

*Beyond Repertoire:  
Programming for  
Community Impact  
and Social Change*

Facing  
History

Relevancy  
=  
Relationship

Specific  
WHO-BASED  
Relevancy

Concert  
Programming

between  
and  
around

Season  
Programming



# Gathering Art Form

- Churches are more dispersed and church choirs are smaller.
- Civic movements are online before they are on the street.
- Civic organizations have a Facebook page and an Instagram rather than a brick and mortar meeting place.
- Individual art and creativity is flourishing, but hard to find.

**in a Post-Gathering Society**

**Relevancy**  
=  
**Relationship**

**SPECIFIC**

**ACTUAL**

**DYNAMIC**



# Specific WHO-BASED Relevancy


Who do  
you want  
to connect  
with?

Whose  
story are  
you telling?

Who are  
you to tell  
it?

Who is  
affected?

MANTRA  
OF THE  
WHO




**Who do you want to care?**

How are they related to what you are saying?

Where are they?

**MAKE EVERYTHING LOCAL**



## Whose story are you telling?

What is your relationship?

Is it direct? Can it be?

Is it in the room?





## Who are you to tell it?

Why you/your choir?

What is your understanding and where  
did it come from?

Is your choir one voice or several?  
Do you know?



**Who is affected?**

**Who is disaffected?**

Who in your community?

Who in your audience?

Is the issue polarized or the population  
marginalized?

What are the local versions?

Are you speaking to/for all or to just some?






## LESSONS LEARNED

GO TO THE SOURCE  
MAKE IT LOCAL  
BE AN APPROPRIATE VOICE

- Establish connection and be wary of continuing without it.
- Find out the history, frustrations, needs, and hopes
- Invite involvement. Be a conduit
- Don't assume. Ask and keep asking.



# Beyond Repertoire: Programming Within the Concert



Non-  
Performance  
Elements



## Non-Performance Concert Elements

Concerts as a platform

Raising money or advocacy?

Symbiotic relationships and growing networks





**Treat seasons like  
tapestries**

**Become a regularly  
public member of  
your community**



**A RELEVANCE  
REFORMATION**

**REVERSING THE  
IMPACT  $\leftrightarrow$  RELEVANCE  
EQUATION**



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