

# **New Wine For Old Bottles: New Approaches For Existing Technology & Your Music Program**

Music Association of California Community Colleges 60<sup>th</sup> Annual Conference

Holiday Inn Golden Gateway – San Francisco, California

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2:00 PM – 3:00 PM

Gold Rush Room

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“It is not about the technology; it’s about sharing knowledge and information, communicating efficiently, building learning communities and creating a culture of professionalism in schools. These are the key responsibilities of all educational leaders”. – Marion Ginapolis

## **CORE BELIEFS**

- Our collegiate music programs are artistic, dynamic, communicative, expressive, creative organizations.
- Our collegiate music programs are “laboratories of professionalism”.
- A person does not need to be “technologically proficient” to employ technology within their music program.
- Current technology provides EVERYONE the opportunity to broaden and deepen the inclusion of technology within their music program.
- We should employ technology that allows us to enhance our music program’s ability to be more effective in creating an environment of artistry.

## Old Bottle #1 – The Music Program Website.

**Perhaps the most ubiquitous technological tool currently in use, the website is boundless in terms of its ability to inform, communicate with and direct students, welcome potential students, and guests to your program.**

*Suggestions For “New Wine” In This “Old Bottle”:*

- Expand the employment of the website to include all relevant rehearsal information:
  - Instead of posting rehearsal literature physically – Create a Rehearsal Link on the website with specific information regarding the following:
    - Rehearsal schedule & Literature.
    - Rehearsal locations.
    - Rehearsal scope & goals for each work and in general.
- Expand the employment of the website to include score study & rehearsal preparation notes specific to each piece for the ensemble regarding each piece in preparation.
  - Rehearsal preparation notes can include specific instructions for specific sections of the ensemble, or can be general in format.
  - Interpretive comments from the conductor can be included for each work in preparation.
  - Access to resource recordings and links about historical and theoretical information for each piece can be included.
- Expand the employment of the website to include online video and artistic websites for additional student study.

Suggested Websites:

  - Keeping Score – San Francisco Symphony: [keepingscore.com](http://keepingscore.com).
  - Berlin Philharmonic Digital Concert Hall: [digitalconcerthall.com](http://digitalconcerthall.com)
  - Cleveland Winds: [Clevelandwinds.org](http://Clevelandwinds.org)
  - Dallas Wind Symphony: [dws.org](http://dws.org)
  - Pacific Symphony: [Pacificsymphony.org](http://Pacificsymphony.org)
  - United States Marine Band:  
<http://www.marineband.marines.mil>

- **“The Online Home Of Your Program”** - Expand the employment of the website to include full communication about of the culture and life of your program for increased exposure and recruiting possibilities:
  - Mission Statement & Artistic Statement.
  - Program Values Statement.
  - Complete Coverage of Your Program, Including Facilities Photos.
  - Music Program History and Heritage.
  - Special Events/Clinics/Performances.
  - Media Links For Concerts/Recordings.
  - Links To Purchase Tickets For Performances.
  - Links To Any Social Media Pages.
  - Links To Donor Information.
- Do-it-Yourself Website Construction Sites:
  - Wix.com
  - Weebly.com
  - Wordpress.com
  - Squarespace.com

## Old Bottle #2 – Live Streaming.

While not the “oldest” technology available, live-streaming offers your music program the opportunity to reach new audiences in a very approachable format for user and audience. *Note: Live streaming is now becoming a mainstream technology employed by college music programs.*

*Suggestions For “New Wine” In This “Old Bottle”:*

- Investigate the employment of Live Streaming for one or two events per season.
- **Do-It-Yourself Option:**
  - Requires an HDMI Camera. (\$200 - \$400 Each)
  - Requires an Encoder (Purchase Through LiveStream - \$599) – The Encoder Supplies The Footage To LiveStream Online Platform For Streaming By Plug-in To Camera (Via USB).
  - Purchase a LiveStream Plan to Broadcast (Purchase Through Live Stream - \$42/\$199)
  - Internet Feed to Access With Decent Bandwidth.
  - Potential Total Cost: \$1200.00 - \$2000.00
  - Sources: Live Stream, UStream.
  - Issues With The Technology: Ads, Copyright, Legalities.

- **Collaborative Option: (For Potentially Far Less Money):**
  - Collaboration with Broadcasting or Productions Department.
  - Benefits: Requires no prior equipment or knowledge, allows for interdisciplinary collaboration.

## Old Bottle #3 – The Concert Program.

**One of the oldest forms of communication and information, the concert program is one of the most traditional devices of any music program. Technology can infuse new life and offers opportunities for increased audience communication and connections.**

*Suggestions For “New Wine” In This “Old Bottle”:*

- **The Inclusion of QR Codes:**
  - Links to information about the music program in the general sense (Most Common).
  - **Online Concert Program:**
    - Instead of a physical program - an online concert can be created that is linked to existing music program website that includes the following information:
      - Concert Program.
      - Program Notes.
      - Online Links To Additional Information About Each Composer Featured In The Program.
  - **Interactive Program Notes:**
    - Instead of word-processed program notes to accompany a concert program - create interactive program notes composed of short video vignettes that involve both the ensemble and the conductor conveying information about each work for the audience to view.
    - Videos can be created using “I-technologies”, or created in collaboration with campus broadcasting/production department.
    - Videos are then uploaded to YouTube or Vimeo, and subsequently linked to QR codes for instant access. The QR Codes are then placed in the physical concert program.
  - **QR Code Creation Sites:**
    - QR Code Generator: goqr.me
    - QR Code Monkey: qrcode-monkey.com
    - QR Code Creator Apps. (See App Store)