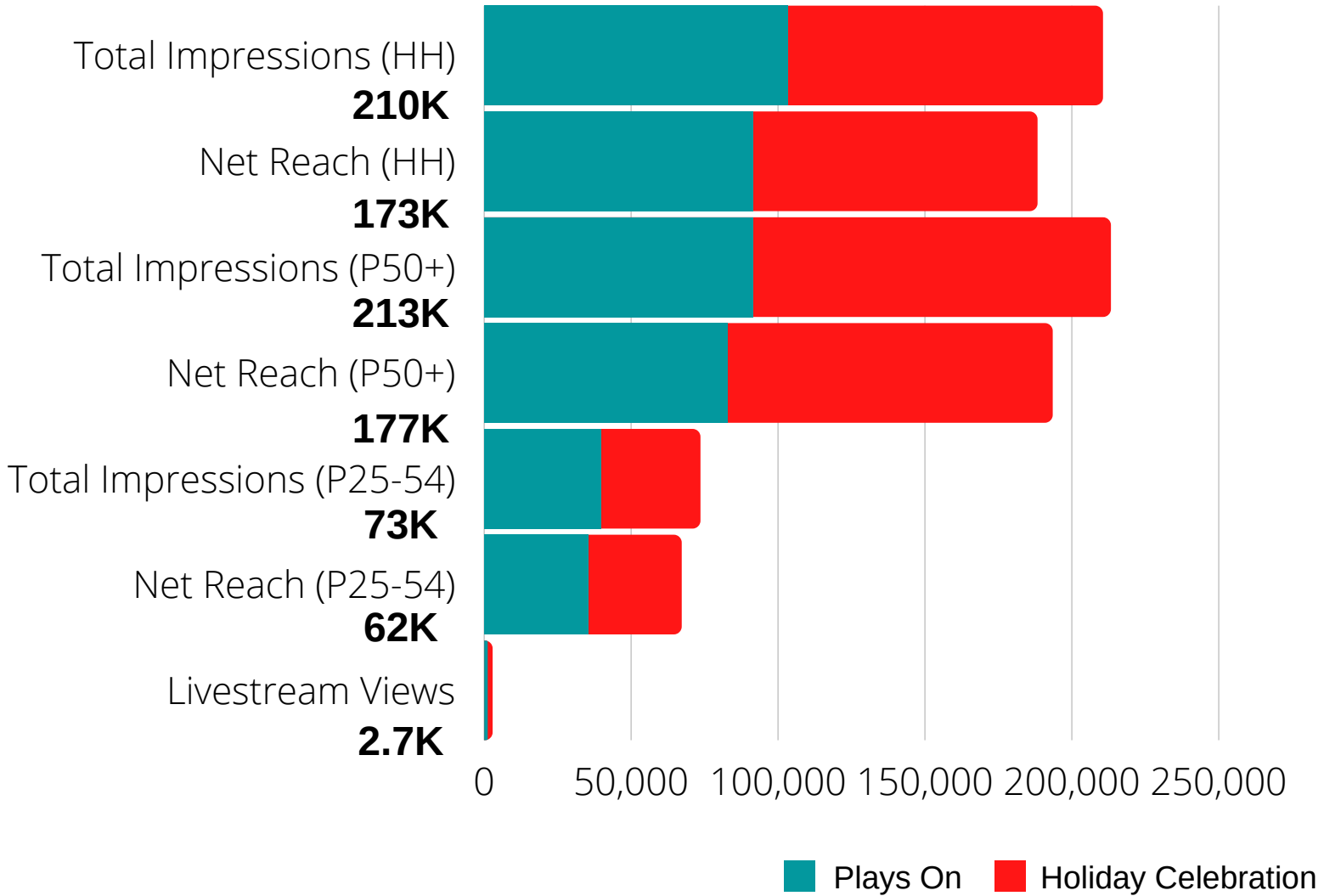


Atlanta Symphony Orchestra NBC Specials presented by



RECAP REPORT - DECEMBER 2020

Viewership Recap



ASO PLAYS ON

12/12 Sat 7-8P WXIA
(lead in NBC Nightly News, lead out NBC Prime)

12/13 Sun 11A-12N WXIA
(lead in Meet the Press, lead out NBC Sports)

12/13 Sun 8-9P WATL (lead in Dateline NBC, lead out The Simpsons)

12/25 Fri 11A -12N WXIA Christmas Day

HOLIDAY CELEBRATION

12/19 Sat 7-8P WXIA
(lead in NBC Nightly News, lead out NBC Prime)

12/20 Sun 11A-12N WXIA
(lead in Meet the Press, lead out NBC Sports)

12/20 Sun 8-9P WATL (lead in Dateline NBC, lead out The Simpsons)

12/25 Fri 5P -6P WATL Christmas Day

8

Total airings

TV Promotional Schedule - :15s

RECAP REPORT



Delivered Promo Schedule - 83 spots

STATION	DAYS	TIME PERIOD	TOTAL	TOTAL COMBINED DELIVERY		
WXIA	M-F	5A-10A	10	Total Grps	P50+	120.4
WXIA	M-F	10A-5P	19	Total Imps	P50+	2,709,600
WXIA	M-Su	5P-8P	13	Total Grps	P25-54	46.4
WXIA	M-F	8P-11P	2	Total Imps	P25-54	1,067,500
WXIA	M-F	11P-135A	12			
WXIA	Sa/Su	6A-12N	8			
WXIA	M-F	7P-11P	19			

Atlanta & Company Promo

- 12/11 5 minute segment for PLAYS ON
- 12/18 5 minute segment for HOLIDAY CELEBRATION
- Segments delivered:
 - HH Impressions 49,100
 - A50+ Impressions 36,400
 - A25-54 Impressions 18,200
- Pinned A&C website segments generated add'l 700 views
- Social tags on A&C pages generated add'l 311 views



Christine Pullara and Cara Kneer from Atlanta and Company




Social Media Promotion

RECAP REPORT

Sponsored 11 Alive Facebook Posts

11Alive with Atlanta Symphony Orchestra.
Published by The A-Scene [?] · Paid Partnership

When the world stopped, the music stopped. But not for long. JOIN US for Atlanta Symphony Orchestra Plays On. A documentary only on 11Alive. Don't miss it this Saturday at 7 p.m on 11Alive and streaming. Sponsored by PNC.



Atlanta Symphony Orchestra Plays On
00:16

WWW.11ALIVE.COM
Atlanta Symphony Orchestra Plays On [Learn More](#)

Performance for Your Post

2,479 People Reached

530 3-Second Video Views

31 Reactions, Comments & Shares

15 Like	8 On Post	7 On Shares
5 Love	3 On Post	2 On Shares
2 Comments	1 On Post	1 On Shares
9 Shares	9 On Post	0 On Shares

117 Post Clicks


77 Clicks to Play	1 Link Clicks	39 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

11Alive with Atlanta Symphony Orchestra.
Published by Ashley Moore [?] · Paid Partnership

JOIN US for a Holiday Celebration the entire family can enjoy! Atlanta Symphony Orchestra's Holiday Celebration lights up the season with holiday music and special guests. Watch Saturday at 7 p.m. only on 11Alive and streaming. Sponsored by PNC.
<https://www.atlantasympphony.org/.../NBC-ASO-Holiday-Celebrati...>



Atlanta Symphony Orchestra Holiday Celebration lights up the season
00:16

WWW.ATLANTASYMPHONY.ORG
Atlanta Symphony Orchestra Holiday Celebration lights up the season [Learn More](#)

Performance for Your Post

7,989 People Reached

2,706 3-Second Video Views

85 Reactions, Comments & Shares

49 Like	47 On Post	2 On Shares
6 Love	6 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
11 Comments	8 On Post	3 On Shares
18 Shares	18 On Post	0 On Shares

442 Post Clicks

154 Clicks to Play	92 Link Clicks	196 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Email Promotion

RECAP REPORT



ASO Email Blasts

View this email in your browser

Atlanta Symphony Orchestra

The ASO Brings You Two Special Televised Programs

View this email in your browser

Atlanta Symphony Orchestra

ALIVE

The ASO Plays On

Watch tomorrow evening at 7pm

Atlanta Symphony Orchestra

BEHIND THE CURTAIN series

Happy Holidays

from the Atlanta Symphony Orchestra

Atlanta Symphony Orchestra, PNC Bank and 11Alive have teamed up to bring you two special televised programs this holiday season.

Tune in to local NBC affiliate 11Alive this Saturday, December 12, to watch **The Atlanta Symphony Orchestra Plays On**, a one-hour television special chronicling the ASO's journey and perseverance during a global pandemic.

Enjoy this look back on a year that we'll never forget
(no matter how hard we try!)



Atlanta Symphony Orchestra

PLAYS ON

The Atlanta Symphony Orchestra Plays On

Airing Saturday, December 12, 7pm on 11Alive/NBC

Atlanta Symphony Orchestra

PLAYS ON

The Atlanta Symphony Orchestra Plays On

Saturday, December 12, 7pm*

Watch on 11Alive/WXIA-TV or [11Alive.com](#)

Airing tomorrow on NBC/11Alive

Atlanta Symphony Orchestra

Holiday Celebration

SATURDAY, DEC 19, 7PM | SUNDAY, DEC 20, 11AM & 8PM

Don't miss this one-hour television special that chronicles the Atlanta Symphony Orchestra's perseverance and adaptability following the cancellation of more than 60 concerts due to the COVID-19 crisis. ASO musicians and administrative leaders tell the story of how the Orchestra creatively redefined community and performance during this time apart.

Live stream on 11Alive.com

And don't miss Atlanta Symphony Orchestra's holiday special:

Atlanta Symphony Orchestra

Holiday Celebration

Atlanta Symphony Orchestra Holiday Celebration

Airing Saturday, December 19, 7pm on 11Alive/NBC

An ASO Holiday Celebration

Saturday, December 19, 7pm*

A special televised concert featuring holiday music from the Atlanta Symphony Orchestra. Plus, friends of the ASO stop by to share their season's greetings with Atlanta and beyond. Watch on 11Alive/WXIA-TV or [11Alive.com](#).

Kick off the holidays with a special holiday concert featuring the Atlanta Symphony Orchestra, airing tomorrow, December 19, at 7pm on 11Alive/WXIA-TV and [11Alive.com](#).*

Atlanta Symphony Orchestra Holiday Celebration is a one-hour television special featuring holiday favorites, beloved carols and everything in between. An added treat: some special friends of the ASO stop by with their seasons greetings for Atlanta and beyond.

Holiday cheer abounds in this televised holiday concert featuring the Atlanta Symphony Orchestra performing classical holiday favorites and beloved carols. An added holiday surprise: friends of the ASO stop by to share their warm wishes with Atlanta and beyond.

*Both televised specials will re-air the following day at 11am on 11Alive/WXIA-TV and at 8pm on THE ATL/WATL-TV.

FULL LIST OF AIR DATES

"The Atlanta Symphony Orchestra Plays On"
December 12, 7pm on WXIA-TV
December 12, 11pm on WXIA-TV
December 13, 8pm on WATL-TV

"Atlanta Symphony Orchestra Holiday Celebration"
December 19, 7pm on WXIA-TV
December 20, 11pm on WXIA-TV
December 20, 8pm on WATL-TV

*Programs will also stream online at [11Alive.com](#) during the above air dates.

A Special Thank You to our Partner

PNC Bank is a proud supporter of the Atlanta Symphony Orchestra and is committed to helping further develop the arts and culture scene in the communities they serve. PNC Bank, National Association, Member FDIC.

The Atlanta Symphony Orchestra Plays On and Atlanta Symphony Orchestra Holiday Celebration, made possible by PNC, The PNC Financial Services Group, Inc. All rights reserved.

Now Is Your Chance to Double Your Impact

We are thrilled to announce that a generous anonymous donor has agreed to **match dollar for dollar** all gifts made to Atlanta Symphony Orchestra's Annual Fund between now and December 31, 2020.

To make your tax-deductible gift, visit [aso.org/donate](#) today.

A Special Thank You to our Partner

PNC Bank is a proud supporter of the Atlanta Symphony Orchestra and is committed to helping further develop the arts and culture scene in the communities they serve. PNC Bank, National Association, Member FDIC.

The Atlanta Symphony Orchestra Plays On and Atlanta Symphony Orchestra Holiday Celebration, made possible by PNC, The PNC Financial Services Group, Inc. All rights reserved.



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You are receiving this email because you opted in or you are an ASO patron. To ensure delivery to your inbox, add aso@atlantasy.com to your address book.

Our mailing address is:

Atlanta Symphony Orchestra 1250 Peachtree Street NE Atlanta, Georgia 30309 USA

You'll also see the premiere of **The Great ASO Play-Along**, featuring Atlanta musicians from all walks of life performing Beethoven's "Ode to Joy" alongside Musicians of the ASO. A community video not to be missed!

Featured in the Holiday Special:

- Sleigh Ride
- "Winter" from The Four Seasons, featuring Concertmaster David Coucheron
- Silent Night, featuring vocalist Russell Thomas and Bruce Kenney playing guitar
- Ave Maria, featuring vocalist Tallie Trevigne
- A Visit from Saint Nicholas
- Sweet Little Jesus Boy, featuring vocalist Tallie Trevigne
- "March" from The Nutcracker
- The Great ASO Play-Along
- Christmas Sing-Along (find lyrics [here](#))
- We Wish You A Merry Christmas
- O Holy Night, featuring vocalist Russell Thomas

*RE-BROADCAST DATES & TIMES

If you can't tune in to Atlanta Symphony Orchestra Holiday Celebration tomorrow or if you missed last week's documentary-style special, The Atlanta Symphony Orchestra Plays On, they will be re-airing at the times below:

Atlanta Symphony Orchestra Holiday Celebration
Sunday, December 20, at 11am on WXIA-TV
Sunday, December 20, at 8pm on WATL-TV
Friday, December 25, at 8pm on WATL-TV

The Atlanta Symphony Orchestra Plays On
Friday, December 25, at 11am on WXIA-TV

A Special Thank You to our Partner

PNC Bank is a proud supporter of the Atlanta Symphony Orchestra and is committed to helping further develop the arts and culture scene in the communities they serve. PNC Bank, National Association, Member FDIC.

TODAY IS GIVING TUESDAY

Giving Tuesday is a global movement dedicated to unleashing the power of generosity to transform communities. Celebrate our wonderful community and the great music we share by showing your support of the Atlanta Symphony Orchestra. To make your tax-deductible gift, visit [aso.org/GivingTuesday](#).

EMAILS DELIVERED: 412K

Social Media Promotion

RECAP REPORT



ASO Social Posts - Facebook

Atlanta Symphony Orchestra
Published by CoSchedule App · December 10, 2020

What do 🦈 sharks and 🎵 classical music have in common? Find out this Saturday in the ASO's documentary special on **11Alive**. Part two of **The Atlanta Symphony Orchestra Plays On** spotlights our new collaboration with **Georgia Aquarium** featuring music by the ASO's **Michael Kurth, Composer**.

Watch on local NBC affiliate **11Alive** and **11alive.com** this Saturday, December 12, at 7pm. Re-airing the next day at 11am on **11Alive** and again at 8pm on **The ATL**.

Made possible by **PNC**.

Atlanta Symphony Orchestra with PNC
Published by KC Commander · Paid Partnership

We are excited to present a one-hour documentary special this weekend on **11Alive**.

Watch on **11Alive**: **The ASO Plays On** chronicles how the ASO has persevered in the face of a global pandemic to continue bringing music to Atlanta and beyond. This special TV premiere is sponsored by **PNC**.

Watch this Saturday, December 12, at 7pm on local NBC affiliate **11Alive/WXIA-TV** or **11alive.com**. It will also re-air the following day at 11am on **11Alive/WXIA-TV** and again at 8pm on **The ATL/WATL**. See **More**



The Atlanta Symphony Orchestra Plays

4,315 People Reached 376 Engagements

Boost Again



3,131 People Reached 71 Engagements

Boost Post

17 10 Shares

Atlanta Symphony Orchestra
Published by CoSchedule App · December 11, 2020

Earlier this week, ASO VP of Marketing & Communications **Tammy Hawk** spoke with **Atlanta & Company** about the upcoming television special, **Atlanta Symphony Orchestra Plays On**, sponsored by **PNC**. In this clip, learn what to expect when it premieres tomorrow night at 7pm on **11Alive** and **11alive.com**.



ATLANTA SYMPHONY ORCHESTRA PLAYS ON
TODAY ONLY! DECEMBER 12TH AT 7PM ON 11ALIVE

11ALIVE.COM

The Atlanta Symphony Orchestra Plays On
Let the music play on! Preview this special event, showcasing the A...

2,780 People Reached 125 Engagements

Boost Post

31 5 Shares

Atlanta Symphony Orchestra
Published by CoSchedule App · December 12, 2020

Who's tuning in??

Tonight at 7pm on **11Alive/WXIA-TV** and **11alive.com**, watch the story of how the ASO has persevered after having to close its doors in March due to the COVID-19 pandemic.



3,240 People Reached 143 Engagements

Boost Post

32 6 Comments 11 Shares

Like Comment Share

Atlanta Symphony Orchestra
Published by Delle Beganie · December 18, 2020 at 9:25 PM

ASO Vice President and General Manager **Sameed Afghani** gives a sneak peek of tomorrow's televised holiday concert in this chat with **Atlanta & Company**.

Tune in with us tomorrow at 7pm on **11Alive/WXIA-TV** and **11Alive.com**.



11ALIVE.COM

Preview the Atlanta Symphony Orchestra Holiday Celebration

3,324 People Reached 190 Engagements

Boost Post

38 1 Comment 7 Shares

Atlanta Symphony Orchestra
Published by CoSchedule App · December 19, 2020 at 9:31 AM

Set your reminders! Our special holiday concert airs TONIGHT at 7pm on **11Alive/WXIA-TV**.

And keep your eye out for a few holiday greetings from some very talented friends of the ASO.

Don't have access to WXIA-TV? You can also stream it on **11Alive.com**. Presented by **PNC**.

Atlanta Symphony Orchestra
Published by KC Commander · December 19, 2020 at 7:12 PM

Starting now! Watch on **11Alive: The ASO Holiday Celebration**
Click here to watch: [11alive.com/watch](https://www.11alive.com/watch)



4,935 People Reached 326 Engagements

Boost Post

62 31 Comments 22 Shares

Atlanta Symphony Orchestra
Published by KC Commander · December 16, 2020 at 11:28 AM

Tune in to **11Alive** and its partner station **WATL** for a one-hour holiday special featuring the ASO this Saturday, sponsored by **PNC**.

The program begins at 7pm. Watch on **11Alive** or **11alive.com/watch**.

The Atlanta Symphony Orchestra **Holiday Celebration** is a festive program of classical holiday favorites and beloved carols to celebrate the magic of the season. Friends of the ASO will stop by to share their warm wishes with Atlanta and beyond.



3,412 People Reached 244 Engagements

Boost Post

37 1 Comment 14 Shares



2,693 People Reached 83 Engagements

Boost Post

20 18 Shares

ESTIMATED REACH: 30K

Social Media Promotion

RECAP REPORT



ASO Social Posts - Instagram



atlantasympphony • Following

atlantasympphony We are excited to present a one-hour documentary special this weekend on @11alive. The Atlanta Symphony Orchestra Plays On chronicles how the ASO has persevered in the face of a global pandemic to continue bringing music to Atlanta and beyond. This special TV premiere is sponsored by @pncbank.

Despite the extra challenges this year, the ASO has been hard at work...

957 views
DECEMBER 9, 2020



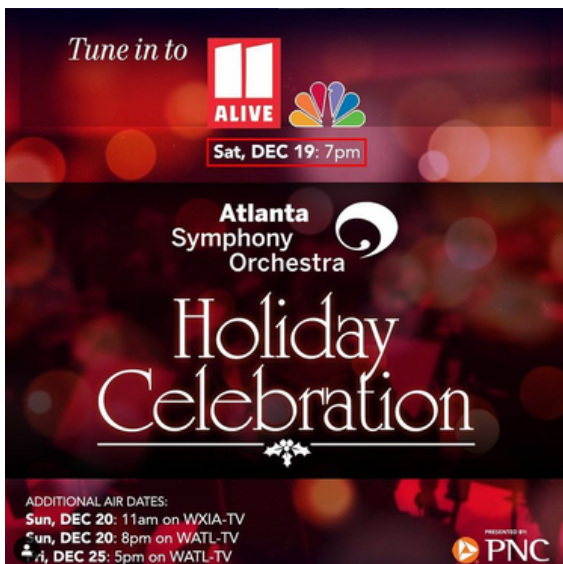
atlantasympphony • Following

atlantasympphony 🎉 May your Saturday evening be merry and bright!

Tune in to @11alive and its partner station WATL for a one-hour holiday special featuring the ASO this Saturday, sponsored by @pncbank. We'll be welcoming to the stage soprano Talise Trevigne/@ttrevigne and tenor Russell Thomas/@travlingtenor.

973 views
DECEMBER 16, 2020

Add a comment... Post



atlantasympphony • Following

atlantasympphony 🎉 Your weekend just got a whole lot more musical! 🎵

Don't miss our special televised holiday concert airing on @11alive/WXIA-TV tonight at 7pm. All your favorite holiday tunes, from our stage to your living room. Plus, friends of the ASO stop by with some special season's greetings.

Want to watch it again? This ASO Holiday Celebration will re-air tomorrow at 11am and 8pm and again on Christmas Day at 5pm.

Made possible by @pncbank.

Liked by tacha.mc and 175 others
DECEMBER 19, 2020

Add a comment... Post

Social Media Promotion

RECAP REPORT



ASO Social Posts - Linked In & Twitter

Atlanta Symphony Orchestra
2,412 followers
Tmo · 🌐

We are excited to announce that the Atlanta Symphony Orchestra will be featured in two televised specials on local NBC affiliate **11Alive**:

📺 **The Atlanta Symphony Orchestra Plays On**
A one-hour documentary special chronicling the ASO's perseverance during a global pandemic.
Sat, Dec. 12 at 7pm

🎄 **An Atlanta Symphony Orchestra Holiday Celebration**
Celebrate the magic of the season with classical holiday favorites and beloved carols by the ASO.
Sat, Dec. 19 at 7pm

Thanks to **PNC** for making these possible!

#Atlanta #AtlantaArts #Symphony #TelevisedSpecials

Atlanta Symphony Orchestra
Holiday Celebration
DECEMBER 12 + 13
DECEMBER 19 + 20
11ALIVE PNC

👍❤️ 24

Atlanta Symphony Orchestra
2,412 followers
Tmo · 🌐

🔔 It's the season for all your favorite beloved carols and holiday classics. Hear them all and more on our upcoming televised concert, airing this Saturday at 7pm on @11Alive and **11Alive.com**.
...see more

Atlanta Symphony Orchestra
Holiday Celebration
PNC
0:04 / 0:15

👍❤️ 15 · 551 Views

👍 Comment → Share ↗ Send

Atlanta Symphony @AtlantaSymphony · Dec 9, 2020
Don't miss "The Atlanta Symphony Orchestra Plays On," an hour-long televised special chronicling the ASO's journey during a global pandemic.
Airs this Saturday at 7pm on 11Alive and **11Alive.com**.
A big thank you to @PNCBank for making this come to life!
#lovelyASO

Atlanta Symphony Orchestra
PLAYS ON
0:03 | 211 views

👍❤️ 4

Atlanta Symphony @AtlantaSymphony · Dec 10, 2020
This Saturday, don't miss the televised special telling the story of how the ASO redefined community and performance during the COVID-19 crisis.
"The Atlanta Symphony Orchestra Plays On" airs Sat, Dec. 12, 7pm on @11Alive and **11Alive.com**.
Made possible by @PNCBank

Atlanta Symphony Orchestra
PLAYS ON
PNC

👍❤️ 3 5

Atlanta Symphony @AtlantaSymphony · Dec 19, 2020
Starting now! **11Alive.com/watch**

Atlanta Symphony @AtlantaSymphony · Dec 19, 2020
Tonight at 7pm, enjoy the music of the holidays from the comfort (and joy!) of your living room. Our televised holiday concert airs on 11Alive/WXIA-TV and **11Alive.com**.
And keep your eye out for a few holiday greetings from a few friends of the ASO.
Presen... @PNCBank

Atlanta Symphony Orchestra
Holiday Celebration
PNC

👍❤️ 4 6 15

Atlanta Symphony @AtlantaSymphony · Dec 11, 2020
What do 🦈 sharks and 🎵 classical music have in common? Find out tomorrow night in the ASO's documentary special on 11Alive.
Tune in on **11Alive.com** this Saturday, December 12, at 7pm.
Made possible by PNC. 🙌

136 views 0:10 / 0:15

👍❤️ 2 4

Atlanta Symphony @AtlantaSymphony · Dec 17, 2020
Celebrate the magic of the holidays with the Atlanta Symphony Orchestra's televised holiday special, premiering this Saturday at 7pm on @11Alive and **11Alive.com**.
Made possible by @PNCBank.
#lovelyASO #holidayconcert

Atlanta Symphony Orchestra
Holiday Celebration
PNC

0:15 72 views

👍❤️ 4