

Accessing the Information Sources

Music Advocacy = Program Success, Part V

Dr. Tim Lautzenheiser

Part Five of a six part series about advocacy and how it relates to your school music program.

Music advocacy is not a complicated agenda requiring extensive research and the ability to quote lofty phrases or speak in platitudes. To the contrary, it is the chance to share the wonderful awareness; *music makers enjoy a better life*. While the message seems simplistic, it is confirmed time and time again, and it is the fundamental theme of all music advocacy.

As stated in the initial article of this music advocacy column, **“The good news is, there is much good news about the positive impact of music on the positive growth and development of EVERY person.”** Herein lies the “meat and potatoes” of our mission, the substantive facts and figures that clearly demonstrate the positive life-benefits gained through music education. It represents the very foundation of our cause.

To date we have focused on:

- A. Those we need to approach with the powerful data.
- B. How we go about creating a template of effective communication.
- C. What constitutes the target market how to have the greatest impact.

And now we spotlight the all-important sources of the latest research statistics.

Author’s note: In truth we have an abundance of convincing data to support the theme, “Every student in the nation should have an education in the arts.” The challenge is to sift through the mountain of scientific evidence to clearly state-our-case in a powerful and concise fashion, and in a language that is understood by everyone. It is easy to become lost in the extensive library of facts and figures; therefore this article offers a certain recipe for advocacy success and, at the same time, creates a network to access the information yet to come.

The Music Education

Advocacy Kit - The most potent all-in-one advocacy tool is The Music Education Advocacy Kit (commonly referred to as, “The Einstein Kit,”) produced by NAMM - The International Music Products Association and VHI Save the Music. For further information about “The Einstein Kit” contact NAMM at: 1-800-767-6266. The Kit includes:

The Music Advocate’s Guide - a packet of brochures highlighting

irrefutable facts about the benefits of music instruction. The colorful handout is packed with compelling data taken from research-findings around the globe including:

- *Piano Raises Conceptual Math Scores*
- *Music Students Score Higher SATs*
- *Second Graders Do Sixth Grade Math*
- *Music Makes the Brain Grow*
- *Rhythm Students Learn Fractions Better*

Advocate’s Toolkit

CD-ROM - a treasury of materials featuring a complete school board presentation in PowerPoint, press releases, fact sheets, research summaries, and a selection of public service radio announcements featuring musical artists speaking about the power of music in their lives. There is also a series of sample letters to community leaders, administrators, Board of Education members, etc.

Music and the Mind Video - a composite of nationally televised news clips from various educators, scientists, journalists, artists, and students. The video is a perfect vehicle to share the “benefits of music” with the decision-makers in the school community.

MENC - The National Association for Music Education has an

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extensive library of advocacy materials including various action kits, videos, brochures, reprinted articles, etc. The organization's mission is to ensure that every child has the opportunity to enjoy a balanced, sequential, high-quality education including music as a core subject. The MENC web site offers a wide array of ready-to-share publications and cyberspace links to other advocacy avenues: www.menc.org or call 703-860-4000. You will find the MENC family of educators eager to extend a helping hand and join with you in your music advocacy goals.

Internet - Internet users may take advantage of WhyMusicEd@aol.com. This gratis e-mail service generates weekly messages that can be downloaded and added to your advocacy materials. It is an ongoing service that accommodates several thousand music education supporters around the world. WhyMusicEd also is a source for all materials used to support music in our schools (1-800-332-2637.)

VH1 Save the Music - This not-for-profit foundation supported by the VH1 cable network and its partners. Of their many contributions including an extensive instrument donation program to establish music school music programs where there are none, the organization sponsors national public service announcements promoting the advantages of music

education. The VH1 Save the Music staff members are dedicated music advocates eager and willing to work with all who are committed to the welfare of music education. You may call 1-888-841-4687 or access their extensive web site: www.vh1.com.

The American Music Conference - Finally, The American Music Conference is a non-profit educational association that promotes the importance of music, music-making, and music education to the general public. AMC's web site contains links to national standards for music education, research information on music-learning, and other music related topics: www.amc-music.com. You can also reach AMC at 1-760-431-9124.

As you can quickly tell, there is no lack of information or information sources to support the immeasurable benefits of music learning. We need to create allies in our local communities and school systems who comprehend the implications of music study, and who also understand there can be no true education without proper training in the arts. We have an incredible opportunity to enlighten everyone, and with it goes the responsibility to manifest this opportunity for the welfare of today's youth and all those to be educated in the future. To this end let us pledge our efforts and energies, the results will be shared by all.

Let the music begin...

Dr. Tim Lautzenheiser is a well-known name in the music education world as a teacher, clinician, author, composer, consultant, adjudicator, and above all, a trusted friend to anyone interested in working with young people in developing a desire for excellence. His own career involves ten years of successful college band directing at Northern Michigan University, the University of Missouri, and New Mexico State University. Following three years in the music industry, he created Attitude Concepts for Today, an organization that manages workshops, seminars, and convention speaking engagements on positive attitude and effective leadership training. Tim presently holds the Earl Dunn Distinguished Lecturer position at Ball State University. Tim is the Director of Education for Conn-Selmer, and he serves as the national spokesperson for MENC's "Make a Difference with Music" program. Tim's books 'The Art of Successful Teaching' and 'The Joy of Inspired Teaching' are best sellers. He is co-author of Hal Leonard's popular band method, 'Essential Elements' and the creator of Director's Communication Kits. Tim is a graduate of Ball State University and the University of Alabama. He was awarded an Honorary Doctorate Degree from VanderCook College of Music. Additional awards include the distinguished Sudler Order of Merit from the John Philip Sousa Foundation, Mr. Holland's Opus Award and the Music Industry Award from the Midwest Clinic Board of Directors.