
Writing Sample #1: Concert descriptions from recent Calgary Philharmonic Orchestra seasons**UNDER THE INFLUENCE FESTIVAL**

Tchaikovsky. Frank Zappa. Tanya Tagaq. John Corigliano's *Three Hallucinations*. In the Calgary Philharmonic's most boundary-pushing festival to date, the powerful influences that captivate artists' minds and bodies explode onto stage. In this raucous and unforgettable musical journey, we shine a light on the iconoclasts, some of the genre-defying musicians and composers whose music on first hearing may sound wild and uncharted, but prove to be the very influences required for profound artistic upheaval.

RUSH HOUR: OFF THE BEATEN PATH

Igor Stravinsky and Béla Bartók—two of the 20th century's greatest composers—wrote boundary-pushing music that evoked the landscape and traditions of their native Russia and Hungary. Make no mistake, tonight's programme of masterworks rewards the non-conformist listener who, in life and music, thrives off the beaten path.

YO-YO MA IN RECITAL

Founder of the pioneering Silk Road Ensemble, and made a household name through projects including the Oscar-winning film *Crouching Tiger, Hidden Dragon*, cellist Yo-Yo Ma is among the best-selling and most influential classical artists of all time. Here in an intimate solo recital, the United Nations Ambassador for Peace continues his life-long mission of uniting humanity through the connective power of music.

NEW WORLD SYMPHONY & KRONOS QUARTET

Montréal-based composer Nicole Lizée's electronics-influenced works skip, stutter, and then soar. Her *Black MIDI* is performed tonight by the Kronos Quartet, widely regarded as one of the most influential new-music groups of our time. The evening closes with Dvořák's wildly popular "New World" Symphony, his majestic tribute to America's folk music traditions.

MENDELSSOHN HYMN OF PRAISE

"Let us cast off the works of darkness... and take up the armour of light!" Noble and uplifting, Mendelssohn's Hymn of Praise is his most ambitious symphonic work, following in the tradition of Beethoven's Ninth Symphony. Together with Beethoven's heroic "Emperor" Piano Concerto, the evening proclaims a blazing musical vision of faith and humanity.

A SYMPHONIC TRIBUTE TO PRINCE

Prince exploded the world of rock and roll with his legendary musical talent, his larger-than-life stage personality, and an endless stream of hit songs. Featuring classics like *Purple Rain* and *Little Red Corvette*, this unique and moving tribute to the great artist brings his exhilarating work to life in majestic, symphonic scope.

FRED PENNER WITH ORCHESTRA

For over 25 years, renowned Canadian family entertainer Fred Penner has worked steadfastly to bring joy and positive, inspiring messages to children of all ages. A two-time Juno Award-winner and Order of Canada recipient, Penner sings and entertains with the gentle voice and simple folk guitar-playing that endeared him to a generation.

WALL-TO-WALL PERCUSSION

Vancouver Symphony Orchestra percussionist Vern Griffiths takes the audience on a raucous adventure through the whacky world of percussion. Learn about the drumset, timpani, and other traditional percussive instruments, and even try your hand at a home-made concerto in the kitchen. You can safely say this concert's a blast!

Writing Sample #2: Article about Calgary Philharmonic Orchestra's Tweet Seats events

Published in Calgary Philharmonic Orchestra seasonal magazine, Prelude

We're All A-Twitter!

Audience members may be surprised to hear that at this season's Rush Hour concerts, they will not only be allowed to use their cellphones, but encouraged to! That's because the Calgary Philharmonic is unveiling a new initiative called Tweet Seats, where audience members can interact with one another, and follow the CPO's "play by play" program notes, humorous GIFs, and fun facts, on Twitter throughout the concert.

Audiences are also encouraged to take photos and videos, comment on what they hear, and share great posts. They can even ask questions about what the orchestra is playing, and CPO staff will answer them in real time.

Tweet Seats posts are kept light-hearted and fun, yet educational; while we want to make you laugh and keep you informed, we believe in honouring the work of the composer and orchestra before you.

Pre-concert posts begin 30 minutes before start time, providing fun facts about classical music, the composer, and the orchestra. Once the concert begins, posts walk you through the music, pointing out important moments and hidden clues to a piece as they occur. They're timed with the music to deliver maximum educational and emotional impact, and to promote an immersive listening experience.

One of the aims of Tweet Seats is to bring new audiences to the symphony hall. Once that barrier to entry has been broken, we believe our audiences will keep coming back to simply listen. (Although they're so much fun, you may get hooked, as we have!)

To participate in Tweet Seats, all you need is a Twitter account and to follow us at @CPORush. Follow our posts on your mobile device beginning a half hour before the concert starts, and throughout the performance. Join in as much or as little as you would like, and enjoy!

All patrons are welcome to attend Tweet Seats concerts, whether or not they choose to use their phones during the concert.

Writing Sample #3: Information for donating to Mount Royal University Conservatory scholarships and bursaries

The Top 5 Reasons to Create a Personal Legacy Fund with the Mount Royal Conservatory

1. Music and the performing arts are transformational. By helping a student during a time of financial need, you will positively impact their life forever.
2. The Conservatory is known for its exceptional faculty — scholarships enable students to continue their studies with those who can truly bring out students' inner potential.
3. Donors can tailor their scholarships to a particular instrument, level of study, or other criteria. Where and how you give should also bring meaning to you.
4. A quality arts education creates benefits that last a lifetime and ripple throughout society. The student whose life you touched may become the doctor, engineer, businessperson or concert musician who impacts you or your family's lives in years to come.
5. Scholarships of any size can make a difference. The Conservatory can pool smaller donations that, combined, can significantly impact a student's life for the better.

We also believe it's important to invest locally. As a donor to the Conservatory, you will have the opportunity to see in action the performers whose lives you have touched.

Finally, students who attend the Mount Royal Conservatory have something special about them. They are motivated, engaged, and ready to take on the world — whether musically or in another discipline.

How do I donate to Conservatory student scholarships or bursaries?

If you would like to contribute to a Mount Royal Conservatory scholarship or bursary fund, three options exist:

1. Create an endowed personal legacy scholarship or bursary fund.

An endowed fund generates interest that collects each year, which is used to award the scholarship or bursary. The principal donation is significantly higher than the scholarship/bursary amount awarded so that the fund may exist in perpetuity.

The Mount Royal University Foundation will tailor a Gift Agreement to capture your intentions for this scholarship or bursary. This Agreement lists the terms of the award(s) and the responsibilities of you and the Mount Royal University.

2. Create a personal legacy scholarship or bursary with a pre-determined quantity of awards to be granted. This type of fund is known as an Annual Scholarship (or Bursary) Fund.

The Mount Royal University Foundation will tailor a Gift Agreement to capture your intentions for this scholarship or bursary. This Agreement lists the terms of the award(s) and the responsibilities of you and the Mount Royal University.

3. Donate to an existing scholarship or bursary fund.

To learn more about existing scholarship/bursary funds, or to create a scholarship or bursary, please contact the Director of the Conservatory, Paul Dornian at 403.440.6595 or pdornian@mtroyal.ca, or the Mount Royal University Foundation at 403.440.7725 to speak with a donation officer.

What is the difference between a scholarship and a bursary?

Scholarships can be based on limitless criteria, although most are merit-based.

Bursaries must be awarded based on proven financial need (through Canada Revenue Service statements for household income). Additional criteria can be included as well.

Interested in other types of donations (not just scholarships) to the Mount Royal University Conservatory? Please visit the Mount Royal University Foundation [here](#) for other options.

Online here:

http://www.mtroyal.ca/ProgramsCourses/FacultiesSchoolsCentres/TheConservatory/GeneralInformation/Tuition/ssdata_cons_donating.htm

Writing Sample #4: Article featuring Mount Royal Conservatory Speech Arts teacher

Published in Mount Royal University institutional newsletter, Facetime

Storytelling with Juleta Severson-Baker

“The best part of telling stories with kids is engaging their imaginations while getting caught up in the moment yourself,” says Juleta Severson-Baker, one of the Conservatory’s Speech Arts and Drama instructors.

Severson-Baker’s personal story is one of coming home to her roots, having begun her career taking Speech and Drama lessons at Mount Royal. After completing several post-secondary degrees based in theatre, Severson-Baker returned to the Conservatory in 2001 and now works as a sought-after instructor, examiner, adjudicator and workshop facilitator, sharing her love of the spoken word with children and youth of all ages.

Severson-Baker will have the opportunity to work with students and families beyond the Conservatory this fall for Alberta Culture Days — a three-day, Canada-wide celebration raising awareness, accessibility and participation of Canadians in arts and culture — hosted by the Mount Royal University Conservatory from Sept. 28 – 30.

One of several free activities open to the general public, Severson-Baker’s workshop will connect families to Alberta authors and storytellers.

“People can expect to hear stories told or written by Alberta authors in different styles and even learn a few stories they can bring home to their families,” explains Severson-Baker who also intends to bring some of her students in on the action offering a little glimpse into what Speech Arts at Mount Royal is all about.

“Storytelling — it’s an ancient urge in the human spirit. It connects communities and keeps the imagination alive,” Severson-Baker says when asked about the importance of storytelling. “It’s a community act at its roots and strengthens communities in that way.”

Living a life of literature

A passionate instructor and poet whose own background has been shaped by the literary arts in Alberta, Severson-Baker is excited by the authors and storytellers of Alberta and believes this workshop is a great way to celebrate them.

When asked how her background has influenced her teaching, Severson-Baker brings up her work at the University of Alberta in popular theatre – creating drama and art narratives in a group context. She says that producing art collectively fostered in her a passion for the process of creating art, rather than solely the finished product.

Not surprisingly, however, in her experience, “teaching with a passion for process ends up leading to performance excellence,” Severson-Baker explains. “If you can communicate the passion for the art process itself, you end up having students who pursue their studies long enough to produce a fine product.”

When reading stories to her own family, Severson-Baker talks of the “excitement and joyful energy” her son displays when he hears her tell a story. “Sharing the experience together — it’s magical and can’t be replicated,” she says.

Severson-Baker will lead a free storytelling workshop for families with children ages four and up from 2:15 – 3:15 p.m. in the Terrace Room, just opposite the Herb N’ Market at Mount Royal University on Saturday, Sept. 29, 2012. To get the full story on this event, visit Alberta Culture Days at Mount Royal [online](http://mtroyal.ca/facetime/FTdata_story_092012.htm).

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