

**INTERVIEW with Stephanie Wallin**  
**Manager of Educational and Community Programs**  
**Vancouver Symphony Orchestra**  
**Vancouver, B.C. Canada**  
**December 4, 2004**



**Where you surprised at the success of the Tiny Tots shows today?**

No! We've been having requests for this phase of programming for a long time. Parents want to bring their toddlers and babies to shows and cannot to the older children's shows.

**What is the primary value of Tiny Tots?**

Developing audiences  
Hosting programs that benefit every phase of education in a progressive manner  
This is VERY profitable for the symphony.

**Are there other groups that you think could do the job other than Lisa and Linda?**

We have lots of groups that can do grades k-7, no one doing 0-5. You two are exceptional...genuinely sincere in your love of children and your passion for your work.

**Was it difficult to put on the show?**

A breeze, smooth as silk, no problems...I would do this show with Lisa and Linda any day!

**What are your programs currently and how do you see them changing?**

Starting this year we do Tiny Tots, grades k-3 and 4-7 programs. We will likely change that to Tiny Tots, grades 1-3 and 4-7 programs.

**Is the Maestro Happy with Tiny Tots?**

Maestro Tovey is VERY happy with the Tiny Tots program.

**How did you market the pilot and the new series?**

For the pilot we did minimal (\$\$) marketing and still it caught on fire. For the series we did print ads and radio ads and it sold out! Vancouver is a late ticket buying crowd...so it was AMAZING that one show sold out 1-week ahead of time and the other sold out 2 days ahead of time. *Note: Vancouver Symphony presented two pilot shows with Identical Harmony on May 27, 2004, 9:30 and 11:00 a.m. They then went on to present a 3-show series with Identical Harmony for the 2004-2005 season.*

**Did you have people turned away today?**

Moms with strollers came in to buy tickets and were shocked it was sold out.

**Are you considering adding shows?**

Yes, for next year (2005-2006). We are considering the idea of Friday AND Saturday shows with perhaps more shows each day. *Note: Vancouver Symphony presented a 4-show series with 3 shows on Friday for the 2005-2006 season, and a 4 show series with 3 shows on Friday and 2 shows on Saturday for the 2006-2007 series.)*

**What drives the success of Tiny Tots?**

The HUGE demand for it.

**For further information,** visit [www.LetYourMusicShine.com](http://www.LetYourMusicShine.com), or email [linda@musicshinemediacom.com](mailto:linda@musicshinemediacom.com).