



Charleston Symphony Orchestra Receives Special Recognition Award for its Newly Redesigned Website

Charleston, SC – Between 9/25/08 and 10/8/08, Drew McManus, a Chicago based nonprofit consultant, examined 81 professional American orchestra websites and ranked them on www.adaptistration.com by how well they presented their concert schedule, sold tickets, facilitated making donations, provided organizational information, utilized dynamic content, and on overall functionality.

In a weeklong series of articles, the review examines how the scores have changed over the past five years. It also presents awards for how well individual orchestra websites satisfied the requirements for each review category as well as those which demonstrated particular originality and creativity for specific website components. The Charleston Symphony Orchestra received a special recognition award for its newly re-designed website in Category 3: Making Donations.

Updated for 2008 with new and revised grading [criteria](#), this one-of-a-kind comprehensive examination by industry insider, Drew McManus, shines an intense light on orchestra websites by peeling away the “pretty face” of a home page to examine the five critical components that will make or break an orchestra’s online effort to generate revenue, bring in a new audience, and generate awareness.

A publication index is available at: http://www.adaptistration.com/?page_id=1833.

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