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ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

eNews

Happy Thanksgiving from ACSO!



We are Thankful for You!

The ACSO Board and Staff are thankful to have members and friends like you - not just on Thanksgiving, but every day. We are so honored to support and serve you and we want to share our heartfelt appreciation for being a part of the ACSO network.

As a music community, we all have so much to be grateful for this year. Live music is back, musicians are performing, and people are once coming together in person to share in uplifting and healing arts experiences. Your work makes this possible. Thank you!

Register for Upcoming Webinar

The World Has Changed, and So Must We: Orchestras in the Post-Pandemic World

Wednesday, December 7 | 12 PM - 1 PM PT

Free for ACSO Members, \$25 for not-yet-members.

ACSO Webinar
The World Has Changed, and So Must We: Orchestras in the Post-Pandemic World
Wednesday, December 7 | 12 PM - 1 PM PT

David Taylor, Arts Entrepreneur, Coach, and Consultant

Register today at www.acso.org/webinars
Free for ACSO Members, \$25 for not-yet-members

ACSO ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

The classical music industry faces many challenges in the post-pandemic world. For it to survive, we need to start having conversations about what the future looks like and how we get there. This webinar, led by [David Taylor](#), examines why the digital age has changed how we interact as a society, why it's important for orchestras to understand it, and that we need to adapt both the concert format and how it is marketed.

Sharing ideas and examples from other industries and inside the classical world, this session gives practical advice and exercises on how to make those changes that apply to any orchestra. Topics covered include adding value to the concert experience, audience development, marketing in the digital age, branding and defining your orchestra's voice.

[Click here to order David's new book: The Future of Classical Music](#)

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- Build the capacity of orchestras

awareness about your brand and services by sponsoring ACSO's year-round programs and services or placing a digital ad with us.

Digital advertising opportunities include dedicated email blasts, ads in our eNews, or sponsored ads on our social media.

Year-round sponsorship opportunities include our Career Center, issues of eNews, Webinars and Workshops, and ACSO Awards.

[Click here to learn more about digital advertising with ACSO.](#)

[Click here to learn more about year-round sponsorship opportunities with ACSO.](#)

Data Shows How Top Social Media Channels Rank for Arts Audiences

For many small nonprofits, social media may seem like a daunting undertaking that may leave individuals wondering - is social media even worth my company's time?

According to recent data from [Impacts Experience](#), the answer to this question is a resounding "yes". In fact, social media isn't just a top information source for people who profile as likely visitors to arts performances. Social media, web, and mobile web are where most Americans go for information.

This study analyzes which social media channels receive the most engagement overall, specifically for performing arts organizations. [To read the full article, click here.](#)

California to Require Bereavement Leave

California has enacted legislation (Assembly Bill 1949) that will require employers with five or more employees to offer bereavement leave. **Assembly Bill 1949 takes effect January 1, 2023.**

Eligible employees are entitled to use up to five days of bereavement leave upon the death of a family member. The days of bereavement leave need not be consecutive,

but the leave must be completed within three months of the date of death of the family member.

Under the law, a family member is a spouse, child, parent, sibling, grandparent, grandchild, domestic partner, or parent-in-law.

To be eligible for bereavement leave under the law, an employee must work for the employer for at least 30 days before the start of the leave.

For more information, [click here](#).

Jobs from the ACSO Career Center

[Development & Member Engagement Manager \(posted 10/31/22\)](#)

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

[Orchestral Studies Program Administrator \(posted 11/21/22\)](#)

STANFORD UNIVERSITY ORCHESTRA

[Finance & Administration Director \(posted 11/17/22\)](#)

SANTA ROSA SYMPHONY

[Operations Manager \(posted 11/16/22\)](#)

BERKELEY SYMPHONY

[Vice President of Marketing & Communications \(posted 11/15/22\)](#)

PACIFIC SYMPHONY

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