



For immediate release

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WXXI & HOCHSTEIN SCHOOL OF MUSIC & DANCE GARNER NEW YORK STATE BROADCASTERS ASSOCIATION'S "SERVING NEW YORK" AWARD

(Rochester, New York) October 24, 2016 – WXXI and Hochstein School of Music & Dance received a “Serving New York” Award from the New York State Broadcasters Association (NYSBA) in recognition of their partnership to bring high quality classical music performances to the Greater Rochester area including their concert series, *Live from Hochstein*. The “Serving New York” Awards honor the public service efforts of local stations across New York State. WXXI President Norm Silverstein, *Live from Hochstein* host Mona Seghatoleslami, and Hochstein School President Margaret Quackenbush accepted the award together at a special luncheon held at the Country Club of Rochester on Tuesday, October 18, 2016.

WXXI and Hochstein kicked off the first broadcast, originally called *Noontime at Hochstein*, with former WXXI announcer Simon Pontin in January 1977 and today it is the longest running live broadcast concert series in Western New York. For eight weeks in the fall and eight weeks in the spring, WXXI and Hochstein offer weekly, free lunchtime concerts that feature performances by some of the finest artists from our region’s musical community. Broadcast live from the Hochstein Performance Hall on North Plymouth Avenue, the concerts give downtown business people, families, students and visitors an opportunity to enjoy classical music during their lunch hour, free of charge. Classical 91.5 listeners and concertgoers regularly hear live performances by the Rochester Philharmonic Orchestra, Hochstein and Eastman School Faculty, local ensembles such as Musica Spei and Madrigalia, and visiting artists-in-residence. *Live from Hochstein* currently airs on Classical 91.5 Wednesdays at 12:10 p.m. through December 7, 2016.

Live from Hochstein’s production team includes: Executive Producer Jeanne Fisher, Audio Producer Andrew Croucher, and Host Mona Seghatoleslami. Hochstein School President Margaret Quackenbush

selects and schedules the artists, and the Hochstein production team includes: Operations Manager Randy Kemp, House Manager Danielle Varenka, and Stage Manager Daniel Avette.

NYSBA's "Serving New York Awards" recognize the extraordinary efforts of New York State's broadcasters in serving the public interest every day. The New York State Broadcasters Association represents the interests of over 300 television and radio stations in the New York State Assembly, the United States Congress, and various other legislative bodies.

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WXXI is the essential, lifelong educational media resource for the Greater Rochester area. WXXI puts the community first with programming that stimulates and expands thought, inspires the spirit, opens cultural horizons and promotes understanding of diverse community issues. WXXI also has a long-term affiliation with Little Theatre, which helps enhance the cultural life of the community and strengthens two of Rochester's most vital arts institutions. Log on to wxxi.org for more information about our services and programs.

The **Hochstein School of Music & Dance** celebrates 96 years of nurturing the creative spirit by providing excellent music and dance instruction to anyone who is interested—regardless of age, level of skill, background, or ability to pay. Established in 1920 as The David Hochstein Memorial Music School, today Hochstein serves approximately 4,000 students annually from a 12-county region surrounding Rochester, N.Y., with offerings in music, dance, and Expressive Arts (music, art, and dance therapy). In addition, the Hochstein School continues its commitment to the Rochester community by offering a variety of free and low-cost concerts and performances in the Hochstein Performance Hall throughout the year. For more information, visit www.hochstein.org.