From the Top is NPR’s hit radio show, airing on more than 220 stations nationwide. It is a weekly, hour-long showcase of America’s top young classical musicians, ages 8–18, featuring performances and interviews.

Hailed by critics as “the best thing to happen to classical music since Leonard Bernstein’s Young People’s Concerts,” a From the Top recording is a feel-good family concert, attracting audiences from ages 7 to 70. It provides social capital as an exciting community outreach event, and is the keystone piece to a family performance series.

From the Top creates community impact and offers us the ability to engage the community in ways no other national program does.”

Scott Kornblum
General Manager
WSMC-FM Chattanooga

Added Value

- National visibility on more than 220 radio stations across the country
- Presenters control the box office and receive ALL earned income
- Promotional considerations for local sponsors and underwriters
- Post-show receptions for premium ticket buyers
- PR and outreach opportunities through local talent search
- Customized educational projects, including school and community visits
- Scholarship opportunities via the Jack Kent Cooke Young Artist Award program

It’s classy reality programming. You don’t have to be a classical music fan to love this show.”

Jamie Gangel
NBC Today

From the Top’s unique combination of cultivating young musicians’ skills through performance and impressing on them the privilege and obligation of sharing their talents through community outreach has been a tremendous asset the Festival.”

Robert Cross
Executive Director
Virginia Arts Festival
From the Top in concert at the National Gallery of Art in Washington was a special experience for the live audience, especially the young people in attendance.”

Stephen Ackert
Head of Music
Smithsonian Institution
National Gallery of Art

From the Top proved to be a fabulous way for us to attract new patrons, build regional partnerships, and kickoff initiatives in arts education.”

Laura Kratt
Troy Savings Bank Music Hall

Details, please.

From the Top provides the complete production, plus travel for the talent, crew, and staff. From the Top also provides marketing and public relations materials and support to help generate ticket sales and media interest in the event, from ad slicks to custom-made on-air promos. The show is best presented in concert halls and theatres seating 800–1,500.

- Performance fee to From the Top: $25,000
- Lodging (approximately 20 rooms at a first class hotel for 2 nights)
- Local production and marketing costs range from $5,000–$10,000

Presenters Include:

Aspen Music Festival
Buffalo Philharmonic Orchestra
Chautauqua Music Festival
Cincinnati Pops
Dallas Symphony Orchestra
Eastman School of Music
Great Wall International Music Festival
Hawaii Public Radio
Kimmel Center
Mechanics Hall
Mondavi Center
National Gallery of Art
National Music Museum
New World Center
Pacific Symphony
Ravinia Festival
Schwartz Center at Emory University
Stanford Live
Teatro Mayor, Bogotá
Texas Public Radio San Antonio
Virginia Arts Festival

For more information about booking a live concert recording of From the Top, contact David Balsom.

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