

# Building A Bridge To Classical Music

*June 16 national telecast launches major national music initiative*

(NAPSA)—Twenty-five percent of Americans listen to or attend classical music concerts every day. Despite this astonishing number, consolidation of broadcast outlets, shifts in media priorities, and funding cutbacks for school arts and music programs have greatly reduced access to classical music for audiences today.



The Grammy-award winning San Francisco Symphony and Michael Tilson Thomas are bridging the gap with *Keeping Score: MTT on Music*—a major initiative aimed

at making classical music more accessible to a wider range of Americans through a presence on television, radio, the Internet and eventually through a nationwide education program.

The project launches nationally Wednesday, June 16 at 9:30 p.m. (ET) on GREAT PERFORMANCES on PBS (check listings) with a documentary and a performance focusing on Tchaikovsky's Symphony No. 4. Through unscripted musician interviews, the documentary takes viewers inside the lives of the musicians as they prepare for their role in the performance and gives them a special backstage glimpse at how a concert takes shape.

The companion Web site, [www.keeperscore.org](http://www.keeperscore.org), also accessible via [pbs.org](http://pbs.org), will launch two weeks prior to the national telecast.