



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

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MEDIA ALERT
FOR IMMEDIATE RELEASE

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**Mayor Antonio R. Villaraigosa and the Department of Cultural Affairs
Invite You to Listen to Hear in L.A.**

Los Angeles—In celebration of the 225th Anniversary of the City of Los Angeles, the Office of Mayor Antonio R. Villaraigosa, the Department of Cultural Affairs (DCA), and the Information Technology Agency (ITA) introduce Hear in L.A., an innovative arts program that provides callers to the City's 3-1-1 phone system an opportunity to enjoy the best of Los Angeles' musicians and musical companies while their calls are routed to the appropriate City agency. To kick off this distinctive program, the City selected three DCA grantees to feature some of their finest works on its 3-1-1 line: the Los Angeles Philharmonic, Los Angeles Chamber Orchestra, and the Los Angeles Master Chorale.

"I'm pleased that Angelenos calling the City's 3-1-1 call center will now be able to listen to music by Los Angeles' world-class musicians when they call 3-1-1," said Mayor Antonio R. Villaraigosa. "This program helps infuse the arts into the daily life of the City." Hear in L.A. is one of many programs DCA produces to support cultural experiences and advance the livelihood of local artists.

Currently, Hear in L.A. features: the Los Angeles Philharmonic, recognized as one of the world's outstanding orchestras, performing Beethoven's 5th Symphony; the Grammy Award-nominated Los Angeles Master Chorale performing Shumann's *An Die Sterne (To the Stars)*; and the Los Angeles Chamber Orchestra performing Bach's Violin Concertos. Information on these artists and their selections can be found at www.culturela.org/hearinla.

Karen Constine, Interim General Manager of DCA said: "Hear in L.A. celebrates diverse musical talent in Los Angeles. This program is also a great partnership between DCA and ITA to bring local music into everyday City services." In the future, DCA plans to expand the music selections to present various local music groups and individual artists. The next phase of Hear in L.A. will focus on emerging Los Angeles artists with new contemporary music to entertain and inspire. In 2007, look for additional exciting innovations from the DCA like streaming music selections and downloadable podcasts so residents and visitors to Los Angeles can enjoy Hear in L.A. on the go.

"This is a wonderful opportunity to showcase Los Angeles' amazing array of musical talent in a way that is both innovative and fun using telephones and web site technology," said Interim General Manager Ken Simmons of the Information Technology Agency.

To listen to Hear in LA, dial 3-1-1 from a phone number in the City of Los Angeles and to learn more about the program, go to www.culturela.org/hearinla.

The Department of Cultural Affairs (DCA) serves as a leader to generate and support high quality arts and cultural experiences for Los Angeles residents and visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles.

(more)



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Hear in L.A.—2

DCA grants \$3.4 million annually to over 300 artists and nonprofit arts organizations and awards the Artist-in-Residence and City of Los Angeles (C.O.L.A.) Individual Artist Fellowships. It provides arts and cultural programming in numerous Neighborhood Arts and Cultural Centers, theaters, and several arts and education programs for young people. The Department directs public art projects and manages the City's Arts Development Fee, Art Collection, and Murals Program. DCA markets the City's cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website.

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