

SupportMusic.com Coalition Teleconference  
Thursday, September 15, 2011

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**NEXT CONFERENCE CALL: October 18, 2011 – Please forward any agenda suggestions, particularly “success stories” or issues faced in local districts, to [supportmusic@namm.org](mailto:supportmusic@namm.org)**

**SUMMARY**

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**Welcome and overview**

*(Mary Luehrsen)*

The SupportMusic Coalition supports community advocacy to ensure that every child has access to high quality teachers who offer a rigorous and relevant music curriculum.

## Special Guest Speaker

(James "Jim" Messina: Musician, Singer-Songwriter, Record Producer)

**Background:** Jim Messina learned to play the guitar at age 5. He later became a member of Buffalo Springfield, then an original member of the country rock band Poco, before he joined with Kenny Loggins to form the soft rock duo, Loggins and Messina. Jim is the creator and owner of "The Songwriters' Performance Workshop" and leads 6-day intensive workshops for songwriters and singers at retreats, resorts and hotels around the country. To learn more about Jim Messina, visit his website [www.jimmessina.com](http://www.jimmessina.com).

*Mary Luehrsen:* Jim, you've had a remarkable career in music. Please tell us about how the opportunity to learn to play music early in your life helped set the tone for your life in music.

*Jim Messina:* I grew up poor and was first exposed to music by my father, who played the guitar, and by watching TV shows. When I saw another young kid, playing an instrument, I wanted to do it myself and by age 13, I wanted to have a band. In the early 60s, I performed for kids at the local country club. When I was about 16 years old, I had my first experience in the recording studio (at the Disneyland Hotel with producer and NAMM member, Mike Deasy; when I graduated from high school at 17 ½, I moved to Hollywood to be close to Mike and learn more about recording.

Now, I have a five year old and an 18 year old, and because of them, music education is important to me now in a different way. The James Burton Foundation recently donated 25 instruments to Josie's charter school.

*Mary Luehrsen:* How do you promote the importance of music education?

*Jim Messina:* When there's an opportunity to do so, I take it. But, mostly my singer/songwriter workshop is what I love to do. I've created a curriculum that features several ways to empower people to make music themselves.

(Advocacy) does require the active interest and involvement of parents. I recommend that 12 and 13 year olds, even younger kids, get directly involved in making music and, even more importantly, in recording themselves in live performances. All you need is a digital recording unit, pre-amps, small consoles and monitors. And, stay away from the editing. Although there is a simple pro-tools type program, don't approach it from that standpoint, from all the digital mania. Just enjoy the process of performing first and capture it. Grab the immediate gratification.

*Mary Luehrsen:* Just get out there and use the power of technology. Kids just want to swim in the water. It's all about creativity, both in industry and in education.

*Jim Messina:* That's right. There's a symbiotic relationship between creators and listeners of music. Record the music, bring up the fader, turn up the mic, and play it back.

## National Updates:

- **Thunder Soul Movie Release Report**

*(Mark Landsman, Producer, Director, Writer)*

The movie chronicles the story of legendary Houston music educator and music director, **Conrad “Prof” Johnson**. Under Johnson's leadership, Kashmere High School in Houston became the first black school to the country to win “Most Outstanding Stage Band in the Nation” at the 1972 All-American High School Stage Band Festival in Mobile, Alabama. Between 1968-1977, they won a record number of titles throughout the United States and were invited to perform in Europe and Japan. Johnson changed these students' lives so dramatically that in 2008, 30 former students returned from all over the country to play a tribute concert to their former teacher, mentor and beloved bandleader.

Presented by Jamie Foxx, the film **celebrates the importance of music education**. Conrad Johnson saw potential in every kid, and had such strong belief in them, that they gained belief in themselves. This pride reverberated throughout the entire school and resulted **in unprecedented student achievement in the arts, athletics and all academic disciplines**.

**The film debuts on September 23** in Houston, Atlanta and Cleveland, and will be shown in several other locations throughout the US (up to 100+ markets by mid-October). People can use it in as a tool for advocacy and to reflect upon the value of mentoring. Spread the word. Group sales are possible: it's a great way to motivate, create partnerships, and can be used for school board presentations, etc. Visit <http://thundersoulmovie.com> to learn more.

- **Steering Committee and Task Force Updates**

*(Mark Despotakis, Debra Bresnan)*

**Affiliate Outreach/NAMM Peer-to-Peer Task Force:** This task force is reaching out to NAMM members to invite and encourage them to join the Coalition. **The goal is to secure 50 new Coalition affiliates by The NAMM Show in January.** Personal phone conversations have been initiated with NAMM members to explain what the Coalition is and why joining is a good idea.

**Advocacy Reframing Task Force:** This task force is **creating a new one-page advocacy document to include new FRSS data**. It has a 'lean forward' positive focus centering on the premise that communities want and expect high quality music education for all children. Now in final draft form, it will be reviewed and approved by the full Steering Committee prior to wider circulation.

- **National Arts Standards Update and NAfME/MENC Name Change**

*(Chris Woodside)*

- MENC has officially changed its name to bring its acronym and name into alignment: it will now be known as **NAfME, The National Association for Music Education**. Visit [www.nafme.org](http://www.nafme.org) to view new branding and logo; all email addresses also change to @nafme.org.

- The **National Coalition for Core Arts Standards** is comprised of NAfME, AATE, EdTA, NDEO, NAEA, SEADAE, AEP and The College Board. They're revising the Standards because the old ones are 17 years old, there is new data (particularly from The College Board) and there are various political needs for evaluation and structure in this time of common core standards. There is also a need to assist SEADAE members as they seek to solidify the position of the arts in states across the country. The group is operating on an 18 month-timeline for the main work; they will continue to collect and benchmark student work and supporting structures from then on. For more information, visit <http://nccas.wikispaces.com>

- A **letter was sent to Chairman Kline regarding his bill on teacher quality**. It made the point that evaluation driven by scores on common core subjects is not adequate.

- A new relationship between NAfME and GLEE (Fox) has been initiated. "**Glee Give A Note**" pledges \$1 million to at-risk school music programs; students may submit videos and there are a number of different prize levels. Visit [www.gleegiveanote.com](http://www.gleegiveanote.com) for more information.

- **NYSSMA Summer & Winter Conferences Update**  
(Steven Schopp)

**NYSSMA's summer conference was held in Albany (August 21-23) and Dr. John Benham was the keynote speaker.** His address, "Save Your Music Program: Politics, Reforms & Budgets," was a highlight of the convention; he also conducted a Q&A and met with some key administrators. Benham's theme, unity, was the greatest value of the conference and its reverberations will extend throughout this year. The conference followed the same format as it has for the past two decades; it was co-sponsored by the NYS School Music Association, Council of Music Education Associations, NY American Choral Directors Association, NY American String Teachers Association, NYS Band Directors Association, NYS Council of Administrators of Music Education and J.W. Pepper & Son, Inc.

**NYSSMA's winter conference will be held in Rochester (December 1-4)** in three hotels and the Convention Center. Registrations for attendees and exhibitors are strong and may even sell out.

New York state news: Advocates are very worried about dealing with a 2% tax cap (in California, it wasn't even that high) and teachers, not just music teachers, have a sense of uncertainty and worry about the entire educational system. But, during past times of challenge, the numbers of students who will go to Festivals actually have risen! Teachers dig in, show what they do and highlight it, and the level of activity stays high. Teachers are worried and depressed but are doing the best they can and trying to stay positive.

The state level network in New York is very strong; **NY has the highest number of communities that qualify as “Best Communities for Music Education” in the U.S.**

- **(AMP) National Association of Music Parents**  
(Scott McCormick)

AMP was created to bring together a grassroots national movement focused on parents. In an interview at NYSSMA, John Benham talked about how the **parents hold all the power, but they don't know what they hold**. The website (launched in July) is robust with a focus on social networking, video and sharing with parents. Scott has worked in the field all his life (previously with Music For All, Inc.) and is also the parent of a junior high school instrumental student; there are an estimated 20+ million music parents in the US. **AMP is actively seeking music manufacturers and retailers to join their efforts**. There are an estimated 200,000 parents of new instrumental students, making the rental programs a large component of AMP's potential impact.

Events: On October 17, a webinar with **Dr. Tim Lautzenheiser** will be held, and AMP is partnering with NAMM for its **first national conference for parents at The NAMM Show** in January 2012. Singer/songwriter **Jon McLaughlin**, who sang the song “So Close” in the Oscar-nominated Disney film, *Enchanted*, just completed an interview for the site. For more information, please visit [www.amparents.org](http://www.amparents.org)

- **CAKE & USSBA/YEA Partnership and Marching Band Contest**  
(Sean King, YEA; Earl Hurrey, USSBA)

Youth Education in the Arts (YEA) and The US Scholastic Band Association (USSBA) have formed a partnership with the band, CAKE, to create a virtual Marching Band Contest, **“The Federal Funding March.”** CAKE band members are a product of the Sacramento, CA school music program, and they are ardent music education advocates. With a network of over 800 high schools and 140 annual events, USSBA's partnership with CAKE will bring high-profile awareness to the importance of music education.

Participating high school and college marching bands must submit a video of their marching band performing **CAKE's song, “Federal Funding.”** CAKE supplies arrangements and charts for the song, which is featured on the band's latest recording, *Showroom of Compassion* (it debuted at #1 on the Billboard Top 200 List earlier this year). Schools compete until November 11 in the first round of competition; ten finalists will be selected and online voting ends on New Year's Eve, followed by announcement of the winning band at The NAMM Show in January. CAKE will perform at The NAMM Show at School Jam USA events in downtown Disney and at the winning school; there are many sponsors, media appearances and a full touring schedule to promote the contest. For more information, please visit [http://www.yea.org/site/News2?page=NewsArticle&id=19531&news\\_iv\\_ctrl=1004](http://www.yea.org/site/News2?page=NewsArticle&id=19531&news_iv_ctrl=1004).

### **Welcome New Affiliates**

(Mary Luehrsen)

ALASKA                      Mantanuska Music, Henry “Hank” Hartman

CALIFORNIA            The Commercial Music Lab, Jennifer Amaya  
TENNESSEE            KHS America, Rick DeJonge  
UTAH                    Spy Hop Productions, Larissa Trout

A map of the 250 Coalition affiliates (now including our first affiliate from Utah) will be circulated shortly.

**THEME: "Back to School and Back to Advocacy"**

**TOPICS/SPEAKERS:**

• **Advocacy 101**

*(Ron Hufstader, Ph.D., University of Texas at El Paso)*

Ron Hufstader offered this "Advocacy 101" PowerPoint presentation at the Conn-Selmer Institute last summer. It explains why advocacy is so important and goes 'back to the basics.' Some key frames are summarized below.

**What is Music Advocacy?** An act of pleading for or giving verbal support to a cause.

**Who are your best advocates?**

1. YOU
2. Other music teachers
3. Other fine art teachers
4. Other teachers of any subjects
5. Administration
6. Students, especially yours
7. Parents
8. State organizations
9. State legislature
10. National organizations

Other frames focused on why we teach music, reasons why music is needed in schools, several research studies about the value of music education, how to be a successful advocate, and online resources (such as [www.childrensmusicworkshop.com](http://www.childrensmusicworkshop.com)).

**RECOMMENDED READING SUGGESTIONS FROM RON HUFSTADT:**

- Karl Paulnack's 2004 speech to parents of incoming students at The Boston Conservatory: <http://greenroom.fromthetop.org/2009/03/11/karl-paulnack-to-the-boston-conservatory-freshman-class/>
- Dan Pink's book, *A Whole New Mind*

• **Musical Futures Project**

*(David Price)*

The Musical Futures Program takes place in schools throughout the United Kingdom. **Five years ago, 20 schools were involved in MF; now, 1500 schools (or about ½ of all**

**schools) in England are enrolled in the program.** Music education is compulsory in core curriculum though some debate is occurring now.

MF found that a lot of kids don't particularly enjoy their music education classes and dropped them when they were able to do so. The program seeks to re-engage students using hands-on teaching, modeling and self-teaching for students.

The program began in England, and there are now pilot programs in seven countries. A number of US schools have picked up the program but there is a need for a proper US pilot study. NAMM funded an Australian pilot, which led to an increased number of states enrolling in the MF program there. There is a lot of viral adoption of the program by both teachers and the students themselves (who often train each other).

**The MF Transition Project** (supported by the Paul Hamlyn Foundation) uses "The Passenger," a tune by Iggy Pop, to bridge the transition divide between primary/elementary school and secondary/high school, the interim point where most musical drop-offs occur.

A Government Plan for Music meeting was to be held on September 16, 2011. MF has some concerns about the music curriculum disappearing from schools and is planning ahead to be more engaged in music advocacy. There has been a 50% increase in the number of students who wish to take part in the MF program, an encouraging sign. It has been documented that 90% of students enrolled in MF achieved State Standards on the National state test, whereas the National Standard is only 76%. For more information, please visit [www.musicalfutures.org.uk](http://www.musicalfutures.org.uk)

- **"Instruments for Kids" Program**

*(Dr. Franklin "Bud" Read, Colonial School District, Delaware)*

An instrument drive, "**Instruments For Kids,**" is being conducted in a northern Delaware urban and suburban school district of about 100,000 students; 60% of students are at high poverty levels. The program has several goals – **to increase the size of the instrumental music program; to achieve a balance in instrumentation; and to increase opportunities for lower income students to participate.** It's hoped the program will also make students less likely to drop out of school, perform better academically, and improve social and collaborative behaviors. The district wants to nurture talented musicians and assist financially challenged students who want to be involved in instrumental programs.

The Colonial Educational Foundation, a fundraising organization, offers mini grants for teachers and will pay for instruments to be refurbished. The instrument donation program has started small – 25 instruments are now ready to be placed into 4<sup>th</sup> and 5<sup>th</sup> grade students' hands – and the district will be tracking their academic progress going forward. It is anticipated that the program will grow larger over time. For more information, please visit <http://www.newworks.org/index.php/delaware/item/25057-delaware-program-puts-used-musical-instruments-back-in-use>

## ANNOUNCEMENT

(Mary Luehrsen)

About 600 people have downloaded the SupportMusic Smartphone app to date: let's try to double that number in the next month by spreading the word among constituents, community members and others.

**NEXT MEETING: OCTOBER 18, 2011 – Please forward any agenda suggestions, particularly “success stories” or issues faced in local districts, to [supportmusic@namm.org](mailto:supportmusic@namm.org)**

**SEPTEMBER 2011 Teleconference Participants: TO CORRECT/AMEND, PLEASE SEND EMAIL TO [supportmusic@namm.org](mailto:supportmusic@namm.org)**

**Total participants dialed in to the call = 58**

1. Colonial School District, Read “Bud” Franklin \*\*
2. Contemporary Music Center, Menzie Pittman
3. Juggabutt's, Jerry Hackworth
4. Musical Futures, David Price
5. Musician, Singer-Songwriter, Record Producer, Jim Messina \*\*
6. National Association for Music Education (NAfME), Chris Woodside
7. NAMM, Sharon Bryant
8. NAMM, Eric Ebel
9. NAMM, Abby House
10. NAMM, Mary Luehrsen
11. NAMM, Melissa Maver
12. NAMM, Candace Snedecor
13. NAMM, Charese Wolfe
14. National Association of Music Parents (NAMP), Scott McCormick \*/\*\*
15. NYSSMA, Steven Schopp
16. PA Music Educators Association (PMEA), Richard Victor
17. ProFiles: All The Write Stuff, Debra Bresnan
18. Progressive Music, Mark Despotakis
19. Spy Hop, Larissa Trout \*
20. Thunder Soul Movie, Mark Landsman \*\*
21. US Scholastic Band Association (USSBA), Earl Hurrey \*\*
22. University of Texas, El Paso, Ron Hufstader \*\*
23. VanderCook College of Music, Cindy Tovar
24. Youth Education in the Arts (YEA), Sean King \*\*

\* New Affiliate

\*\* Invited Guest

09.20.11 DB