



**SUPPORT
music**

Brought to you by The **NAMM** Foundation

2024 Merit Award

2024

**Best Communities for Music Education
and SupportMusic Merit Award**



2024 | Best Communities for Music Education and SupportMusic Merit Award

Promotional Toolkit

Congratulations! The NAMM Foundation has recognized your community for its commitment to music education with the Best Communities for Music Education (for school districts) or the SupportMusic Merit Award (for individual school sites).

This toolkit provides ideas and resources to raise the visibility of your music education program and to celebrate this important designation. If your district or school has a communications department, please share this kit with the appropriate contact.

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Section 1

About the Best Communities for Music Education (BCME) Program

For the past 25 years, The NAMM Foundation has celebrated communities throughout the country with the Best Communities for Music Education (school districts) and Support Music Merit (individual school sites) award. During those 25 years, the national award has honored more than 1,000 schools and districts in 43 states, for their unwavering commitment to music education as an integral part of a well-rounded education for all students.

A variety of nationally known organizations serve as advisors for the program. These include:



League of American Orchestras



Yamaha



The Mr. Holland's Opus Foundation



Young Audience Arts for Learning



Music for All



Save The Music Foundation



Music Teachers National Association

Music education plays an integral role in every student's overall learning and development and helps them build connections through musical activities," said Mary Luehrsen, executive director of The NAMM Foundation. "We wish to celebrate the administrators, teachers and communities who are committed to music education so that every student has the opportunity to explore and express themselves through music."

How Was My District or School Selected?

The application, submitted by a representative from your district or school, included details about resources such as funding, staffing, commitment to standards, opportunity, and access to music instruction. The provided data underwent statistical analysis and was confirmed through an audit conducted by researchers from The Music Research Institute at the University of Kansas.

About The NAMM Foundation

The NAMM Foundation is a nonprofit organization supported in part by the National Association of Music Merchants (NAMM) and its 15,000 global member companies and individual professionals worldwide. Our mission is to advance active participation in music-making across the lifespan by supporting scientific research, philanthropic giving, and public service programs. For more information about The NAMM Foundation, please visit nammfoundation.org.

Section 2

Ways to Increase Visibility

The Best Communities for Music Education or SupportMusic Merit Award designation provides an important opportunity to promote your community's commitment to music education and raise awareness about your music making programs.

1. Spread the Word. Engage the Media.

Media coverage helps boost local awareness of music education in your community, potentially increasing support for and appreciation of music programs in schools.

 **Reach Out:** Send the press release to local newspapers, TV and radio stations, blogs, and community websites. Also, consider sending it to your elected officials and other stakeholders.

 **Tell a Story:** Include a quote from a student or teacher about the impact of music in their lives. Also, consider alumni who were deeply impacted by music. Remember that people are drawn to human interest stories.

 **Add Visuals:** Include the best photo(s) or a link to video(s) of your music program and participants.

2. Create Connections.

Host a celebration during a school board meeting, performance or at your local music store.

 **Make the Media Part of Your Community:** Invite local media to attend and photograph a student musical performance or your music program's certificate presentation.

 **Enlist Someone to Tell the Story:** Ensure your spokesperson is prepared to answer questions. Also, consider having an articulate student speak to the media about why music education is important to them.

3. Maximize Your Social Media Outreach.

Social media is a powerful way to increase visibility and shine the spotlight on your music program. Use social media to communicate your program's unique aspects and promote local events and celebrations to your local community and beyond.

- Announce the award designation
- Post compelling photos and videos of the program
- Share personal stories and testimonials from your students, music teachers, administrators and/or parents about your music program's impact
- Use the following hashtags, including the official hashtag:
#BestCommunitiesforMusicEducation, #SupportMusic
- For more ideas, please visit: educator-resources/bcmetoolkit



Press Release template for SupportMusic Merit Award – For Individual Schools Only

[Contact Name]
[Contact School]
[Phone]
[Email]



[School Name] Receives National Recognition for Music Education Program

[City, State] – [Date] – [City/Town]’s [School] has been honored with the SupportMusic Merit Award from The NAMM Foundation for its outstanding commitment to music education. The SupportMusic Merit Award recognizes individual schools that demonstrate outstanding achievement to provide music access and education to all students.

["Insert quote from a school official on WHY music education is important to this school and students," said the School Official. "Insert quote on the impact that receiving this designation will have on the school’s music education program."]

To qualify for the SupportMusic Merit Award, [School] answered detailed questions about funding, graduation requirements, music class participation, instruction time, facilities, and support for the music program and community music-making programs. Responses were verified by school officials and reviewed by The Music Research Institute at the University of Kansas.

["Optional student/teacher quote about WHY music education is important."]

Research into music education continues to demonstrate educational/cognitive and social skill benefits for children who make music. After two years of music education, researchers found that participants showed more substantial improvements in how the brain processes speech and reading scores than their less-involved peers and that students who are involved in music are not only more likely to graduate high school, but also to attend college as well. In addition, everyday listening skills are stronger in musically trained children than those without music training. Significantly, listening skills are closely tied to perceiving speech in a noisy background, paying attention, and keeping sounds in memory. Later in life, individuals who took music lessons as children show stronger neural processing of sound, young adults and even older adults who have not played an instrument for up to 50 years show enhanced neural processing compared to their peers. Social benefits include conflict resolution, teamwork skills, and giving and receiving constructive criticism.

[About School]

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Press Release Template for Best Communities for Music Education Award Recipient—School Districts Only

[Contact Name]
[Contact School]
[Phone]
[Email]



[District] Receives National Recognition for Music Education Support
[If your district has won this award multiple times, please note it in the title of the release]

[City, State] – [Date] – [District] has been honored with the Best Communities for Music Education designation from The NAMM Foundation for its outstanding commitment to music education. Now in its 25th year, the Best Communities for Music Education designation is awarded to school districts that demonstrate outstanding achievement to provide music access and education to all students.

To qualify for the Best Communities designation, [District] answered detailed questions about funding, graduation requirements, music class participation, instruction time, facilities, and support for the music program and community music-making programs. Responses were verified by school officials and reviewed by The Music Research Institute at the University of Kansas.

["Insert quote from a school official on how music education is important to this district and its students," said District Official. "Insert quote on the impact that receiving this designation will have on the district's music education program."]

["Optional student/teacher quote about WHY music education is important."]

Research into music education continues to demonstrate educational/cognitive and social skill benefits for children who make music. After two years of music education, researchers found that participants showed more substantial improvements in how the brain processes speech and reading scores than their less-involved peers and that students who are involved in music are not only more likely to graduate high school, but also to attend college as well. In addition, everyday listening skills are stronger in musically trained children than those without music training. Significantly, listening skills are closely tied to perceiving speech in a noisy background, paying attention, and keeping sounds in memory. Later in life, individuals who took music lessons as children show stronger neural processing of sound, young adults and even older adults who have not played an instrument for up to 50 years show enhanced neural processing compared to their peers. Social benefits include conflict resolution, teamwork skills, and giving and receiving constructive criticism.

[About District]

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Section 3

Fact Sheet: Benefits of Music Education

www.nammfoundation.org/projects/music-research

Everyday listening skills are stronger in musically trained children than those without music training. Significantly, listening skills are closely tied to perceiving speech in a noisy background, paying attention, and keeping sounds in memory.

Strait, D.L. and N. Kraus, Biological impact of auditory expertise across the life span: musicians as a model of auditory learning. Hearing Research, 2013.

Researchers found that after two years, children who not only regularly attended music classes but also actively participated in the class showed larger improvements in how the brain processes speech and reading scores than their less-involved peers.

Nina Kraus, director of Northwestern's Auditory Neuroscience Laboratory, quoted in Melissa Locker, "This Is How Music Can Change Your Brain," Time, December 16, 2014.

Music training leads to greater gains in auditory and motor function when begun in young childhood; by adolescence, the plasticity that characterizes childhood has begun to decline. Nevertheless, our results establish that music training impacts the auditory system even when it is begun in adolescence, suggesting that a modest amount of training begun later in life can affect neural function.

Adam T. Tierney, Jennifer Krizman, Nina Kraus, "Music training alters the course of adolescent auditory development," Proceedings of the National Academy of Sciences, 2015.

Research shows that making music changes the brain and that these brain changes have tangible impacts on listening skills, learning, and cognition.

(2017). Music, hearing, and education: from the lab to the classroom; quoted in Northwestern University, September/October 2017.

Individuals who took music lessons as children show stronger neural processing of sound: young adults and even older adults who have not played an instrument for up to 50 years show enhanced neural processing compared to their peers.

(2017). Music, hearing, and education: from the lab to the classroom; quoted in Northwestern University, September/October 2017.

Students who take music in middle school score significantly higher on algebra assignments in 9th grade than their non-music counterparts.

Helmrich, B. H. (2010). Window of opportunity? Adolescence, music, and algebra. Journal of Adolescent Research. 25 (4).

Musical training is thought to improve nervous system function by focusing attention on meaningful acoustic cues, and these improvements in auditory processing cascade to language and cognitive skills.

Nina Kraus, Jessica Slater, Elaine C. Thompson, Jane Hornickel, Dana L. Strait, Trent Nicol, Travis White-Schwoch, "Music Enrichment Programs Improve the Neural Encoding of Speech in At-Risk Children," Journal of Neuroscience, September 3, 2014.

[Download Marketing Collateral](#)

Section 4

Tools & Resources

The following templates can be customized and used to create visibility for your award. All materials can be found on The NAMM Foundation website. If you have questions about the resources, please email sharonb@namm.org.

Official 2024 BCME Logo



Provided in various file formats for both print and web.

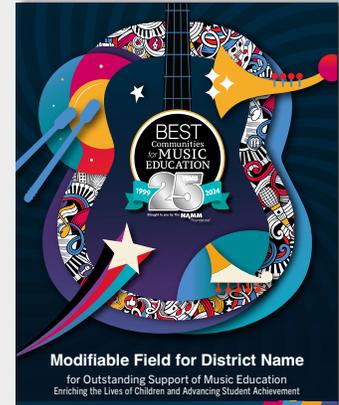
Official 2024 BCME Email Signature



Official 2024 BCME Banner 4'x8'(48"x96")



2024 SMMA Poster 11"x17" & 22"x28"



Official 2024 BCME Certificate 11"x 8.5"



Official 2024 BCME Social Media Tiles:



1080 x1080 pixels (1x1)
Static JPG & PDF with modifiable field
(Export PDF to JPG for social media posts)

1920 x1080 pixels (16x9)
Static JPG & PDF with modifiable field
(Export PDF to JPG for social media posts)



Please be sure to tag your posts #BestCommunitiesForMusicEducation



The NAMM Store

In addition to the complimentary templates, we are offering items for purchase. Please visit The NAMM Store to learn more!

- Journal
- Water bottle
- Pencils
- Ceramic Mug
- Stickers
- 4" X 6" Desk Flag
- T-shirt

JOURNAL



WATER BOTTLE



PENCILS



MUGS



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Tools & Resources

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2024 SMMA Logo



Provided in various file formats for both print and web.

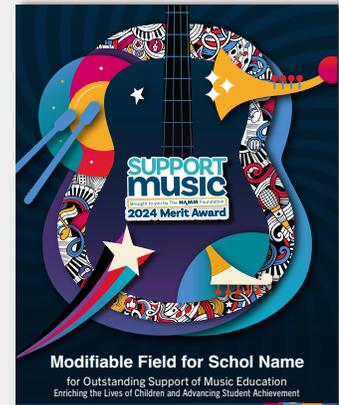
2024 SMMA Email Signature



SMMA Banner 4'x8'(48"x96")



2024 SMMA Poster 11"x17" & 22"x28"



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2024 SMMA Social Media Tiles:



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Please be sure to tag your posts #SupportMusic