

MUSIC FOR ALL
Advocacy in Action

A collage of 12 hexagonal images arranged in a honeycomb pattern on a dark blue background. The images depict various school music and band activities. The hexagons are colored in shades of blue, green, orange, and grey. The images include: a student in a marching band uniform playing a saxophone; a marching band performing on a field at night; a student playing a tuba; a student playing a violin; a student playing a trumpet; a student playing a tuba; a student playing a violin; a student playing a trumpet; a student playing a tuba; a student playing a violin; a student playing a trumpet; a student playing a tuba.



Music for All



PROMOTIONAL TOOLKIT

CONGRATULATIONS! Music for All has recognized your school for its commitment to scholastic music advocacy with an Advocacy in Action Award. The best way to publicize this national recognition is to encourage local media to cover the news in print, broadcast, and online stories.

In this toolkit, we have provided materials that can help you raise the visibility of your music program and to celebrate this important designation by Music for All. If your school district has a Public Information Officer/Communications Department, please share this kit with them.

WHAT ARE THE ADVOCACY IN ACTION AWARDS?

Advocacy in Action is a signature program of Music for All designed to collect, recognize, and share effective practices and initiatives that support music education in our schools. We hope that by celebrating these programs, we can inspire others to lead by example and take action in their own programs and communities. The materials in this Promotional Toolkit will assist recognized schools and districts as they share the good news about this national recognition and raise the visibility of their district's music education offerings.

A variety of nationally known organizations act as advisors for the Advocacy in Action program, including [The NAMM Foundation](#) and the [National Association for Music Education](#).

How was my community or school selected?

Your program was selected based on an application submitted by a representative of your district or school, which provided a detailed description about the music program and the specific project. Submissions were reviewed by a national panel of educators, administrators, community leaders, and business leaders recognized by achievement in their own advocacy efforts.

What does this designation mean to my community or school?

The award recognizes and celebrates the commitment of school administrators, community leaders, teachers, and parents who believe in music education and are advocating to ensure that it is part of a comprehensive education for all children.

The award highlights the benefits of a strong music program and shows what your school or community is doing to provide access and opportunity for active music-making. The award also allows educators to showcase their own music programs that are sometimes overlooked or not fully understood by members of the public beyond the school community.

What is Music for All?

Music for All is one of the largest and most influential national music education organizations in support of active music-making. Music for All is unique in that it combines programming at a national level with arts education advocacy.

We believe that music and arts education is core to a students' well-rounded education and must be available to all students. As an advocate for music and arts education, Music for All offers educational programs that support the efforts of instrumental music and choral teachers at the high school and middle school levels, as well as provide positively life-changing experiences for students.

For more information about Music for All, please visit www.musicforall.org.

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MEDIA ENGAGEMENT

Receiving an Advocacy in Action Award provides an outstanding opportunity to showcase your community's commitment to music education. Media coverage not only helps to further awareness of music education within your community, but has the potential to increase support for scholastic music programs.

1 SEND OUT THE ADVOCACY IN ACTION AWARDS PRESS RELEASE.

Stand Out: Download the customizable press release template (page 6) to create a feature for your program by filling in information specific to your district or school. **Use this release to highlight anything unique or new about your music program**, such as music students' academic improvements or accomplishments, student or ensemble recognitions, student selection in region or state honor ensembles, and/or partnerships with local music establishments and/or community organizations. Consider noting the number of students who participate in the music program and emphasize curriculum offerings that engage students.

Reach Out: Send the release via email to elected officials or local media outlets such as newspapers, TV and radio stations, and blogs and community websites. If available, work with your district's communications office to reach these outlets.

Get Personal: People are drawn to human interest stories! Consider asking a student or teacher for a quote about the impact school music has had in their own lives to be included in the release.

Add Visuals: Make sure to include the best digital photo(s) or video(s) of your music program and participants. Don't forget to check that your student photo releases are up-to-date!

2 CONNECT WITH LOCAL MEDIA.

Music in Action: Invite local media to attend and capture your next student performance or your music program's Advocacy in Action plaque presentation. Set up interviews with one or two students who exemplify your music program's vision and goals. This is the perfect opportunity to follow up on your press release!

Invite: Use the customizable the media alert (page 5) to include details about the event and note the type of visuals and/or interview opportunities available to the media.

Student Stories: Consider having an articulate student speak to the media about the impact music has had in their lives. Ensure that your spokesperson is well prepared to answer questions!

Get Media Savvy: For a broader perspective on the Advocacy in Action program, members of the media can contact Emily Timmons at emily.t@musicforall.org or call **317-636-2263**.

3 GET SOCIAL.

Communicate the unique aspects of your program to your local community and beyond through social media.

Announce the Award: A simple social media post featuring the award logo and some accompanying text has the opportunity to be seen by thousands of people when announced on a social media platform. Head to page 7 to access and download our sample template to share your award. Encourage your students and community to share as well!

Keep the excitement going! Consider creating multiple, spaced-out posts with photos of your program, award presentation, student performances, and other music-related opportunities to keep your achievement on people's minds.

Video: Posting a series of short videos (30 seconds to 1-minute each) can be an effective way to keep people talking. Consider filming teachers, administrators, and students discussing the award, what music means to them, and/or what they like most about making music at school.

Student Participation: Ask your students to participate in sharing the achievement in their own creative ways.

Sample Social Media Copy: We're excited to announce that _____ (School Name/Program Name) has been named a 2023 Advocacy in Action (Award Recipient/Honorable Mention Recipient) in the _____ (category) for our [Name of Project]. We are excited to share this special honor with our supporters! You can view our submission here: <https://advocacy.musicforall.org/>

With all social media posts, please use the hashtag, **#MFAdvocacy**

4 SHARE MEDIA COVERAGE WITH THE COMMUNITY.

Collect: Display your success throughout the district and/or school and administrative buildings by framing news articles.

Share: Use newsletters, district-affiliated websites and social media to share media coverage with parents, other teachers, administrators, local politicians, and school board members.

Inspire: Feature the Advocacy in Action logo (available in this promotional toolkit download) on program websites and in email signatures.



MEDIA ALERT TEMPLATE

[Name of School/Program/District] **Recognized with National Scholastic Music Education Advocacy Award**

What: [Concert/Celebration/Press conference/Certificate Presentation] recognizing [name of school/district] for receiving a 2023 Advocacy in Action Award from Music for All.

The award recognizes the commitment and dedication of [name of school or district] to music and the arts as innovative learning opportunities for a well-rounded education.

Who: [number] students from [name school or after-school program] [insert activity/visual] led by [insert music teacher or administrator's name].

When: [day, date and time]

Where: [location, address, city]

Why: [School/Program/District] has been named one of twenty-two schools across the nation to receive an Advocacy in Action Award from Music for All. [School/Program/District] demonstrates an unwavering commitment to providing comprehensive music education for all students.

Opportunities for Media: [Interviews with administrators/faculty/staff/students/parents, etc., witness music program in action]

For more information, please contact [name and contact].

About Music for All

Music for All is one of the largest and most influential national music education organizations in support of active music making. Music for All is unique in that it combines programming at a national level with arts education advocacy.

Our mission is to create, provide, and expand positively life-changing experiences through music for all. Our vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music-making in their scholastic environment.

We believe that music and arts education is core to a students' well-rounded education and must be available to all students. Music for All is an advocate for music and arts education. Our educational programs support the efforts of instrumental music teachers at the high school and middle school levels, as well as provide positively life-changing experiences for students.

For more information about Music for All, please visit www.musicforall.org.

[Contact: Insert name]

[Email]

[School/District] Receives National Recognition for Music Education Advocacy

CITY, STATE - January **XX**, 2023 - **[City/Town]'s [School]** has been honored with an Advocacy in Action Award in the **AWARD CATEGORY** from Music for All, Inc. for its outstanding commitment to music education advocacy.

The Advocacy in Action Award designation is presented to music programs, schools, and communities across the United States that demonstrate outstanding achievement in efforts to provide access to music education for all students.

To qualify for the Advocacy in Action Award designation, **[School/District/Program]** submitted a detailed description of its music program and its project, **[Project Title]**. Submissions were reviewed by a national panel of educators, administrators, and community and business leaders. **[Project Title]** was named as a 2023 **[AWARD RECIPIENT/HONORABLE MENTION RECIPIENT]** in **[CATEGORY]**.

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

Research continuously indicates student engagement in sequential music learning improves brain function while developing the life skills of empathy, self confidence, and collaboration. Additionally, students of the arts demonstrate higher attendance, graduation rates, and academic achievement compared to their non-arts peers.

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

[School/District]'s submission will be part of the Music for All Advocacy in Action website (advocacy.musicforall.org), a clearinghouse of practical advocacy examples that can be adapted and replicated by programs nationwide. By collecting, recognizing, and sharing outstanding examples of local advocacy efforts, Music for All ultimately hopes to inspire others across the nation to take action in their own communities.

[Add information about school and music department/ensembles.]

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Music for All's vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in their scholastic environment.

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DOWNLOAD MARKETING COLLATERAL

MARKETING COLLATERAL

Please download the official 2023 high-resolution posters, logos for print, and promotional web customizable social media to use. All materials can be found at advocacy.musicforall.org/pr-kit

Posters 11 x 17 and 8.5 x 11



Letterhead



Social Media Graphic



Logo Usage

The Music for All and Advocacy in Action Logos are available for you to use to publicize and celebrate your program's achievements. When using these logos, please take care to maintain their original proportions to avoid distorting the logos as you change their size.

"Squished" - too short



"Stretched" - too tall



Just right - 100% X 100%



For additional support in publicizing your Advocacy in Action Award recognition, please contact Emily Timmons at emily.t@musicforall.org or call **317-636-2263**.

As you post about your Advocacy in Action Award on social media, be sure to tag Music for All!

Facebook: @musicforallnetwork

Instagram: @officialmusicforall

Twitter: @musicforall





BENEFITS OF MUSIC EDUCATION: THE FACTS



Studies have shown that diligent instrument training from an early age can help the brain remain focused when absorbing other subjects from literature to tensor calculus.

[Source: Scientific American, (2010).]



The cognitive structures developed through music instruction help to expose and illuminate more general organizing structures relevant for other disciplines.

[Source: Research in Music Education, (2009).]



The combined results of 30 studies indicate that music instruction has a significant positive effect on reading.

[Source: Update: Applications of Research in Music Education, (2008).]



Schools with music programs have significantly higher graduation and attendance rates than those without music programs.

[Source: Harris Interactive, (2006).]



Students in high-quality school music programs score higher on standardized tests compared to students with deficient music programs, regardless of socioeconomic level of the school.

[Source: Journal of Research in Music Education, (2007).]



Individuals who are musically trained show better working memory abilities than those who are not. Working memory allows for mental arithmetic and reading comprehension.

[Source: Music training and working memory: An ERP study, J. Neuropsychologia, (2011).]



**According to the results of
a July 2014 Harris Poll®**

71% SEVEN IN TEN
AMERICANS

say that the learning and habits from music education equip people to be better team players in their careers.

66% TWO-THIRDS OF
AMERICANS

say that music education prepares someone to manage the tasks of their job more successfully.

61% THREE IN FIVE
AMERICANS

say music education provided a disciplined problem solving approach, and 59 percent say it prepared people to manage tasks more successfully.

80% FOUR OUT OF
FIVE AMERICANS

believe their music education has contributed to their level of personal fulfillment.

