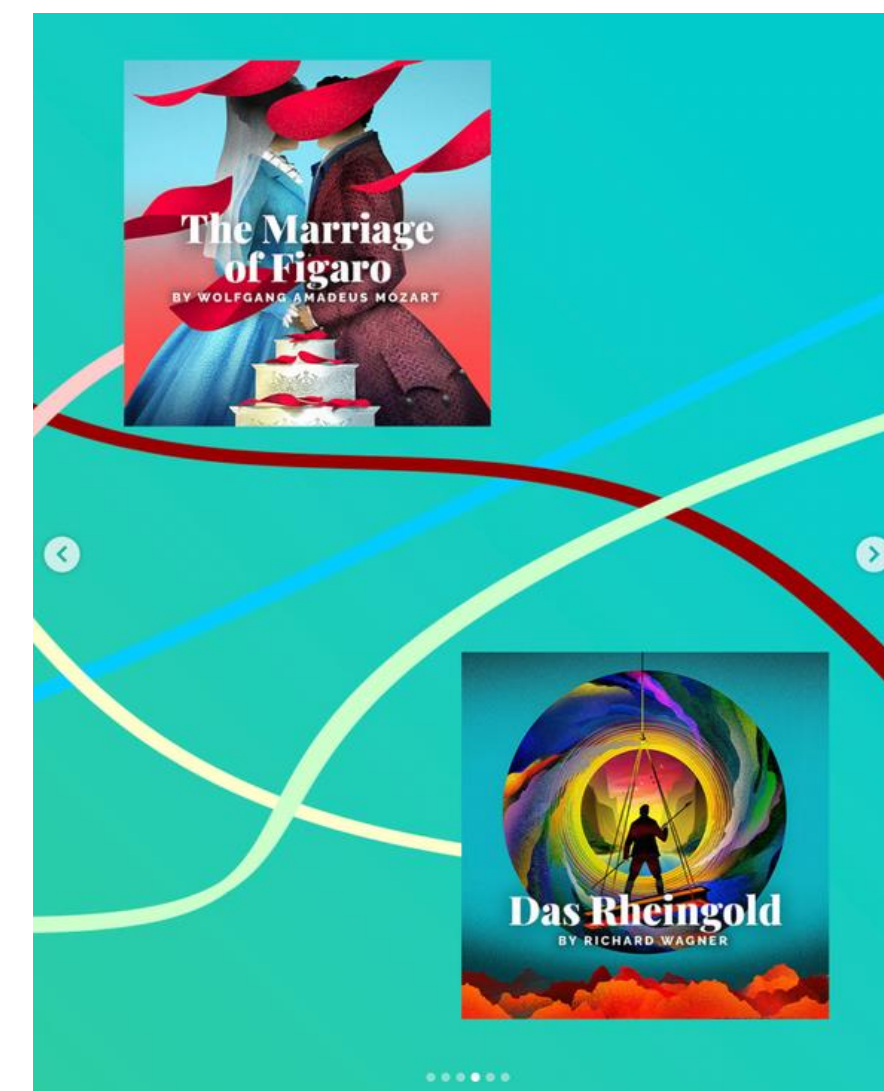
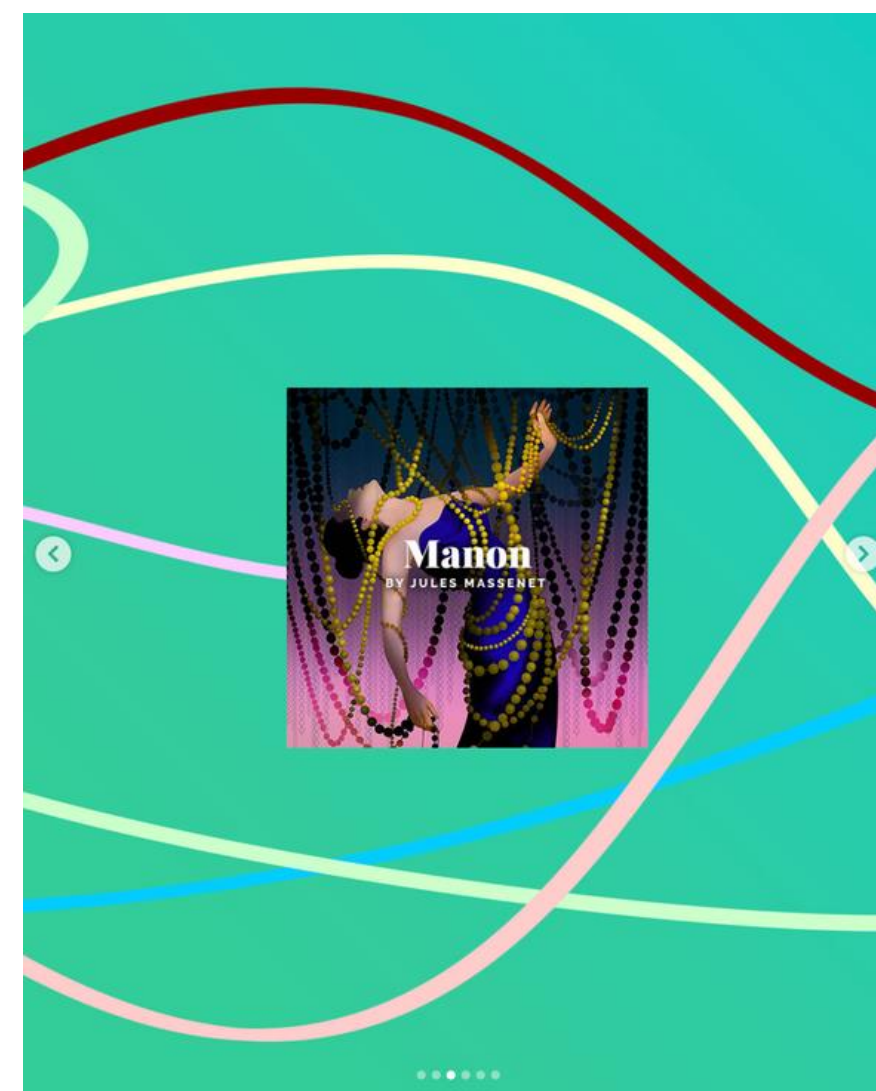
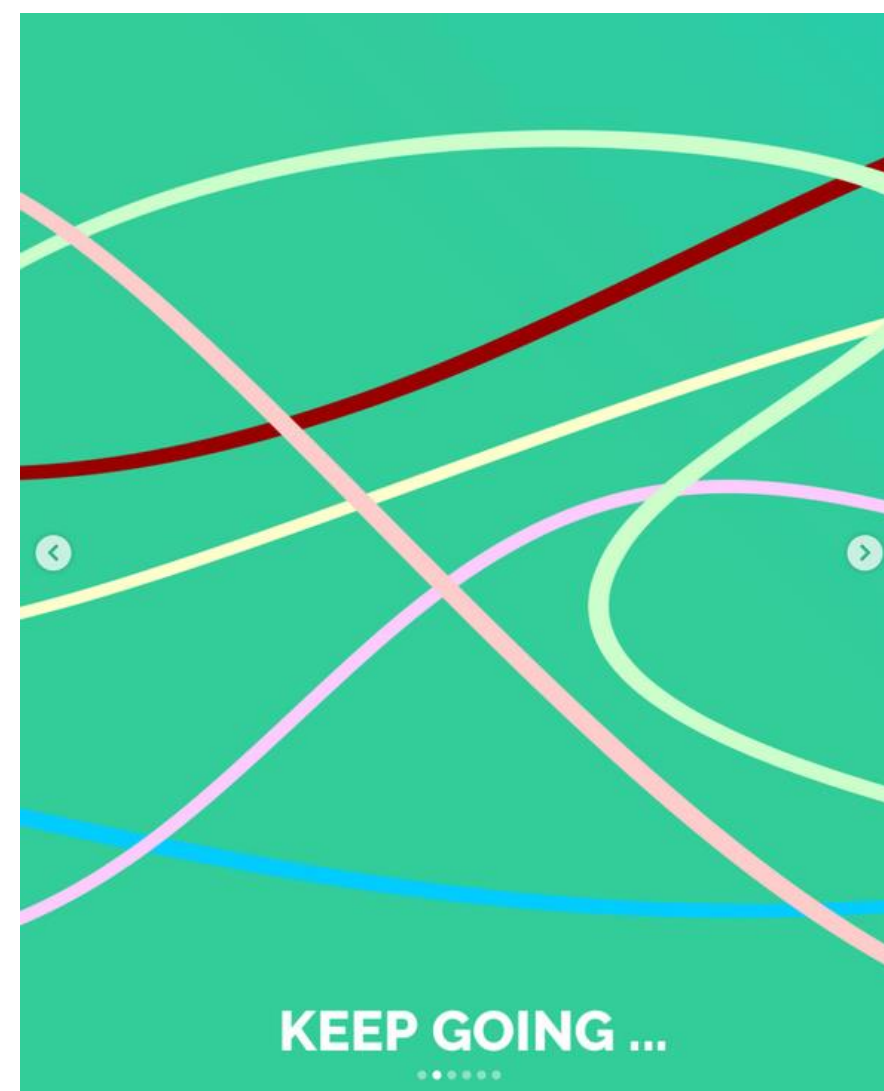
MAKE YOUR CONTENT

CAROUSEL

- Photos? Use strongest images first
- But, you don't have a photographer / photographs...
- Go graphic—like this...

MAKE YOUR CONTENT

CAROUSEL



MAKE YOUR CONTENT

REEL

- Clinch viewers in 30s
- No longer than 3m
- Captions + Keywords
- Voiceover
- CC
- New Features!

TOOLS: EDITS

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Paternal vengeance — it's
perfect for Father's Day.

THANK YOU



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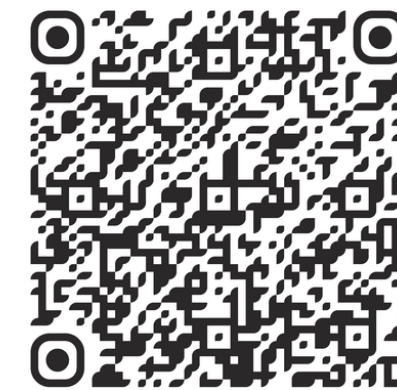


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FOR YOU



**SOCIAL
Editorial
Calendar
Starter**



Building Brand Loyalty and Connection Through Video

Digital Media Across the Concert Experience: Before, During, and After

EVELYN KLATT

CHIEF DEVELOPMENT & MARKETING OFFICER
RENO PHIL



People don't fall in love
with organizations.
They fall in love with
people.



Why Brand Loyalty Matters

Key Insight

Increasing customer retention by just 5% can boost profits by 25–95%. Loyal customers drive repeat purchases, brand advocacy, and long-term value for your business.



Connecting in the moment

Storytelling is powerful

- **Connection drives loyalty**
 - Loyal audiences are built on emotional connection, not just artistic quality
 - Retention is more cost-effective than acquisition
- **The power of storytelling**
 - Stories increase recall, meaning, and emotional engagement
 - Audiences remember people and narratives, not just repertoire
- **Humanizing the organization**
 - Shift from “institution” → “individual voices”
 - Audiences connect with faces, names, and personal perspectives



The Power of Video

Building Connection Through Authentic Storytelling.

Why Video Works

Video evokes emotion, builds trust, and creates memorable brand experiences. It boosts engagement and recall, fosters authentic storytelling, and deepens emotional connection with your audience.

Viewers retain ~95% of a message when they watch it in video vs. ~10% when reading text

Why Stories Work

Neuroscience research shows stories activate multiple regions of the brain, creating “neural coupling” between speaker and listener. Facts embedded in stories are 22 times more likely to be remembered than facts alone. [That's 22x](#). Not 22 percent.



Meet David Haskins

An introduction to Aaron Copland's *Appalachian Spring*: Suite



Introducing Guest Conductors



Covering Stage Changes



Introducing Local Musicians



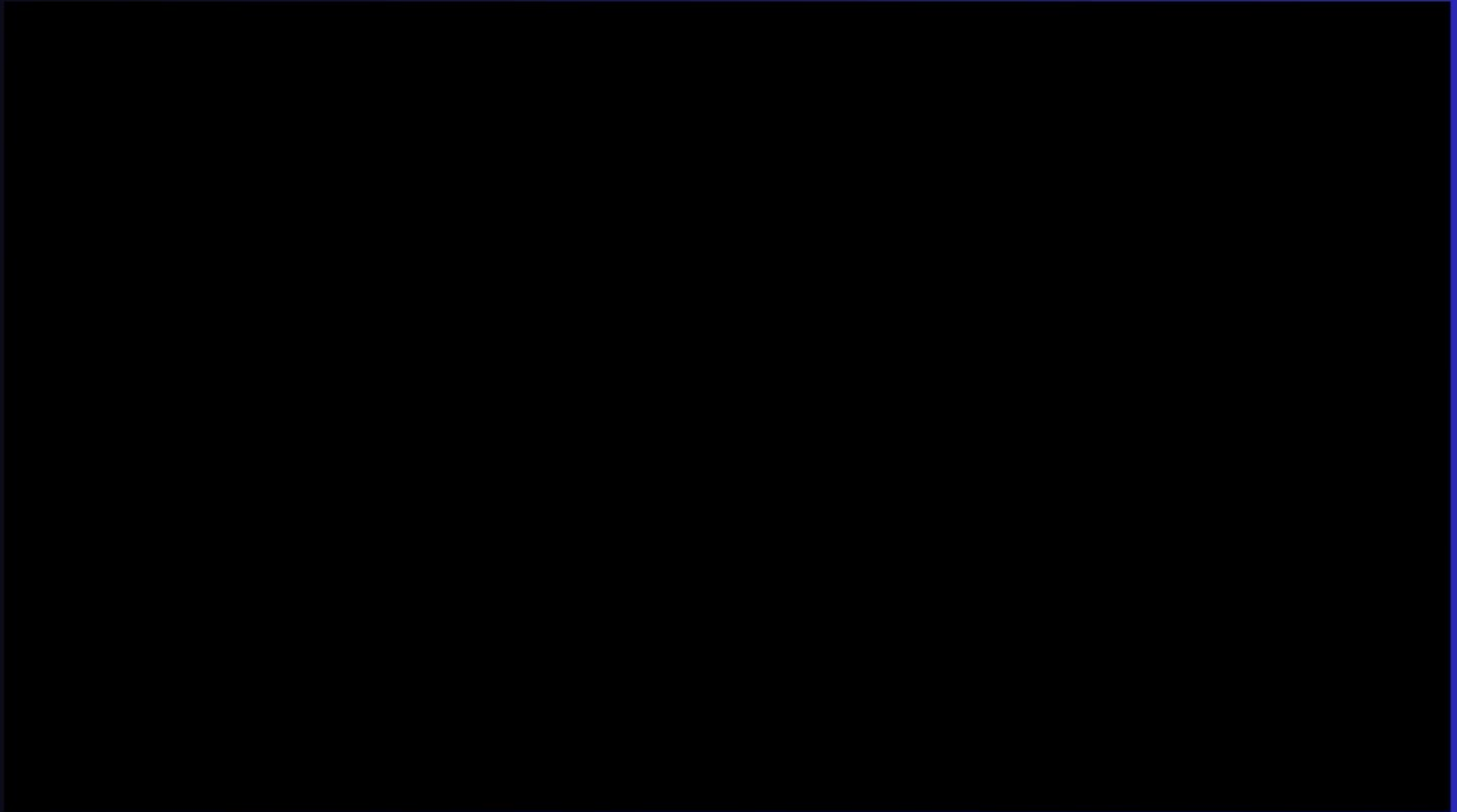
As a tool for Development



Introducing Commissioning Projects



Introducing Composers



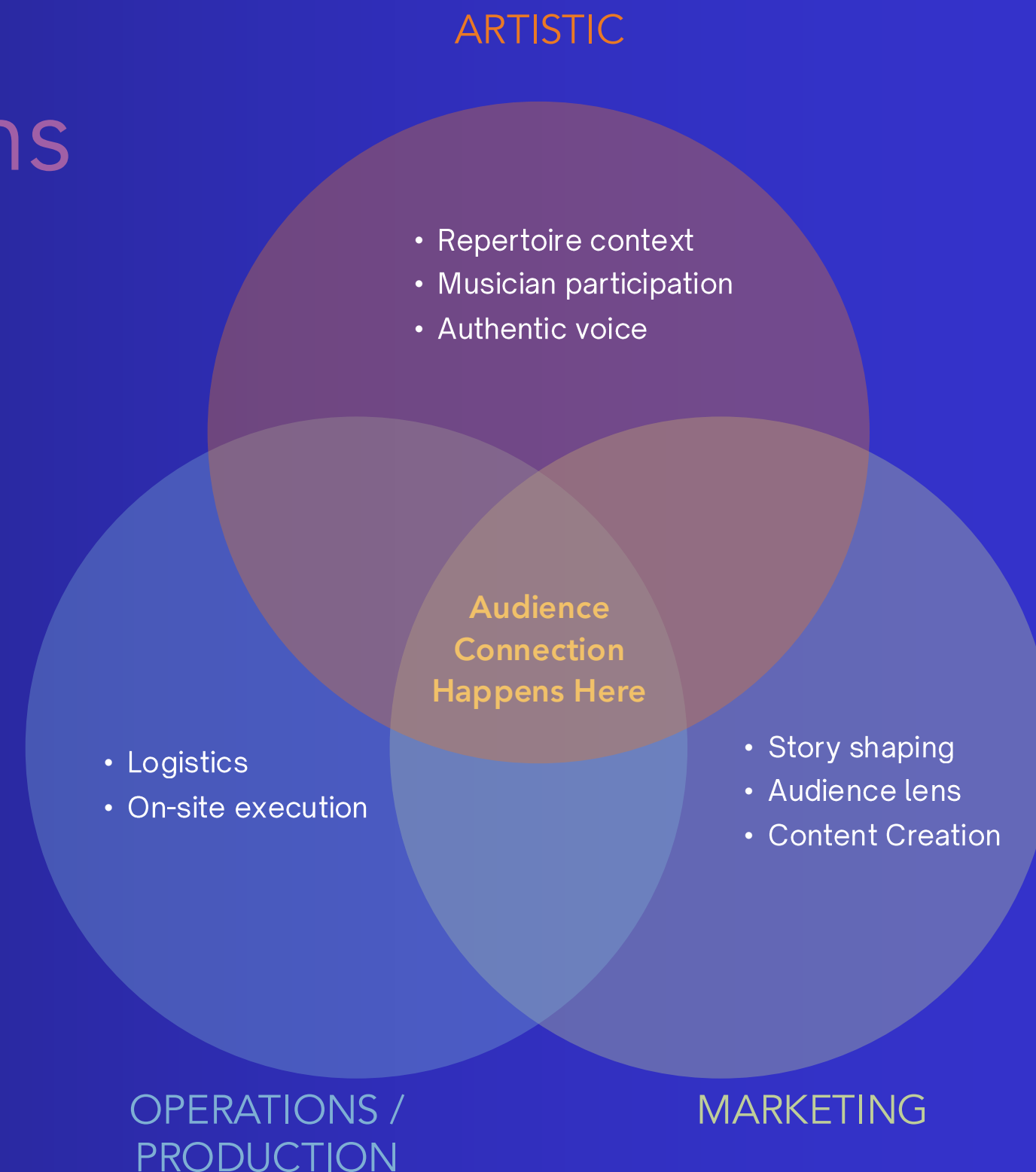
Collaboration is KEY!

Artistic, Marketing, & Operations

START WITH THE BIG QUESTION:

How do we, as the Reno Phil, help audiences connect more deeply to what we're already doing?

- Marketing owns the content
- Artistic informs the story
- Operations executes in the hall



Your Music Director must be part of the conversation!

Video Storytelling Shapes the audience experience

Your Music Director can inform the audience journey so that the stories complement the music program, instead of compete with it

Music Directors can have strong feelings!



Operations & Logistics

Start with the technical director at your venue!

Will this be projected? Where?
Audio?

Do you have the right crew to implement?

Musician considerations



Video Shoot Day

BEFORE

Work with Music Director to select topics/musicians

Confirm musician availability & schedule

Prep email to musicians with question prompts, what to wear, etc.

Story research

Location scout / confirm setup logistics

TIP - Schedule multiple musicians on same day to keep costs low.

DURING

Welcome & brief musicians on process

Ensure interviewee is comfortable & relaxed

Capture interviews & performance footage

Monitor audio levels - pay special attention to background noises.

Stay flexible - follow the energy and authentic moments

Capture sign-offs & releases

Note best takes in the moment to speed up the edit.

AFTER

Send thank-you to musicians

Review rough edit & assembly

Select music bed (keep levels LOW)

Once finalized, add closed captions

Export at 1080 to keep file size manageable for your technical team.

Test the video during rehearsals

Sample Interview Questions

Here are the interview questions I will ask:

Please introduce yourself – include your name, position/instrument in the Reno Phil, and how long you've been playing with the orchestra. Share your career outside the orchestra if you wish.

Can you talk about how you chose your instrument, and what you love about the instrument.

Tell us a little bit about the piece you'll be performing (Symphonie Fantastique)–

What are the unique challenges of performing the timpani parts in this piece?

What has your experience been learning the piece? Do you have any favorite parts? Anything particularly challenging or interesting?

Can you share any memorable experiences or anecdotes from performing Symphonie Fantastique?

What should the audience listen for?

Please prepare a sign-off to close the video – e.g. I hope you enjoy this piece!

Is this actually working?

It works in Reno!

- Over the past four seasons, our subscription revenue has grown by more than 30%—without significant price increases
- Subscriber retention is at 85%
- FY23 OSR Benchmarks for Single Tickets (% of performance revenue)
 - Industry 45%
 - Reno Phil **62%**

Start sharing your stories!

- Start talking to your musicians!
- Find one concert this season to experiment with
- Perfection is the enemy of progress

The ROI of Connection

Storytelling resonates with audiences!

They remember it.

Stories are 22 times more memorable.

They come back.

A 5% lift in retention can increase revenue by 25–95%.

Thank you!

EVELYN KLATT

CHIEF DEVELOPMENT & MARKETING OFFICER

RENO PHIL

eklatt@renophil.com

