

NEW YORK SCANDIA SYMPHONY MEDIA REPORT

NORDSTJERNAN - June 1st, 2019

“A night of classical Nordic music”

“On April 11th the New York Scandia Symphony, under the direction of conductor Dorrit Matson, delighted its audience with a performance in Manhattan’s Symphony Space. What a splendid night it was. The program, appropriately titled “Under Northern Lights,” featured works by Swedish-Finnish composer Bernhard Henrik Crusell and Danish composer Carl August Nielsen. The audience was treated to the sounds of some remarkably talented musicians who performed the beautiful Nordic-influenced music, fortunately heard more often in performance venues these days – and indeed the evening’s performers rose masterfully to the challenge of the works. The tonal quality of the orchestra was refreshingly pure: The strings in particular produced exhilarating highs in the violins and well focused tones in the lower strings, and the woodwinds matched this quality, producing an overall balanced blend.”

By Dr. Paul M. Shelden



APRIL 11, 2018 SYMPHONY SPACE PRE-CONCERT PROMOTION

- Symphony Space Calendar
- NYC's Original City Guide
- ThoughtGallery.org
- StageBuddy
- AM New York
- The Riverdale Press
- Fractured Atlas
- NOW
- LMCC
- Facebook promotional campaign
- Twitter and Instagram posts

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NOW

STAGEBUDDY
The Insiders Guide to Theater

musicalamerica
WORLDWIDE

The RIVERDALE PRESS



Liberate the Artist

New York Scandia Symphony
Dates: 4/11/2019
Sponsor: New York Scandia Symphony
Auditorium: Symphony Space
Contact: audreygrosspub@aol.com
2537 Broadway
New York, NY United States
Phone: 2128645400
Web: <http://nyvscandia.org>

Music Director and Conductor Dorrit Matson will lead the New York Scandia Symphony in a program titled "Under Northern Lights," celebrating Danish National composer Carl Nielsen and Finnish-Swedish composer Bernhard Crusell. The 50-piece orchestra, joined by guest clarinetist Steven Hartman, will perform Nielsen's Symphony No. 5 and the Overture to "Maskarade," and Bernhard Crusell's Clarinet Concerto Opus 5. For the past 30 years, the New York Scandia Symphony has served the communities of NYC with innovative and creative programs of Scandinavian music, sharing the musical treasures and cultural heritage of Scandinavia with American audiences.

Content disseminated via
our press release resulted in
promotion by publishers
listed above.

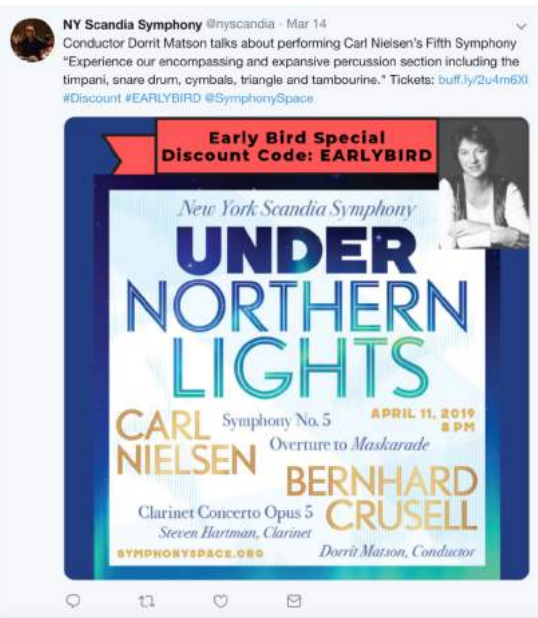
APRIL 11, 2018 SYMPHONY SPACE MARKETING INITIATED BY SCANDIA

SOCIAL MEDIA

Facebook

TWITTER

- Heightsites.com
 - Ad on Front page
- AM New York
- Facebook promotional campaign
- Twitter posts



AM NEW YORK Website Banner







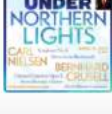


Mobile App Banner



SOCIAL MEDIA CAMPAIGN - FACEBOOK

Results of the Scandia Symphony promotional campaign on Facebook. The campaign targeted the upper west side Washington Heights, Inwood, and midtown zip codes. Plus followers interested in classical music.

	Video Views Join us for our concert THURSDAY NIGHT Ap... Promoted by Jeanine McAdam on Apr 9, 2019 Completed	4,481 People Reached	327 ThruPlays
	Video Views Join us for our concert THURSDAY NIGHT Ap... Promoted by Jeanine McAdam on Apr 5, 2019 Completed	3,146 People Reached	337 ThruPlays
	Video Views Join us for our concert on April 11th and expe... Promoted by Jeanine McAdam on Mar 28, 2019 Completed	1,552 People Reached	275 10-Second Video Views
	Post Engagements Join us April 11, 2019 at 8:00pm for our conc... Promoted by Jeanine McAdam on Mar 22, 2019 Completed	460 People Reached	65 Post Engagement
	Post Engagements Conductor Dorrit Matson talks about the NY ... Promoted by Jeanine McAdam on Mar 14, 2019 Completed	315 People Reached	42 Post Engagement
	Post Engagements Great news! Tickets for the New York Scandia... Promoted by Jeanine McAdam on Mar 8, 2019 Completed	397 People Reached	130 Post Engagement
	Post Engagements "I probably shouldn't say this, but I've never h... Promoted by Jeanine McAdam on Feb 28, 2019 Completed	427 People Reached	127 Post Engagement

APRIL 11, 2019 SYMPHONY SPACE PROMOTIONAL COLLABORATORS

- Danish Consulate
- Danish Pioneer
- Heightsites.com
- AFSMK

DANISH CONSULATE

NEW YORK SCANDIA SYMPHONY PRESENTS:

UNDER NORTHERN LIGHTS



SYMPHONYSPACE APRIL 11, 2019

denmarkinny • Follow

chance to experience a full sized symphony orchestra consisting of fifty of New York's finest musicians.

They will be performing special masterpieces from Scandinavia and the concert will feature Denmark's national composer Carl Nielsen.

Tap the link in the bio to secure your tickets.

Pssst! Save \$5 on your tickets by using the discount code: EARLYBIRD

15w

sorenmikkeldalsgaard This will be a wonderful event! 🇩🇰 🇸🇪

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20 likes

MARCH 27

Add a comment... Post

CONCERT POSTER

PETER NORTON
symphonyspace
2537 Broadway at 95th Street

For tickets go to www.symphonyspace.org or call 212-864-5400 • Tickets \$25 • Senior/Student \$15
For more information go to www.nyscandia.org

New York Scandia Symphony
PRESENTS

UNDER NORTHERN LIGHTS

APRIL 11, 2019 8 PM

CARL NIELSEN Symphony No. 5
BERNHARD CRUSELL Overture to *Maskarade*

Clarinet Concerto Opus 5
Steven Hartman, Clarinet Dorrit Matson, Conductor

Lower Manhattan Cultural Council
NYC Cultural Affairs
Kong Christian Den Tiendes Fond

William Demant Foundation
CONSULATE GENERAL OF DENMARK New York
The George Liebert Foundation
Dashi Orderson Foundation

AFSMK

HEIGHTSITES.COM

HEIGHTSITES
Finding Art, Culture and Unique Events in Washington Heights & Inwood

This Weekend in
Washington Heights & Inwood
April 5-7, 2019

WEICHERT IN NORTHERN MANHATTAN
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New York Magazine

New York Scandia Symphony
PRESENTS
UNDER NORTHERN LIGHTS
APRIL 11, 2019 8PM USE DISCOUNT CODE AMNY FOR \$5 OFF! [CLICK HERE FOR MORE](#)

This is an opportunity to experience a full sized symphony. Fifty of New York's finest musicians will perform special masterpieces from Scandinavia. The concert will feature Denmark's national composer Carl Nielsen and Bernhard Cruseell a national treasure from Finland and Sweden. Scandia's music director Dorrit Matson will be conducting the concert. Clarinetist Steven Hartman will be the featured soloist.

Join us for this classical music celebration, "Under Northern Lights"

TICKETS (\$25.00)
(Use discount code: EARLYBIRD \$5 off)
<https://www.symphonyspace.org/events/vp-under-northern-lights>
(sponsored content)



NEW YORK SCANDIA SYMPHONY

The American Friends of Statens Museum for Kunst invite you to join us at a unique concert.

Please RSVP to Hanne Stovring by asap or at latest April 1, to hanne.afsmk@smk.dk

AFSMK. AMERICAN FRIENDS OF SMK
THE NATIONAL MUSEUM OF DENMARK

When: 11 April at 8pm
What: NEW YORK SCANDIA SYMPHONY in Concert featuring works by among other Danish Composer CARL NIELSEN
Where: SYMPHONYSPACE, 2537 Broadway (at 95th Street), New York
Price: A special price 15\$ per Ticket (Normal Price 25\$ per ticket)

PROGRAM DESCRIPTION
New York Scandia Symphony features works by Carl Nielsen and Bernhard Cruseell in concert at Symphony Space with the title "under northern lights"

New York Scandia Symphony has served the communities of New York City with innovative and creative programs of Scandinavian music for the past 30 years, sharing the musical treasures and cultural heritage of Scandinavia with American audiences. Music Director and Conductor, Dorrit Matson will lead the orchestra in a program titled "Under Northern Lights" and celebrating Danish National composer Carl Nielsen and Finnish-Swedish composer Bernhard Cruseell.

The concert will feature 50 of New York City's finest musicians and Clarinetist Steven Hartman in a performance of Symphony No. 5 and the Overture to "Maskarade" by Carl Nielsen and Clarinet Concerto Opus 5 by Bernhard Cruseell... and a unique possibility of meeting the Danish conductor Dorrit Matson after the concert.



APRIL 11, 2019

SYMPHONY SPACE

REVIEW - THE DANISH PIONEER

THE DANISH PIONEER – July 2019

“New York Scandia Symphony Presents Pleasing Program of Works by Carl Nielsen and Bernhard Crusell.”

“Opening the program with the frothy overture from Nielsen’s opera Maskarade was a sage move on Matson’s part. The playful piece’s bright tempi and dansey rhythms – introducing the orchestra’s invigorating brass section and warm body of strings – set an inviting tone for the evening and some darker music to come.....Hartman renders the melodic lines with care and, again, his exchanges with the string sections feel closely knit, as he’s getting advice from them each time before going out on his own journeys.....As a complete contrast from the evening’s opener, Nielsen’s moody Symphony no. 5 closed the program with a fabulously diversified exploration of orchestral colors. A real departure stylistically from his earlier symphonies, this one is formed in only two movements, and, according to the program notes, has been described by Nielsen as “the division of dark and light, the battle between evil good.”.....Throughout, the symphony’s inherent interest lies in its dramatically changing moods, accomplished through Nielsen’s imaginative toying with differing instrumental timbres. Matson proved masterful at bringing out these experimentations, underlining the emotional contrasts, while managing the work’s overall complexities.”

By Lisa Jo Sagolla

SUMMER CONCERTS PROMOTIONAL POSTERS

The New York Scandia Symphony Presents

Scandinavian Music Festival 2019

A Musical Journey of Scandinavia

Performed by Musicians of the New York Scandia Symphony and Special Guests

June 2

FREE
Sundays June 2
June 9 & June 16
2:00 PM

June 2

Jean Sibelius Andante Festivo
Lars-Erik Larsson Gustaviansk Svit
Edvard Grieg Wedding Day at Trollhaugen
Frank Foerster Icelandic Dances
Friedrich Kuhlau Quintet in A Major

Mayuko Fukuhara, Violin / Elizabeth Miller, Violin
Frank Foerster, Viola / Benjamin Larsen, Cello
Lisa Hansen, Flute

June 9

Edvard Grieg Hyldeings Marsj
Riho Heikkinen Sakkijärven Poikka
Avel Ingi Arnason Ex Veritas Fortis
Anders Koppel Divertimento
Carl Michael Bellmann Potpourri over Bellman's Melodies (Arr/Trans Sjöberg)
Five National Anthems

Scandia Brass Quintet

June 16

Paul Schierbeck Large
Asger Hamerik Sinfonie Spirituelle
Frank Foerster Suite of Scandinavian Folk Melodies for Viola and Strings

Frank Foerster, Viola
Scandia Strings, Dorrit Matson, Conductor

Billings Lawn, Fort Tryon Park
below Heather Garden
use 193rd Street Entrance

NYC Cultural Affairs
The George Liebert Foundation
William Demant Foundation
Kong Christian Den Tienendes Fond
American Scandinavian Foundation
NYC Parks
NYC Council Member
Viggo Hodge, District 10

NEW YORK SCANDIA SYMPHONY PRESENTS

CHILDREN'S EDUCATIONAL MUSIC PROGRAM

ANNE LOFTUS PLAYGROUND

BROADWAY & RIVERSIDE DR.

AS FIT AS A TROLL

JUNE 8 AT 2 PM

The first program, titled "As Fit as a Troll," was designed to teach children about healthy eating habits and exercise. The humorous script, by Scandia Symphony's FRANK FOERSTER, was inspired by Michele Obama's "LET'S MOVE" program. It involves a junk food loving troll from Norway, his pet dinosaur and a fairy godmother carrying a magic picnic basket.

HANS CHRISTIAN ANDERSEN'S FAIRY TALE PAPA IS ALWAYS RIGHT

JUNE 15 AT 2 PM

Puppets and stuffed animals provide visual entertainment, illustrating the narration by SANDRA BILLINGSLEA... and there will be surprise TROLL activities at the end of the show.

Musicians of the Scandia Symphony will be performing live and our young audiences will be learning about the musical instruments. Children will be actively engaged during the program, participating in the music performance and exercises.

NYC Parks
www.FortTryonParkTrust.org
NYC Cultural Affairs
Cultural Immigrant Initiative
The Recording Industry's Music Foundation

THE DANISH PIONEER – JULY 2019

"A Summer Afternoon with the Scandia String Ensemble"

"It's June 16, and a lovely warm Sunday afternoon in Upper Manhattan. The Billings Lawn of Fort Tryon Park is a sea of wild flowers against a backdrop of a dozen different shades of green.

Fans of the Scandia String Ensemble are spreading out blankets and setting up lawn chairs, even though the sky is threatening rain. Family, friends and neighbors with picnic baskets in tow, are here to enjoy the great civic tradition of an outdoor concert. It's nice to get there early and have a stroll through the heather garden, which is now in the full bloom of late Spring.This is the 15th year of the Scandia Symphony's concerts in Fort Tryon Park, and it has become a tradition for the people of Washington Heights and Inwood that no one wants to miss.

Thankfully, the clouds blow over and the concert can begin."

By Kassi Dougherty

SUMMER CONCERTS

JUNE 2, 8 & 9, 15 & 16, 2019

FORT TRYON PARK

NEW YORK SCANDIA SYMPHONY

SOCIAL MEDIA PROMOTION

TWITTER



INSTAGRAM



FACEBOOK







INSTAGRAM

Video



SOCIAL MEDIA CAMPAIGN - SUMMER CONCERTS FACEBOOK

Results of Scandia Symphony promotional campaign on Facebook. The campaign targeted the neighborhoods of Washington Heights & Inwood in Northern Manhattan and classical music followers.

Recent Ads on New York Scandia Symphony			
Ads activity is reported in the time zone of your ad account.			
	Post Engagements Bring the family! Join the New York Scandia S... Promoted by Jeanine McAdam on Jun 12, 2019 Completed	999 People Reached	13 Post Engagement
	Video Views Join The Scandia Brass Quintet SUNDAY (6/9... Promoted by Jeanine McAdam on Jun 5, 2019 Completed	1,266 People Reached	1,102 ThruPlays
	Post Engagements Save the date! Sunday - June 2nd starts the ... Promoted by Jeanine McAdam on May 23, 20... Completed	490 People Reached	44 Post Engagement
	Post Engagements Appearing June 9th at 2:00 PM in Fort Tryon ... Promoted by Jeanine McAdam on May 17, 2019 Completed	1,338 People Reached	131 Post Engagement



COLLABORATORS:

- Part of the Northern Manhattan Art's Alliance (NoMAA) Uptown Art Stroll. Appearing in the NoMAA booklet of events and on the NoMAA event website.
- Fort Tryon Park Trust (Facebook & Newsletter)
- SCAN (Newsletter)
- Heightsites (Facebook, Twitter & Newsletter)
- Many shares on Facebook & Twitter!

**SUMMER—2019**

—SCANDINAVIAN MUSIC FESTIVAL—IMAGE COURTESY SCANDIA SYMPHONY

Through its public project grants for non-profit organizations, ASF funds a wide variety of programs that bring American and Scandinavian culture, art, and thought to public audiences.

For 30 years, the Scandia Symphony has shared Scandinavian culture and heritage with New York City audiences. ASF has provided support for the 2019 Scandinavian Music Festival, which will take place on June 2, 9, and 16 in Fort Tryon Park in Northern Manhattan, a beautiful natural setting with views of the Hudson River. These concerts will feature the Scandia String Orchestra and the Scandia Brass Quintet in programs featuring compositions from all five Nordic countries, including three premieres and all five national anthems in an arrangement for brass quintet.

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NoMAA
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NoMAA CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
10	11	12	13	14	15	16
		Open Air Live Music Evening	Cognitive Lines	Young Turky Thursday	Widow Jazzercise	Blue is the Heightest
				Winnemuccia Lodestone Opening	on the Highways - performed by Robert R studio	Joan Paley Quartz Festival
			Super Hill Club at Union City		Anti Hysteria: The Insurrection	Story Time for Kids
			Eric Burdon		Patric Martin	Like the Heightest
					View All 6 Events >	View All 12 Events >
			5	6	7	8
			Book Observance: The Incomplete Life of Hesteria Larkin	The Hip	Widow Jazzercise	Open Studio: 2015 Open Art Month / Artists Admission
				Young Turky Thursday	The Sound of Silence	
				Opening: Mama Shamber Schiff	Want 2 Open Me Night	Nancy Reidway
			POSTPONED - All the Notions under Hudson Rivers Society & Angels Fernandez in winter edition	Theater: Be Bused on Hudson Downtown (by F. Domagala)	Alight Hirsch Orchestra - Horse Gallery	NYC Multicultural Festival
					View All 6 Events >	Story Time for Kids
						View All 14 Events >

SUMMER CONCERTS JUNE 2, 8 & 9, 15 & 16, 2019

MORE COLLABORATORS:

New York City Department of Parks and Recreation
Fort Tryon Park Trust
Councilmember Ydanis Rodriguez

COUNCILMEMBER YDANIS RODRIGUEZ



Ydanis Rodriguez
June 7 · 🌐

Make sure to stop by and enjoy these wonderful events occurring in our District!

Pasen y disfruten estos eventos con la familia este fin de semana!

[See Translation](#)

NEW YORK SCANDIA SYMPHONY PRESENTS
CHILDREN'S EDUCATIONAL MUSIC PROGRAM
ANNE LOFTUS PLAYGROUND
BROADWAY & DYCKMAN ST.
JUNE 8TH, 2019
AT 2:00 PM
FIT AS A TROLL
HANS CHRISTIAN ANDERSEN'S FAIRY TALE
PAPA IS ALWAYS RIGHT JUNE 15TH, 2019
AT 2:00 PM

The New York Scandia Symphony Presents
Scandinavian Music Festival 2019
A Musical Journey of Scandinavia
Sundays June 2, June 9, & June 16
2:00 PM
BILLINGS LAWN, FORT TRYON PARK
below Heather Garden and Wood Street Entrance

New York Scandia Symphony
Published by Jeanine McAdam [?] · June 6 · 🌐

Spend your weekend with the New York Scandia Symphony...

SATURDAY - June 8th (2pm) New York Scandia Children's Educational Music Program "FIT AS A TROLL" at Ann...
[See More](#)

👍 2 1 Share

FORT TRYON PARK TRUST FACEBOOK



Fort Tryon Park Trust
May 28 · 🌐

SUNDAY the Scandia Symphony Concert Series Begins!
June 2nd @ 2 p.m.
Fort Tryon Park's Billings Lawn

Bring a blanket and enjoy the wondrous sounds of the Scandia String Quartet and flutist Lisa Hansen for a performance of the Quintet in A Major by Friedrich Kuhlau!



You and 52 others 4 Comments 7 Shares

Like Comment Share

THE NEW YORK CITY DEPARTMENT OF PARKS AND RECREATION WEBSITE

Summer 2019 Scandinavian Music Festival Concert Series

Sunday, June 9, 2019
2:00 p.m. - 3:30 p.m.

[Add to Calendar](#)

Please note: This event has already taken place. Please use the Search options on the right to find upcoming events.

Now in its 15th year, NY Scandia Symphony has served Washington Heights and Inwood with free outdoor music programs in Fort Tryon Park.

The Scandia Brass Quintet will perform their popular repertoire of contemporary and traditional compositions and arrangements, representing music from each of the five Scandinavian countries, including five national anthems.

Bring a blanket and enjoy this free performance with backdrop views of the Hudson River.

Location
Billings Lawn in [Fort Tryon Park](#)
Manhattan
[Directions to this location](#)

Cost
Free

Event Organizer
New York Scandia Symphony, Fort Tryon Park Trust,
Northern Manhattan Parks

Contact Number
(212) 795-1388

Contact Email
info@FortTryonParkTrust.org

Related Links
• [Fort Tryon Park Trust](#)
• [Fort Tryon Park Trust Facebook Page](#)
• [New York Scandia Symphony](#)

Categories
[Concerts](#)



PROMOTIONAL OUTREACH TO COMMUNITY RESOURCES

THE SCANDIANIAN MUSIC FESTIVAL & CHILDREN'S EDUCATIONAL MUSIC PROGRAMS

SOCIAL MEDIA POSTS & NEWSLETTER OUTREACH

Facebook Reach - Posts 2/3 times a week on each of these pages/groups)

Northern Manhattan Community Groups on Facebook

NY Scandia Page - 375 followers

Heightsites Group - 1,141 members

Hudson Heights Community Group - 1,283 members

Bennett Park Parents Group - 225 members

Washington Heights parents Group - 906 members

Inwood & Hudson Heights Parents - 689 members

Inwood Community Group - Uptown Manhattan - 6,325 members

Inwood Community Group - 750 members

Upstate Manhattan: Inwood and Washington Heights Group - 6,964 members

Washington Heights & Inwood Events Group - 1,146 members

Inwood and Washington Heights, Uncensored and Unfiltered Group - 579 members

Total Reach: 20,383

Newsletters Reach

Heightsites: 1,456 subscribers (promotional partner)

New York Scandia: 191 subscribers

Total Reach: 1,647

Twitter Reach

Heightsites: 1,629 followers (promotional partner)

New York Scandia: 2,743 followers

Total Reach: 4,372

Note: Included in the Northern Manhattan Arts Alliance Uptown Arts Stroll printed booklet and website.

NEW YORK SCANDIA NEWSLETTER

Scandia Symphony publishes a weekly newsletter.



"Bringing the music of Scandinavia to
New York City Neighborhoods."
Newsletter April 14, 2019



Thank you to everyone who attended the concert
on Thursday night. It was wonderful to see all
your faces and to have a full house.

Also thank you to our talented and dedicated New
York Scandia Symphony musicians. Steven
Hartman's solo was superb and the entire
orchestra pitch perfect.

Included are a few pictures, we will have more soon and video to share.
(Conductor & Music Director Dorrit Matson & The New York Scandia
Symphony) (above)

Steven Hartman playing Bernhard
Crusell's Clarinet Concerto Opus 5. (right)



The strings section (below)



COLLABORATORS NEWSLETTER - HEIGHTSITES.COM

Heightsites.com publishes a twice weekly newsletter. Each Scandia
Symphony concert was featured on the top of the newsletter.

