



# IN CONCERT

Community Music Groups Working Together

*A Newsletter of Southwestern Pennsylvania Band Partners*

## Edgewood Symphony Orchestra

Volume 3, Issue 1

Winter 2007

By Matt Galando, Vice President

Provided by Corie Kraft



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The Edgewood Symphony Orchestra is now in its second decade as one of Pittsburgh's leading community orchestras. Over 70 volunteer musicians with extensive backgrounds of musical training and experience dedicate their time and talents to bringing the classics to you.

With our talented musicians and our energetic volunteer Board of Directors working with Music Director Walter Morales, we will continue to move forward to achieve new levels of performance.

Mr. Morales, a native of Costa Rica, is in his second season as Music Director for the ESO. A member of the faculty of Carnegie Mellon University, he is the Music Director and Conductor for the Carnegie Mellon Contemporary Ensemble, the Assistant Director of Orchestral Studies and also the Assistant Conductor for the Carnegie Mellon Philharmonic. Walter has an extensive performance, coaching and conducting background. He has worked closely with the Opera Theatre of Pittsburgh as music director and conductor, coach, rehearsal pianist, and music coordinator. He has been a guest conductor, accompanist and soloist with symphonies both local and worldwide. In 2005, Walter was a finalist for the position of Assistant Conductor with the Pittsburgh Symphony Orchestra, chosen out of 180 applicants from around the world. Walter holds a degree from the College of Charleston and has completed a Master of Music degree from Rutgers University. Most recently, Walter earned an Artist Diploma and a Master of Music in Orchestral Conducting at Carnegie Mellon where he was a student of Juan Pablo Izquierdo.

Under Walter's leadership, the Edgewood Symphony will feature three spring concerts:

- March 3, 2007 at the First Presbyterian Church of Edgewood
- March 17, 2007 at Rodef Shalom Levy Hall in Oakland
- May 19, 2007 at East Allegheny High School in North Versailles

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## Southwestern PA Community Bands—updates from last issue

There are no updates from the last issue. If you are aware of community bands in the region that are not yet in the online directory please let them know about us. We currently have 22 groups listed in our directory from the Southwestern Pennsylvania region.

- See the complete list of Southwestern PA Community Bands at:  
<http://swpabandpartners.pghfree.net/bands.html>
- To be added to the online directory, send email to [newsletter@swpabandpartners.pghfree.net](mailto:newsletter@swpabandpartners.pghfree.net)

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### Bands Celebrating Anniversaries in 2007

Community Band South ~ 20 years

North Suburban Symphonic Band ~ 15 years

West Hills Symphonic Band ~ 40 years



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*(Continued from page 1) Edgewood Symphony Orchestra*

The ESO's May concert will feature a program of fun-filled, easily recognizable music, including themes from Pirates of the Caribbean, Mussorgsky's Pictures at an Exhibition and What's Up at the Symphony featuring popular symphonic themes from your favorite cartoons! This concert will be highlighted by a dramatic audiovisual presentation of drawings and sketches by the youth of East Allegheny set to live music!

Experience the powerful sound of the Edgewood Symphony Orchestra as we bring a wide range of musical favorites to the eastern suburbs. We hope to see you during this exciting season!





# A Guide to Band Web Sites

By Sarah McElfresh

You've noticed that other bands have a web site and wonder if your band should too, or you have a web site and wonder if it has all the "right stuff." As you think about either creating or upgrading your site, do some research on other groups' web sites to see how they present themselves online. You'll probably notice some common themes.

## The web site advantage

A web site gives an "electronic face" to the band and is a means of publicity and information:

- Interested musicians can learn about your band
- Keep members up-to-date with information
- Publicizes your band's concerts, activities and availability for outside events
- Attract audience members
- A place to have other advertising point to for more information (newspaper articles, posters, etc.).

## Web Site Design

There are fancy sites and simple ones - which is best for your organization? It should be easy to:

- Keep information up-to-date
- Find the information by using standard pages and menus
- Simple designs work best - use color to enhance rather than complicated graphics

## What should be on the web site

- Name of the band
- Logo if you have one
- Contact information
  - Phone Number
  - Address
  - Email Address
- Geographical location
- How to join or hire the band?
- Directions to rehearsal space
- Concert schedule
- Directions to concerts

## What could be on the web site

- Band history
- Musicians or instrumentation
- Information about your conductor
- Type of music played\*
- Sound clips \*\*
- Pictures (smaller file sizes load faster)
  - Concerts, rehearsals, fundraisers, social events
- How to donate
- Links to other groups and other things
- Information for members
  - Section leaders / board members
  - Expectations
  - Rehearsal schedule
  - Bylaws
- Anything else you want

\* You may or may not want to consider listing concert programs. Remember that you need to obtain performance rights to music you perform in concert. The Association of Concert Bands has a blanket licensing agreement that bands can purchase with membership. See <http://www.acbands.org> for more information.

\*\* You also need to obtain recording rights in order to record and distribute performances.

## Privacy Concerns

The web page you create will be in the public domain, so there are some privacy issues to consider:



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- Check with band members before listing the membership roster on the site to make sure they approve of having their names online
- A band e-mail address is a great way to encourage the public to contact your band, but SPAM is always a problem. Some suggestions:
  - Create a free email account that is only for the band (yahoo, hotmail, gmail, etc.) which someone checks frequently. You may still get SPAM but it will not affect someone's personal email account.
  - You can list the email address with spaces to make it more difficult for the spammers to grab the email address. Example: name @ company.com

### **Creating a website**

- Write the code yourself
  - *Resource:* a 15-minute class: how to write web pages in html <http://www.gorin.com/class/class.html>
- Netscape Composer: In versions of Netscape 7.2 and before there is something called composer that lets you design each page and saves them in the proper format.
  - *Resource:* Help System in Netscape Composer (Press F1 when in Netscape, choose Creating Web Pages)
- NVu: A free downloadable program for creating web pages. You create the page as you want it, and this saves it in the proper format for the web
  - *Resource:* <http://www.nvu.com/>
- Microsoft Office Programs: Make each page as you would then save as web page.
  - *Resource:* (Applies to Word, Publisher, Excel, Power Point)  
<http://office.microsoft.com/en-us/assistance/HA010547801033.aspx>
- Other software packages: Dreamweaver, FrontPage
- Online HTML Editor: Some of the free web hosting sites have something where you make the page from their web site
- Find someone outside of the group to maintain and manage your website

### **Going On-Line**

Web page files are required to be on a server that is accessible to the internet. Once you have created an account you need to transfer your files to the web server. These sites have different ways to move your files to their server. Some require a log-in, others use FTP which is a separate File Transfer software package. There are "free hosting" sites available:

- "Free" may require pop-ads, embedded ads or placing a "hosted by" logo on your site
- Some free sites provide upgrade packages for a fee for eliminating ads or adding more space
- Web hosting sites for a fee may include e-mail address, a domain name and no ads.
- Check local municipalities for free sites
- Pghfree.net (<http://www.pghfree.net>) Completion of application form required.
- Yahoo - Free: <http://geocities.yahoo.com>) Fee: <http://webhosting.yahoo.com>
- Angelfire (<http://www.angelfire.lycos.com>)

### **Domain Name**

A Domain Name is your web address which is purchased initially and renewed annually.

- No other sites can share the same name at the same time, so if the obvious choice is already taken for your organization, you will have to be creative in choosing your domain name. For example the East Winds Symphonic Band is [www.ewsb.org](http://www.ewsb.org) the North Suburban Symphonic Band is [www.nssband.org](http://www.nssband.org)

### **Finding Your Web Site**

- When you want to find something online that you think might have a web site, you go to a search engine, right? When you get

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there, you type in some key words. These are words that are on the web pages that the search engine has found and then displays the results for you. You need to figure out what types of things people would type into a search engine to find your site. These need to be on your pages or in the META tags.

- Search Words: Name of Band, Conductor, Town and community band
- META Tags
  - Is in the HTML code of the site that the search engines also look at. If you know how to write HTML code, then you can go into the code file and put the META tags in the HEAD of the document. If you do not know how to write the code, there are other ways to put this in depending on the software you are using to make the page. Look in the help system for "META Tag" or "Key words"
- Make links available to lists of community bands
  - Southwestern PA Band Partners (<http://swpabandpartners.pghfree.net>)
  - Community Music (<http://boerger.org/c-m/>)
  - Carnegie Library of Pittsburgh (<http://www.carnegielibrary.org/subject/music/symbands.html>)
  - Other bands that have links pages
- Your town may have a web page that lists community groups and you could provide a link to this site.

**Managing & Publicizing the Web Site**

- A well-managed web site should have an appointed Web Manager, a person who understands how to work on the internet, update the site, etc. A committee of 2 or 3 in addition to the Web Manager is helpful in keeping information up-to-date, discussing changes and upgrades.
  - The members of the committee should all have a basic understanding of the workings of the account (login name, password, server, how to transfer files, etc.)
- Now that you have a working web site for your band, make sure you advertise it! The web site address should be on every concert program, press releases, posters and on-line calendars.

**Resources:**

- A 15 min web class: <http://www.gorin.com/class/class.html>
- "Branding your band electronically" by Ron Boeger: [http://www.boerger.org/c-m/ACB04/index\\_files/frame.htm](http://www.boerger.org/c-m/ACB04/index_files/frame.htm)
- HYPE's Color Specifier <http://users.rcn.com/giant.interport/COLOR/1ColorSpecifier.html>

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## Combined Calendar of Events for Winter 2007

*As of October 15, 2006*

|                   |         |        |                               |                                       |
|-------------------|---------|--------|-------------------------------|---------------------------------------|
| <b>Jan 2007</b>   | Sat, 27 | 7:30pm | Pittsburgh Civic Orchestra    | Upper St Clair High School Theatre    |
| <b>March 2007</b> | Sat, 3  | 7:30pm | Edgewood Symphony Orchestra   | First Presbyterian Church of Edgewood |
|                   | Sun, 11 | 3pm    | North Suburban Symphonic Band | The Greater Pittsburgh Masonic Center |
|                   | Sat, 17 | 8pm    | Edgewood Symphony Orchestra   | Rodef Shalom Temple, Oakland          |
|                   | Sat, 17 | 8pm    | Westmoreland Symphonic Winds  | Cecilian Hall, Seton Hill University  |
|                   | Sat, 31 | 7:30pm | Pittsburgh Civic Orchestra    | Upper St Clair High School Theatre    |

Please visit <http://swpabandpartners.pghfree.net/calendar.html> for updates

Email [calendar@swpabandpartners.pghfree.net](mailto:calendar@swpabandpartners.pghfree.net) to have concerts added



## IN CONCERT:

Community Music Groups working together  
*A Newsletters of Southwestern Pennsylvania Band Partners*

Southwestern Pennsylvania Band Partners is dedicated to helping community music groups in the southwestern Pennsylvania Region.

Please visit us online at the address below to learn more or become involved.

<http://swpabandpartners.pghfree.net>

To be on our mailing list send email to [swpabandpartners-subscribe@yahoogroups.com](mailto:swpabandpartners-subscribe@yahoogroups.com) with the subject subscribe

### **Regional Band Web sites**

#### **Aeolian Winds**

<http://www.aeolianwinds.com/>

#### **Allegheny Brass Band**

<http://www.alleghenybrassband.com/>

#### **Armstrong Concert Band**

<http://www.geocities.com/armconband>

#### **Blairsville Community Concert Band**

<http://www.bccb.com>

#### **Butler County Symphony**

<http://www.butlerarts.org/symphony/>

#### **Community Band South**

<http://cbs.pghfree.net/>

#### **East Winds Symphonic Band**

<http://www.ewsb.org/>

#### **Edgewood Symphony**

<http://www.edgewoodssymphony.org>

#### **Harmony-Zelienople Community Band**

<http://www.hzcb.org>

#### **Harrisville Community Band**

<http://www.harrisvilleband.com/>

#### **Jeannette Community Band**

<http://www.jcbweb.com/>

#### **Kiski Valley Community Band**

<http://www.kvcb.net>

#### **Kittanning Firemen's Band**

<http://www.kfband.com/>

#### **Musicians Concert Band**

<http://www.musiciansconcertband.com/>

#### **North Pittsburgh Philharmonic**

<http://www.northpghphilharmonic.org>

#### **North Suburban Symphonic Band**

<http://www.nssband.org/>

#### **Pine Creek Community Band**

<http://www.pinecreekband.com/>

#### **Pittsburgh Civic Orchestra**

<http://www.artsnet.org/pco/>

#### **Resurrection Band**

<http://www.boro.zelienople.pa.us/band.htm>

#### **Scottdale Concert Band**

<http://www.scottdaleband.com/>

#### **Somerset County Community Band**

<http://www.somersetcounty.com/band>

#### **West Hills Symphonic Band**

<http://www.whsb.org/>

#### **Westmoreland Symphonic Winds**

<http://www.wswinds.org/>

## Contributing to the newsletter

Everyone is welcome to contribute an article to the newsletter. The topic is up to you—something you think your fellow musicians would be interested in.

Just email your article to:

[newsletter@swpabandpartners.pghfree.net](mailto:newsletter@swpabandpartners.pghfree.net)

For additions to the web site email:

[info@swpabandpartners.pghfree.net](mailto:info@swpabandpartners.pghfree.net)

## In the next newsletter

- Profile of the Harmony-Zelienople Band



### Editors

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