

## **Classical 24 & SymphonyCast Pitch Points, updated Feb 2020**

- Classical music takes you on a journey – and whether it's the first time you've heard a performance, or the hundredth, there's always something new to discover. That's why you listen, and why the music means so much to you.
- A knowledgeable host is your best companion as you listen to classical music. A host can share interesting facts you might not have known, and guide you to similar works you might enjoy. Like you, our hosts are classical music enthusiasts who share your passion for the music. And this station and your host count on you as well. Listener support is vital in keeping classical music alive on the radio.
- Each week on SymphonyCast, Julie Amacher transports you to the best seat in the concert hall. It's as if you're right there, experiencing it through the magic of broadcast. Whether you listen on the radio or online, recording and broadcasting of classical music makes the music accessible to all. And listener support is vital to making certain it stays that way.
- Classical music adds so much to your life, whether you're in the audience or on stage. The best musicians develop incredible discipline while satisfying a need to 'create.' But what's great is that even those who never pick up an instrument can still participate and take pleasure in the creative process. That's part of what brings us all to this station today, an appreciation for the creativity and talent woven into each piece of classical music.