

**SupportMusic.com Coalition Teleconference
Wednesday, October 27, 2010**

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PARTICIPANT LIST (see end of report)
NEXT CONFERENCE CALL: NOVEMBER 18, 2010

SUMMARY

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Welcome, Overview and National & Regional Updates
(Mary Luehrsen)

- **California**
(Laurie Schell, California Alliance for Arts Education/CAAE)

On September 29, the CAAE and the Music Center: Performing Arts Center of Los Angeles presented a public forum, “**Education, Creativity and California’s Future.**” It featured the two candidates for State Superintendent of Public Instruction (SPI), Larry Aceves and Tom Torlakson, and several celebrities: Jack Black, Wil-Dog Abers, Lita Albuquerque, Taylor Dane, Lamont Dozier, Ben McKenzie and Malcolm Jamal Warner. In addition to the presenting organizations, forum sponsors and partners included CA State PTA, Ovation, The Boeing Company, NAMM, Yamaha, Screen Actors Guild and NBC Universal.

The winning blend of celebrity and politics drew a lively, standing-room-only crowd of 500+ people. Artists/panelists were articulate, heartfelt and conveyed on-point messages about how the arts and arts education had positively affected them; SPI candidates were obviously listening intently. The forum raised awareness about CAAE’s mission and widespread media coverage garnered greater visibility for the importance of arts education.

To view Forum video clips, visit <http://www.youtube.com/user/artsedcalifornia>

The **SPI candidates' views on arts education** are available at:
<http://artsed411.org/educate/guide1.aspx>

An arts education survey / multiple use template revealed **School Board candidate views on arts education** in 42 CA school districts: <http://artsed411.org/surveys/surveylist.aspx>

The **Arts in the California Governor's Race** project sent a message to candidates and urged them to support arts-friendly public policies. For more information, visit <http://caarts.org/>

Legislative victory: On September 30, citing implementation costs, **Gov. Schwarzenegger vetoed AB2446**. CAAE tracked this bill throughout the entire legislative session, including two introductions, a presumed death in the Appropriations Committee, and an 11th hour resurrection when it passed the Senate and went to the Governor for signature. The bill sought to add a new graduation requirement for career and technical education, and would have diminished high school students' access to arts and foreign language programs by placing the existing Visual & Performing Arts (VAPA) Framework at odds with improvement and expansion of Career and Technical Education (CTE).

Key takeaway: CAAE never gave up opposing the bill – phone calls, email, public education, etc. – and it is believed that their thoughtful, far-reaching **policy paper** that was published mid-stream, "[Both / And: Understanding the vital link between both the arts and career technical education in California public schools](#)," may have swayed the Governor.

- **Oklahoma: 2010 World Creativity Forum**
(Brian Ferrell and Hillary Nortz, *Creative Oklahoma*)

On November 16-17, 2010, the 2010 World Creativity Forum convenes in Oklahoma City. Over 65 speakers and 100+ musicians and entertainers (including a youth orchestra, a Native American composer and Hansen) will be featured. Presenters such as Sir Ken Robinson, David Pogue, Nadia Comaneci, Daniel Pink, Blake Mycoskie and Pranav Mistry will engage business leaders, entrepreneurs, artists, educators and others.

Over 1,200 people from 15+ countries and over 30 states are registered with 1,500 expected to attend. A day rate pass is available for educators and others in academia. For full information, visit www.stateofcreativity.com A National Creativity Network will be launched at the Forum to encourage other states' participation. The conference is among the efforts of the International Districts of Creativity; currently, Oklahoma is the only Creativity District in North America.

"[Why Creativity Matters](#)," a CounterPoint article by Bob Morrison, is posted on SupportMusic.com for the month of November.

- **National Arts and Humanities Youth Programs (NAHYP) 2010 Awards**
(Jonathan Katz, *National Assembly of State Arts Agencies*)

On October 20 at a White House ceremony, First Lady Michelle Obama recognized 15 after-school and out-of-school programs as recipients of the 2010 National Arts and Humanities Youth Program Award (formerly known as the Coming Up Taller Award), sponsored by the President's Committee on the Arts and Humanities. Each program received \$10,000 and a year of communications and capacity-building support in recognition of their accomplishments.

The awards program focuses on developing leadership skills, and is evidencing increasing depth and diversity of programs. One of the 2009 awardees, Harmony Project in LA, for example, offers classical music education and instruments to 750 low-income kids; modeled after El Sistema in Venezuela.

Arts education programs are recognized for their vital role in keeping kids in school (and for lessening the economic impact of dropping out, estimated by the Harmony Project at \$40,000 in counseling or other services provided to at-risk students). Each program is rigorously evaluated – in 2010, there were 400+ nominees and 50 finalists – and a number of program graduates go on to higher levels of education and training, again evidencing the community impact of arts education programs.

For a complete list of the awardees and additional information, visit <http://www.nahyp.org> or <http://www.whitehouse.gov/photos-and-video/video/2010/10/20/national-arts-and-humanities-youth-program-awards?category=106> (the latter link includes photos, videos and transcript).

- **CD Release: “I Wanna Play!: An Album to Put Musical Instruments into the Hands of Every Child in America”**
(Mary Luehrsen)

The CD was launched to help raise funds for musical instruments for schools and other music programs nationwide. The benefit project was initiated by Mike Huckabee (former Arkansas Governor and bassist), with help from Platinum recording artist/songwriter Aaron Tippin and producer James Stroud. Artists include Tippin, Lorrie Morgan, John Anderson, George Jones, Neil Sedaka, Ray Price, Ronnie Milsap, Darryl Worley, Louise Mandrell and Tracy Lawrence. Over 2,000 CDs were sold in the first week. Funds raised will be channeled to The NAMM Foundation's Wanna Play Fund, which is now receiving grant applications online at www.nammfoundation.org

The CD is available on iTunes, Amazon.com and will be sold in music stores and other retail outlets. To order or for more information, visit www.wannaplaycd.org

Welcome New Affiliates (Charese Wolfe)

IDAHO

[Music Makers Alliance](#)

Doug Anderson, Vice President

Update on Advocacy Efforts

(Mark Despotakis, Progressive Music Company, guest moderator)

Affiliate Tip: The [Progressive Music Company website](#) uses its News & Events and Advocacy pages to post research studies about the value and importance of music, to share core messages and resources with the Pittsburgh-area community, and provides links to SupportMusic.com as well as other national and regional organizations.

- **WA State Board of Education Graduation Requirements**
(Una McAlinden, ArtsEd Washington)

For the past three years, ArtsEd Washington has been actively working to ensure final adoption of new high school [Graduation Requirements](#) that will include two arts credits. As a result, The Washington State Board of Education has now increased the requirement from one mandatory

credit to two (though one may be substitutable). The new requirements were provisionally adopted in September, pending final survey and costing by the State Board of Education.

The 2008 graduating class was the first to benefit from the one arts credit requirement previously in place; the expanded requirement is slated to be in place for the 2016 graduating class (students entering the 9th grade must have the requirements in place, hence the long timeline). Graduation requirements were increased across the board from 20 to 24 (most significantly in math, English, science and the arts) and on November 9-10th, final adoption of the requirements is anticipated.

Key take-away: ArtsEd Washington showed up at meetings consistently, got to know State Board of Education members, engaged their constituencies, shared talking points and solicited input on a survey. All activities laid the groundwork for the upcoming arts requirement increase.

For additional information and updates, visit www.artsedwashington.org

- **School District Advocacy Efforts**

(Rob Davidson, VH1 Save The Music Foundation)

Some good news from several school districts nationwide where VH1 Save The Music Foundation has assisted with instruments and program development:

Harmony, Maine: There is only one school in this tiny district, and there had been no music education program for 41 years. However, a former band teacher from the district (circa 1950s) took up the challenge and a program started again this fall when brand new instruments were delivered to the school.

Del Rio, Texas: In this small border town, Superintendent Kelt Cooper is an arts supporter. He went to the community and initiated fundraising efforts for keyboard labs for all of their schools. When half of the money was raised, he approached VH1 and proposed a match. This year, using the same model developed to initiate the new keyboard lab, a band and instrumental music program was begun at Del Rio Independent School District.

New Brunswick, New Jersey: This town of 50,000 residents has one of NJ's highest poverty rates. Two proactive school board members approached the Superintendent to request authorization for a re-vamp of music programs. They hired a complete roster of new music teachers, received musical instruments, and the program at New Brunswick Public Schools is thriving. There was a performance last night on 5th Avenue at Lord & Taylor, and in January 2010, a new state of the art high school was opened with an entire wing devoted to music programs.

Indianapolis, Indiana: When Eugene White was appointed Superintendent of Indianapolis Public Schools (IPS) in 2005, he had an idea to create a model urban school district by 2010. As part of his vision, he specified there would be general music, instrumental and choral programs for all students. The rate of instrument restoration was increased through involvement with VH1: by August 2009, all IPS students had access to general music, choral, band (and sometimes orchestra). Currently, IPS also participates in the All-District Choirs, Music Festivals, Summer Music Camps and, despite budget cuts, the arts have not been touched.

West Virginia: A new program, funded with assistance from Yamaha and a private foundation, has been established. Its inception came about through the realization that new music teachers coming out of college were trained to use keyboard labs, silent practice and other modern teaching methods. They were ready and eager to increase technology use in the classroom;

however, they were teaching in schools with an old record player and maybe a computer. The solution? A statewide rebuild initiative was launched first in a couple of schools. The Governor and First Lady and the WV Commission on the Arts helped pave the way for full legislative backing and statewide support. A multiple-year statewide rebuild is now moving ahead full steam.

VH1 Save The Music Foundation's 2010 Gala will be held in NYC on November 8 to recognize these Superintendents and their efforts.

Key takeaway: Administrators in these school districts were involved and supportive. This top-down commitment – and not making excuses (due to site-based decision-making difficulties, budget cuts, etc.) but rather placing an emphasis on “this is important for our children, let's make it happen” – is what laid the crucial groundwork needed for success.

- **2010 New York State School Boards Association (NYSSBA) Conference**
(Steven Schopp, NYSSMA)

For the 35th year, NYSSMA exhibited at the NYSSBA conference. They were the only curricular exhibit at the 91st annual gathering, which was attended by an estimated 3,000 NYS school board members, superintendents and public educators. NYSSMA's focus on selling the importance of music education to students was enhanced by materials from NAMM and SupportMusic, as well as a full-page ad in the conference brochure.

Feedback from school board members was excellent; many expressed excitement about sharing studies and statistics and what they had learned with teachers in their districts. Though expensive for NYSSMA, in terms of both time and money, exhibiting was worthwhile. The New York State Department of Education is experiencing 'cuts to the bone,' so it's important that the value of music education and making time for conversations with school board members continues to be emphasized.

Local districts report cuts are occurring by attrition rather than intentionally: for instance, when teachers leave positions, the jobs are not being filled. Programs are not being cut out completely but, rather, program pieces are being trimmed, other teachers are asked to pick up the pieces, etc. The feeling is that it will be easier to build diminished programs back up, as long as the programs continue to stay in place.

The 2011 National School Board Association conference will be held in San Francisco, April 9-11, and NAMM will be exhibiting.

- **De-Mystifying Music Education on Twitter**
(Marcia Neel, Music Education Consultants, Inc.)

This segment featured a guided WebEx presentation illustrating how to use this **free social media resource for real-time advocacy messaging**. Topics included how to find people who use Twitter, how to search topics and groups, how to tweet and re-tweet, finding people to follow and attracting followers, and more. Here are a few of the most relevant music education Twitter hashtags:

- #musiced
- #MLPN
- #musedchat (mainly college students – there's a regular Mondy 8pm EST chat)

Here is a list of non-music, education-oriented hashtags; once you begin to tweet, it may be a good idea to direct some tweets to these popular areas as well:

#ntchat <<http://twitter.com/search?q=%23ntchat>>
#ellchat <<http://twitter.com/search?q=%23ellchat>>
#engchat <<http://twitter.com/search?q=%23engchat>>
#scichat <<http://twitter.com/search?q=%23scichat>>
#edtech <<http://twitter.com/search?q=%23edtech>>
#elemchat <<http://twitter.com/search?q=%23elemchat>>
#midleved <<http://twitter.com/search?q=%23midleved>>
#spedchat <<http://twitter.com/search?q=%23spedchat>>
#ukedchat <<http://twitter.com/search?q=%23ukedchat>>

Several other groups are listed on this page of educational hashtags: <http://is.gd/fXvkQ>

- **How Local Communities Work to Assure Music Education Programs Are Strong**
(Bob Bryant, Katy Independent School Districts, Texas)

In [Katy Independent School Districts](#), they rely upon “The 3 E’s” to keep music programs strong.

Educate at all times. Take every opportunity to reach students in classes, parents, community and business members, local leaders in city government, etc. Share the positives about music and arts education. Send them to SupportMusic.com and share the newest research. Encourage the use of facts and information in concert programs, letters home, newsletters and elsewhere. Learn to speak the language of the people who control money and programs so you can speak with them about how music education fits into their plans. In talking about 21st Century Skills, all arts courses tie into these goals and this is a prime time to educate about changes that should be underway now: we’re training students for jobs that don’t exist yet, and music education offers opportunities, solutions and benefits.

Encourage community partnerships. Perform wherever/whenever you can – openings of the new Home Depot, Wal-Mart, etc. – and get your group out there. Have a small group ensemble and musical program ready for anything at any time. Be visible. Let your answer always be ‘YES,’ never pass up an opportunity. Dollars for programs must always have K-12 students’ faces attached to them: people need to see that dollars are going to people, not just statistics.

Engage and be passionate. Every child deserves to be in a quality music program. Children have no choice about where they live, their economic status, their home situation, and many other variables, but they DESERVE to be in a quality music program. Programs do NOT exist for competitions, trophies and awards: they are FOR students. Programs must be about what’s important to individual children, and how the experience of learning in a quality music program will be a larger trophy than anything they can carry with them. Music education is one of the best ways to prepare students for the future.

The Texas Music Educators Association (TMEA) has a very strong presence statewide, and has advocated successfully for more flexibility in graduation requirements. Students now actively participate in music and in theater and in dance programs with strong state backing. Local communities have to do their part and local advocates must be the feet that hit the ground.

- **TMEA update – tabled until November 18.** The Texas legislature reconvenes in January.

Schedule for SupportMusic Coalition teleconferences through August 31, 2011:

Thursday, November 18, 2010	
Wednesday, December 15, 2010	LIVE from Midwest Clinic in Chicago, IL
Thursday, January 13, 2011	LIVE from NAMM Show in Anaheim, CA
Thursday, February 24, 2011	
Tuesday, March 22, 2011	
Thursday, April 21, 2011	
Thursday, May 19, 2011	
Tuesday, June 21, 2011	
July 2011	NO COALITION CALL
Thursday, August 25, 2011	

* All calls begin at 9 AM Pacific Daylight Time with the exception of the live calls. **Live** from the Midwest Clinic in Chicago is scheduled for 12 NOON Central Daylight Time and **Live** from the NAMM show in Anaheim, CA is scheduled for 9:30 AM Pacific Daylight Time. Dates and times are subject to change. In the event there is such a change, you will be notified as soon as possible.

NEXT MEETING: NOVEMBER 18, 2010

OCTOBER 2010 Teleconference Participants: PLEASE USE NEW DEDICATED EMAIL ADDRESS (send email to supportmusic@namm.org to correct/amend):

1. ACT-SO, Roland Wallace
2. Americans for the Arts, Narric Rome
3. ArtsEd Washington, Una McAlinden
4. Brown Family Children Foundation, Deanna Brown
5. Brown Family Children Foundation, Deborah Gear-Brown
6. CAAE, Laurie Schell
7. Carlsbad Educational Foundation, Valin Brown
8. Contemporary Music Center, Menzie Pittman
9. Education Through Music, Katherine Damkohler
10. Education Through Music, Peter Pauliks
11. Guitars in the Classroom, Jessica Baron
12. Indiana State School Music Association, Rusty Briel
13. Katy Independent School Systems, Bob Bryant **
14. League of American Orchestras, Heather Noonan
15. Living Art Los Angeles, Dorsay Dujon
16. MENC, Chris Woodside
17. Mr. Holland's Opus Foundation, Tricia Steel
18. Music Center: Performing Arts Center of Los Angeles, Mark Slavkin
19. Music Education Consultants, Marcia Neel
20. Music Makers Alliance, Doug Anderson
21. NAMM, Sharon Bryant
22. NAMM, Eric Ebel
23. NAMM, Mary Luehrsen
24. NAMM, Candace Snedecor
25. NAMM, Charese Wolfe
26. National Assembly of State Arts Agencies, Jonathan Katz
27. NYSSMA, Steven Schopp
28. ProFiles: All The Write Stuff, Debra Bresnan
29. Progressive Music, Mark Despotakis

30. Roots of Rhythm, Craig Woodson
31. TMEA, Bob Floyd
32. VanderCook College of Music, Cindy Tovar
33. VH1 Save The Music Foundation, Rob Davis
34. Ward-Brodt Music Company, Mick Faulhaber

* New Affiliate
** Invited Guest
11.04.10 DB