



## Indianapolis Symphony Orchestra's "You're Invited!" Campaign Recognized for Diversity & Inclusion in the 40<sup>th</sup> Annual Telly Awards

**(May 22, 2019)** – The Indianapolis Symphony Orchestra announced today its "You're Invited!" video campaign has been named among the best Non-Broadcast Diversity & Inclusion videos in the 40th Annual Telly Awards. The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks, production companies and including Vice, Vimeo, Hearst Digital Media, BuzzFeed and A&E Networks.

The video – featuring ISO musicians, staff members, and the Metropolitan Youth Orchestra – is a key component in the orchestra's 2019-2020 season announcement. This cast of friendly faces welcomes viewers to enjoy a variety of experiences with the ISO: to celebrate, to explore, to be inspired, to feel a sense of belonging, and more! Produced by the ISO Communications team and videographer Preston Long, the audience is invited to find the concerts that speak to their desired experience without the context of narrowly-defined musical genres.

"The Indianapolis Symphony Orchestra is pushing the boundaries for video and television innovation and creativity at a time when the industry is rapidly changing," said Sabrina Dridje, Managing Director of the Telly Awards. "This award is a tribute to the talent and vision of its creators and a celebration of the diversity of work being made today for all screens."

"In the orchestral world, it can be easy to create unintentional boundaries for new patrons," said Kristin Cutler, ISO Director of Communications. "We want our entire community to feel welcomed and encouraged to become a member of the ISO family. Our goal is to meet people exactly where they are with no apprehensions; we're ready to share a meaningful experience regardless of what type of music they prefer, how much they know about the art form, or what they're wearing to a concert. I hope that this video shows people that our concert hall is a place for all music lovers to gather and experience our artistry without labels."

This announcement caps a year-long celebration of the 40th Anniversary of The Telly Awards. Throughout 2018-2019, The Telly Awards celebrated four decades of honoring the video and television industry, whether through its inaugural international screening series or its online video interviews with industry experts. This year also saw the continued expansion of new categories further to the awards' recent initiative to rebuild the honors for the multi-screen era. New categories included serialized Branded Content and expanded Social Video categories.

Last year, The Telly Awards attracted more than 12,000 entries from top video content producers including Condé Nast, Netflix, Refinery29, RadicalMedia, T Brand Studio and Ogilvy & Mather.

The full list of the 40th Annual Telly Awards winners can be found at [www.tellyawards.com/winners](http://www.tellyawards.com/winners).

### **About the Indianapolis Symphony Orchestra:**

Under the leadership of Music Director Krzysztof Urbanski and Principal Pops Conductor Jack Everly, the Indianapolis Symphony Orchestra has become a leading orchestra in the nation with its commitment to artistic excellence, diverse and creative programming inside and outside its historic Hilbert Circle Theatre home, its engagement with communities throughout the state of Indiana and its ambitious approaches to music education, performance and collaboration. In the

decades since its founding in 1930, the ISO has presented a range of classical, pops, family and holiday programming to hundreds of thousands of people each year; received national and international acclaim with its radio broadcasts, tours and recordings; and became the first major orchestra with a resident ensemble.

The ISO continues to engage new audiences through innovative programming including the Fifth Third Bank *Lunch Break Series* of casual 45-minute performances each summer, the holiday traditions of the IPL *Yuletide Celebration*, the Stella Artois *Happy Hour at the Symphony Series*, and the popular Bank of America *Film Series*.

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**About The Telly Awards**

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include IFP, NAB, StudioDaily, Stash Magazine, StudioDaily, Storyhunter, ProductionHub, The Wrap Pro, the VR/AR Association and Digiday.

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