

THE BEAT

2020-2021



Music Prevails!

Keeping our musicians **PLAYING**, dancers **MOVING** and our community **CONNECTED**.



Third Street Music School Settlement

WE ARE ALL IN THIS TOGETHER



A Note from Anna-Maria Kellen Executive Director, Valerie G. Lewis

Several weeks after Third Street was forced to close its doors last spring, I had the pleasure of attending our very first online vocal music hour. It was beautiful. The students bravely showcased their talent to thumbnail faces and a little green light. The faculty and staff offered their expertise – both pedagogical and technical. And our family members joined with tears in their eyes, joy in their hearts and thunderous “jazz hands” applause. The resiliency of our community filled me with hope and I knew by the end of that music hour that Third Street would prevail.

It should come as no surprise that our dedicated faculty, staff, board and supporters sprang into action in March, working nonstop to keep our students and families connected. We embraced technology and launched a virtual program to keep our Preschool, Music & Dance School and Third Street Partners students learning and growing. Third Street’s spring and summer involved constant innovation and adaptation, and this evolution continues every single day.

I am so proud of Third Street’s perseverance and accomplishments in what seems like both an eternity and a New York minute. None of this would have been possible without the encouragement and assistance of our families. They have supported us every step of the way—embracing the challenges of online learning and, in the preschool, welcoming the opportunity to attend in person.

As this crisis continues to unfold, we renew our commitment to offering the richest and safest arts education and community experience to our students and families. And while Third Street, our city and our nation will be challenged in countless ways as long as this crisis endures, our bonds with our friends and families will remain stronger than ever.

Sincerely,

Valerie G. Lewis
Anna-Maria Kellen Executive Director

Going virtual didn't stop Third Street faculty member Amos Gabia from performing his annual drum circle to get things started. This year accompanied by a special guest.



Gala Honoree, Jessie Montgomery, is a Third Street alumna and an acclaimed composer, violinist, and educator.



On May 6, 2020 Third Street celebrated its 125th anniversary with its first-ever Virtual Gala. Pivoting to a virtual event less than two months before our gala presented extraordinary challenges. Nevertheless, we embraced the opportunity to make the gala a free event, enabling over 2,000 community members across the country to attend and participate. Third Street’s staff and faculty rallied together to create a truly powerful and uplifting event, featuring special performances by students of all ages; a salute to essential workers; appearances by honorees Cyndi Lauper, Zac Posen, Lyor Cohen, and Jessie Montgomery; and exclusive performances by Grammy Award-winning singer-songwriter, Jason Mraz. Against all odds, we proudly exceeded our virtual gala goal. If you have not watched the gala already, please enjoy an encore viewing of the 125th anniversary gala at virtualthirdstreet.org.



At 7pm we joined our fellow New Yorkers in saluting with sound the city’s incredible medical community and essential workers.



Third Street vocal student Dylan Baer helped us salute honoree, Jason Mraz, but he didn't know he would be joined on the virtual stage with the man himself.



Music Legend Cyndi Lauper said it best, “we have come together online to celebrate music, diversity, community and joy. That is Third Street!”



Students from every age and performance discipline were able to be showcased, including our youngest performers the Third Street Suzuki Piano Twinklers!



Event honoree and Global Head of Music at YouTube, Lyor Cohen, reminded everyone that “music is helping us get through this”.

THIRD STREET

GOES VIRTUAL

With almost 6,000 students to serve Third Street reinvented itself!

Within days of the building closure in March, teachers, staff and faculty rushed to reconnect our community. The team rapidly developed online lessons, classes, community activities, and the infrastructure to support it. In normal times, a shift this seismic, and directly affecting thousands of students, could take a year or more. The Third Street team did it in less than two weeks.

“It was a constant stream of problem solving and creative thinking. We did everything from build virtual studios to learn on-camera teaching techniques.” says Brandon Tesh, Director of the Music and Dance School.

Those performance jitters quickly gave way to excitement as the faculty, through trial and error and with feedback from other instructors, students, and families, produced a robust lineup of engaging videos and online lessons. Each of Third Street’s three core program areas overcame unique obstacles.

At the Preschool, teachers had to learn to craft videos with story-telling and singing that felt warm and personal in order to connect with young children who don’t sit still for long. They dove into uncharted waters, and made a surprising discovery: virtual learning has the potential to transform early childhood education. “They blew it out of the park on day one,” says Elaine Winter, Director of the Preschool. “After a while, every teacher gave Mr. Rogers a run for his money.”

During the Music & Dance School’s Zoom lessons, teachers and students had to relearn how to communicate by fiddling with cameras and microphones to capture the finer points of fingering, body posture, musical tone, and tempo. Teachers quickly found their groove, and by April, 95% of the school’s 2,000 students were learning music and dance again.

“There were hiccups,” Brandon Tesh remembered. “But we quickly learned that there are areas that translated well to virtual learning. Individual lessons work really, really well, and the rest, the faculty was determined to make work.”

The Partners program climbed a different mountain. With more than 3,000 public school students to reach each week, instructors had to innovate fast to teach everything from African percussion to violin classes. “The challenge was getting the content out quickly, and also making sure it was the same quality that we always advertise and demand of our programs,” said Partners Director, Lauren Bloom. The partners program created an extraordinary number of videos to fill the demand of their students’ needs and with 23,500 views to show for their effort it is clear they were a hit!

What every area of Third Street quickly discovered during this virtual transition is feats of imagination are the answer. One teacher turned every class into a game show, others were able to augment lessons with digital resources, making classes a multimedia experience. These new creative ingredients quickly demonstrated the potential of the virtual classroom, not to replace in-person teaching, but to expand on and enrich it.

Online learning has its benefits, particularly its ability to connect people across long distances. We are proud that our mission is now in the homes of students all over the city, state and country. Third Street’s newest piano student is in North Carolina, as Brandon Tesh said, “for our 126th year it is exciting that Third Street has expanded. Our building will always be home, but our ability to connect with students is now limitless.”

ZOOMSICALS!



Musical Theater Summer Workshop encouraged everyone to “seize the day.”

Where performers get to act with each other live...even while remote!

What do you get when you put together Zoom and musicals? Zoomsicals! A fun word to say and an even more fun way to perform. Musical theater instructor, Kaitlin Stark, brought the concept to Third Street when she sought a way to maintain the critical connection between performers and songs. As Stark said, “many places are still doing individual videos edited together, but our actors record and perform everything through zoom, and most important—together!”

WATCH ZOOMSICALS ANYTIME AT THE THIRD STREET YOUTUBE CHANNEL.

**The Reviews are In:
Third Street Zoomsicals are a Hit!**

“Zoomsicals are amazing! My daughter learned tech savvy skills with video conferencing and was able to perform safely in her own surroundings. The edited production was as good as anything on television! Hands down a great experience for all and kudos to Third Street for pivoting in a pandemic and making these productions possible.”

—JOY MURPHY, Third Street Parent

“Zoomsicals are cool! Turning on the laptop is the new ‘curtain up’”

—NOELLE, Third Street Zoomsical Performer



Joy and Noelle Murphy



Chiu-Chen Liu’s chamber students tackled the Brahms clarinet quintet, smiling through the constant change.



virtual community series

Delivering At Home Arts Experiences for EVERYONE

Not being able to come together as a community during this time of crisis was one of the greatest hurdles to overcome. To help our families feel supported and enable them to connect with peers while social distancing, we launched our free Virtual Community Series on virtualthirdstreet.org. The Virtual Community Series went beyond the lessons, offering five online events every week that were open to the public and provided enriching arts experiences for people of all ages. Virtual Community Series events included movement classes, music trivia, virtual studio visits with guest artists, dance bingo, and more. We are proud that despite the pandemic, we were able to offer enrichment, instruction, connection and fun to our entire community!



Our first week of VCS included Duke Ellington's World of Piano! with Neal Kirkwood



We celebrated Memorial Day with piano faculty member, Alexander Wu and his "Rhythm Road Across the Americas"



Dance faculty member Ms. Yvonne lead a weekly Breathe, Stretch and Move class for our community members in need of stress relief

One day each week was dedicated to providing content specifically for Third Street Partners students and their families. Several of our public school partners required that their students participate in the VCS programming as part of their summer school curricula making this the first time in our history we were able to offer summer enrichment for our partner school students.



The inaugural VCS featured piano faculty member Adam Tendler and "It's Not a Toy! A (Re)-Introduction to the Toy Piano."



THIRD STREET AT A GLANCE

3 out of 4 students



RECEIVE FINANCIAL HELP

125 number of pianists who played CHOPSTICKS to celebrate our anniversary

OVER 30! RECORD NUMBER of school and community PARTNERS

Over 5,500 STUDENTS SERVED!

THIRD STREET INVESTED \$1,305,673 IN TUITION ASSISTANCE, WHICH ENABLED 1,249 STUDENTS TO ACCESS ARTS INSTRUCTION. THIS ALLOCATION WAS MORE THAN 10% HIGHER THAN LAST YEAR.

34 NUMBER OF THIRD STREET BOARD MEMBERS | OVER 2,000 Enrollment in the Music & Dance School

23,442 REACH OF OUR PARTNERS PROGRAM ACROSS ALL DIGITAL CHANNELS

OVER 90% of Third Street's programs WENT VIRTUAL!

1,846 VIRTUAL COMMUNITY SERIES VIEWS | Over 130 FACULTY MEMBERS

Operating Income and Expenses*

For the Fiscal Year Ended June 30, 2020

TOTAL SUPPORT & REVENUE: \$8,892,691	
INCOME	
Tuition and Fees	\$6,087,803
Contributions	\$970,024
Government	\$295,125
Foundations & Corporations	\$1,539,739
OPERATING EXPENSES	
Music, Dance and Preschool	\$5,004,474
Partners Program	\$850,196
Financial Aid	\$966,538
Performances	\$428,872
Management & General	\$977,093
Fundraising	\$678,934
TOTAL OPERATING EXPENSES	\$8,906,107
TOTAL ASSETS:	\$20,399,386
Total Liabilities:	\$3,349,254
NET ASSET BALANCE	\$17,050,132

*Unaudited Numbers

Everyone Learns Something New!

Q&A with Third Street Violin/Viola Teacher and Orchestra Conductor **Steven Rochen**, on virtual teaching.

Q: First let's think back to March, when the city shuts down and everyone is scrambling to figure out how to continue reaching students, and creating music without any in-person possibility. Where were the challenges early on?

A: The first thing I wondered was... is this going to be two-weeks, three-weeks, a month? I immediately started looking ahead to see how many rehearsals we were losing and how we could salvage the concert we had scheduled? Fortunately, I have experience teaching through the computer. There are limitations, especially with the internet lag, but I'd gotten used to the idea of remote teaching because of my connection to international students who can't study in the US. I had already been using the computer as a teaching tool for about five years, so I was able to start working with my private students as soon as the shut-down happened and help get them through the unknown.

Q: What about with ensembles?

A: With ensembles that was more difficult. I had to really sit down and

think, "what am I going to do with this lag time?" What we figured out is that you have to have one student playing with their sound on for everyone else. Then everyone else, in their own spaces, plays along with the sound they hear coming out of their computer. That way everyone is playing in real time, plus one-tenth of a second. They can't tell they are not playing together, but I got very good at watching. I can now read the delay visually, cover the lag time, and match things up. It helps that I played the pipe organ sometime back. When you play a pipe organ there is always a delay between your fingers and the sound coming out of the pipes, just like the internet. After a while you learn to play by feel and you also quickly learn to ignore any mistakes. By the time you hear mistakes, they are already gone. You could say that living with the delay helps you stay in the present.

Q: What was your students first impression of virtual instruction?

A: At first we were all worried about content. We were preparing for a concert when the shutdown happened and I decided to try and salvage all

their preparation and create a virtual concert. The piece happened to be called, *The Abandoned Funhouse*. We would rehearse together on zoom, but the challenge became recording them. Part of my early rehearsals was teaching students how to record with themselves. To do that I did a project of Cannons. The kids would play/record one line all alone, a simple Cannon, and then they would play back their own recording and play the next part. So they were playing with their "virtual" selves to get the recording. They had to put the music together in a very abstract way. It has been proven time and time again that learning music increases brain activity. Well this was a serious brain challenge that the kids conquered. I was so impressed. They had to play the music with all the qualities they would need to play it live, all the expression, the volume, the dynamics, the articulations, plus they had to do it alone. You don't join an orchestra to learn to play by yourself, but they did it and I think it worked out pretty well. You can watch it at virtualthirdstreet.org

Q: What feedback did you get from your students about this process and performance?

The Third Street Orchestras and their first Virtual Performance of *The Abandoned Funhouse*. Watch the performance at virtualthirdstreet.org



Steve Rochen brings the fun and reward to virtual teaching including the Cow of Success!

A: There was a lot of concern at first, and I had to do a lot of reassuring, but we wanted to hold the community together. At first there was maybe a 50/50 chance for ensembles working virtually, but we didn't want them cancelled, so we figured out a way to keep the community together. Community is the backbone of Third Street. We were not going to give up just because we had not done it before or we were scared or it wouldn't be perfect.

Q: What did you take away from this experience?

A: Kids in orchestra sometimes like the herd mentality. They don't like to be "heard," they like to be part of the "herd." Virtual orchestra does not allow you to hide. Each student got a new understanding of how important their sound is to the success of the group. It was wonderful, and now that I am saying it I guess being apart really helped us bring our community together.

Q: Do you think it is fair to say that as the kids worked to overcome these challenges they learned something

new about music? In an unexpected way, did the challenge of playing virtually help them musically?

A: I think they did, and I hope so. I got feedback from a number of parents that even though the kids were spending a lot of time on the computer with their school, they found meeting up for music was different and a nice escape. Plus an appointment to zoom with thirty-two friends, there was a lot to gain from being able to reach out to people and connect even if we were stuck in our houses. That's what making music does, it creates connection.

Holding the music community together is critical to the future of all music. I think the kids got a better understanding of that.

Q: Now that you have been through months of this, what lessons did you learn about teaching music virtually that will inform how you teach going forward?

A: It keeps my focus much more on what I am intending to teach. With a physical rehearsal it is the proximity

to the student that tells me more about what I need to focus on to get to the goal. With virtual teaching, I have to come to the rehearsal with clear ideas of what I want them to learn instead of listening for what they need to learn. There is a lot more planning involved in remote teaching and a lot more of my personality. I have used everything from bad jokes to funny sound effects to keep the students engaged. It works!

Q: What message do you have for students who are new to virtual learning?

A: "Go with it!" It will seem funny to play alone, but you finally get to hear yourself and that is really how you learn to blend anyway. By having to play alone you hear what you do, there is no place to hide. With no place to hide, the student can be really honest with themselves about what they are playing. There is no better way to learn that everything you do is heard, it matters, your personal contribution to the sound is important. 🎧

Interviewed by Vince Bielski

Music Changes the World. So do People.

Over the past 125 years, the Third Street community has overcome its share of crises with the help and generosity of dedicated supporters. Thank you to the following individuals, foundations, corporations and government agencies for their support. Support, such as this, will keep Third Street strong and will help our students and community thrive through this difficult time. **THANK YOU.**

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THIRD STREET COMMUNITY

Sharing How Music, Dance and Third Street Connects Us All!



-RAY CHEW

Third Street Alumni, Member of the Third Street Advisory Council, Music Director, Producer and Composer

"The spirit of music conquers any divide, permeates all walls and allows people to communicate on levels that transcend race, religion, culture and political persuasion. It is under this spirit that I operate and draw my musical inspiration."

-SONA COHEN

Third Street Adult Jazz Piano Student and Donor

"In these difficult times connecting with music, whether playing or listening, is more important than ever. In fact, It's the best medicine for dealing with stress and experiencing joy. Through music I have made friends, expressed emotions and stayed sharp. Thank you Third Street."



-ROCHELLE MARTIN

Third Street Dance Faculty

"Studying dance keeps me connected with my community by giving me a chance to create art and happiness with everyone around me. Dancing creates cheerfulness. Movement creates joy. Aerobic activity reduces stress. Dancing is what we all need!"



-LILY R. WU

Third Street Adult Band Member/Enthusiast and Donor

"Finding the New Horizons Band and Third Street is like coming upon a magical gift that glows in my hands. It opens up creative and welcoming pathways for exploring the worlds of music and dance. It inspires me by being a community that shares its expertise and love of music to empower others. For me, being a part of Third Street is a truly special, joyful connection!"



THANK YOU!

\$100,000 AND ABOVE

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Community Block Party
October 5, 2019



Chamber Music at
Le Poisson Rouge
February 29, 2020

125 Years to CELEBRATE!



Rock Bands at the Cutting Room
January 10, 2020

As Third Street reflects on a 125th anniversary year that brought the greatest highs and the most somber lows, we are deeply grateful for our community's long-standing support. We look forward to continuing our work and harnessing the transformative power of the arts to enable every student to reach their full potential.

Welcome ISO!

Third Street and InterSchool Orchestras of New York (ISO) unite to create the largest and most expansive youth ensemble program in New York City.

Third Street is so pleased to announce it is joining forces with InterSchool Orchestras of New York (ISO) to form the City's largest and most expansive youth ensemble program.

"We are delighted to welcome the ISO families, students and faculty to the Third Street community," said Valerie G. Lewis, Third Street's Anna-Maria Kellen Executive Director. "This merger will continue ISO's legacy and further increase access to large ensemble experiences for NYC's aspiring artists."

With a combined 175 years of experience in music education, ISO at Third Street galvanizes the missions of both organizations to ensure access to high-quality orchestral instruction for students from across all five boroughs.

Third Street will now offer a total of six orchestras serving hundreds of students ages 8 to 18. As with any Third Street ensemble, generous tuition assistance is available to families in need.

Youth ensembles provide an important creative and social outlet for so many of New York City's young and aspiring musicians. Third Street is deeply committed to connecting its students to music and dance education, both during the pandemic and beyond.

"We are so excited to affiliate with an enduring and respected organization like Third Street and benefit from its deep bench of artistic resources," said Barbara Tracy, ISO Board President. "Our missions to reach disadvantaged students with the highest caliber of instruction are perfectly matched."

This merger underscores Third Street's commitment to making sure orchestral music remains a strong source of inspiration in the city. "It's up to us to give New York City's students an opportunity to have orchestral instruction and experiences," said Barry Stern, ISO at Third Programs Director. 

THIRD STREET PRESCHOOL REOPENS ITS DOORS



Every person entering our building is committed to the highest degree of safety and focused on keeping the students healthy and happy. New precautions include the creation of six distinct pods, or classes, that remain separate from each other, optional remote learning access, and staggered arrival and dismissal times. While certainly not business as usual, what is normal is the atmosphere. The Preschool is filled with cheer, enthusiasm and students and teachers thoroughly enjoying seeing each other, in-person, every day.

Several families have opted for remote learning. To enhance that experience, Third Street worked closely with industry experts to design interactive lessons that fully engage young children. Our remote learners now receive a minimum of three daily touchpoints from their teachers, including virtual connections with classmates and a specially designed lesson platform. As Nancy Morgan

observed, "Because our preschool teachers are resourceful and creative, the Preschool is running smoothly both in-person and remotely. Our families are glad to be back, our remote learners have been whole-heartedly welcomed into their classroom community, and it is such a joy to hear the children's cheerful voices in class and at play all day long." 

In late August, Third Street Preschool accomplished a Herculean feat. It reopened its in-person program—safely, smoothly, and joyfully.

"We literally worked all summer to be able to open our doors to those who have the most to gain from in-person participation," says Nancy Morgan, Chief Programs Officer. "Once we saw the first smiling preschooler cross the threshold, we knew it was well worth the effort."

This past summer, comprehensive health and safety measures and new equipment were added to the school. Classroom ventilation was enhanced, HEPA filters were added, and sneeze guards installed in public-facing areas. Cleaning efforts were intensified and new sanitizing measures introduced.

"Our staff rose to the occasion," says Patrick Pierre, Director of Operations. "When you enter the building, it just glows."

YOUR SUPPORT KEEPS OUR COMMUNITY STRONG!

We are so proud of how the Third Street community has come together to stay vitally connected to the arts and each other during the pandemic. For as long as it takes, Third Street will meet this challenge – note for note – and will support our families and students in every way possible. We are all in this together.

As this crisis continues, however, critical funding for Third Street's core programs has been drastically reduced. In order to keep our children, teens and adults engaged in arts education during this most challenging time, we have launched the **Third Street Resilience and Recovery Fund**.

The Third Street community has overcome its share of crises thanks to generous supporters like you. Your gift to the Third Street Resilience and Recovery Fund will restore crucial funds and ensure thousands have access to the strength and solace that the arts can bring during this most challenging time.

We deeply appreciate your support and ask that you make a gift today with the envelope included or visit thirdstreetmusicschool.org.

THANK YOU!

JOIN US!

LESSONS, CLASSES AND MORE!

Contact the Student Services team at student.services@thirdstreetmusicschool.org and join the Third Street community.

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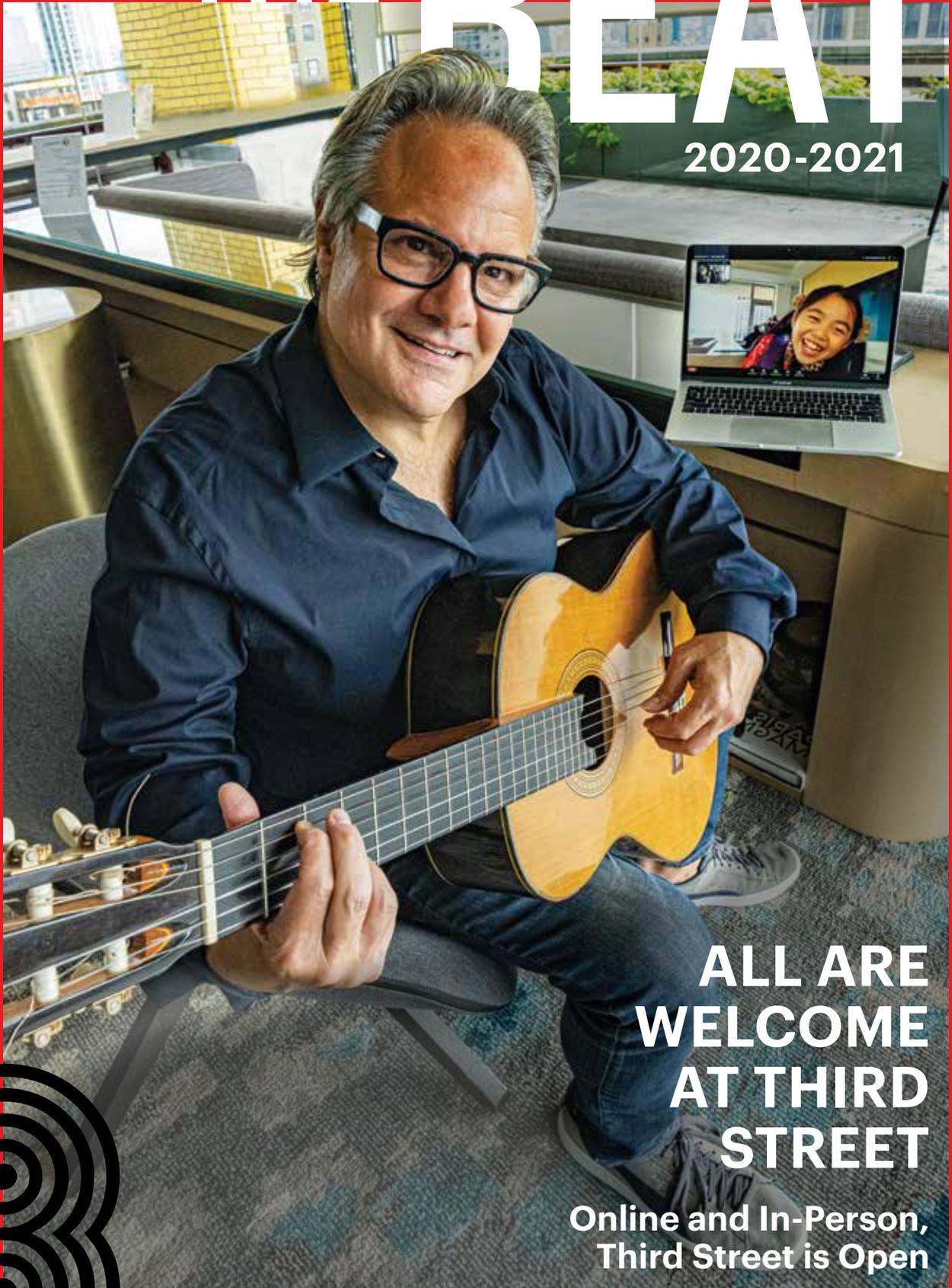
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[ThirdStMusicSchool](https://www.youtube.com/ThirdStMusicSchool)



On The Covers: Third Street guitar student London and her instructor, Guitar Department Chair, David Moreno. David teaches Jazz, Rock, and Classical guitar. London, a Third Street student since 2017, is also the guitarist and vocalist for the Third Street rock band, Sparkle Bomb Fire Dragons. **Newsletter Contributors:** Vince Bielski, Clara Cornelius, Kristen Kentner, Hannah Margolies, Kate Milford Photography, and Mark Torres Photography

THE BEAT

2020-2021



**ALL ARE
WELCOME
AT THIRD
STREET**

Online and In-Person,
Third Street is Open



ThirdStreetMusicSchool.org