



April 2018

Orchestra AMERICA



Christian Howes, Quattrosound
Artists-in-Residence
at the Music for All
2018 Orchestra Camp



Sey Ahn
Conductor
of the 2019
Honor Orchestra
of America



June 5, 2018 Application Deadline
for the 2019 Orchestra America
National Festival



GREAT MUSIC - THE BYPRODUCT OF A GREAT TEACHER

By Kirt Mosier



When we consider being a teacher in any capacity, there is no denying that we must be a leader and a manager of people. Without organizational and relational skills, we find ourselves with a mind full of musical knowledge but no one with whom to share it.

Before tackling leadership and management techniques we must consider our philosophy. My philosophy of teaching is the following: "I teach

excellence and the dedication it takes to be excellent - music is the discipline that I use to teach these concepts". Looking at this simple philosophy, we see music is listed as a "discipline." Music is relegated to a "discipline" because we are developing young minds to systematically approach, problem solve, collaborate, interpret, and hone physical skills. All of these are great life skills. Surely the byproduct of teaching these important concepts will be great music! When we operate out of this philosophy base, we never run the risk of making the subject matter more important than the subjects themselves.

Practical Leadership and Management Techniques

1. A.D.M. – Advanced Decision

Making: Early in my career, I realized I was reacting to situations and becoming angry at times. This reactionary mode does not serve students well and does not lead to a healthy environment. If we as leaders realize that along the way we are going to be disrespected, misrepresented, challenged and so forth, we make the decisions about how we respond BEFORE these events occur. In a time of reflective thought without emotions clouding our judgment, we make quality decisions before events occur. This is a great way of maintaining a professional response and demeanor throughout all of the challenges that teaching a complex skill will require. During down time, I have a great time dreaming up wild scenarios and how best to respond to them.

2. Be The Same Person In Every

Circle Of Your Life: If I keep the same demeanor in every situation, I will

garner the respect of students, parents, and administration. If the principal or a parent walks into the room and I completely change my approach with the students, I might just be a poser!

3. Vertical Leadership (Sway): Vertical leadership (also called sway) is to show leadership to those above you in the leadership chain when mistakes may have been made. A classic scenario of this concept can be seen in this example: An angry parent goes over your head and contacts the principal. The principal steps in and has a conference with you and the parent. An example of vertical leadership in this instance could be that once the issue is resolved, go back to your principal and suggest having the principal encourage the parent to meet first with you, the teacher, before having a meeting with the principal. This saves the principal time and helps the principal show the teacher's leadership position is valued in the problem solving hierarchy.

4. Mood Consistency: Keeping a consistently even and pleasant mood is one of the most important professional behaviors we can model. When students do not have to worry what kind of mood their educator is in, their minds are free to learn in a fun, relaxing environment.

5. Transparency: Be transparent with all of your leadership decisions. Chair placements, group placement, and competition among students all require difficult leadership decisions. Communicate your processes and let the students know you are doing your best to be honest and fair in all decisions.





6. Healthy Tension of Expectation:

Always create an atmosphere of expectation that we can be better than we are today. This expectation must be kept within reasonable limits. If we approach a group with expectations that are far too high or unrealistic, discouragement, humiliation, and tension become the standard feelings across the ensemble.

7. Acknowledge Your Mistakes: If the piece is in $\frac{3}{4}$ and I accidentally conduct in four, it is a great opportunity to stop, tell them what I did, make a joke, enjoy the imperfection and move on. Acting like something didn't happen could throw you right back into the poser category!

8. A Work In Progress: Don't forget all students are a work in progress trying to figure themselves out and decide how they will live their life. Give them room, don't shut difficult students out, and continually work to smooth their rough edges.

9. Avoid Using Confrontation:

Confronting difficult students about their behavior in front of an ensemble ratchets up tension and puts you in a win/lose situation.

10. Don't Avoid Confrontational Students:

I thought it would be somewhat humorous to follow up the previous point with this one to show there must be balance in confrontation. If an student is directly challenging you and the class atmosphere in front of the ensemble, you can not avoid it, or you will

lose the trust and respect of the ensemble. The best solution is to ask to speak with the student out of earshot of the group. Don't hesitate to let the school's discipline system work for you if it comes to this level of disciplinary action.

11. Be a Pacemaker: The best rehearsals will have short concise directions every time the music stops. Be careful to allow the general playing and pacing of the class to continue so that students enjoy the learning process. Try to limit your instructions from 5-10 seconds and then get back to the effort of music making.

12. Feelings Count: Long after your students have graduated, they will most remember how you made them feel. Your professionalism, demeanor, humor, and approach will help define the joy of music for all you teach. Your leadership extends well beyond the notes and you will create lifelong musicians from the spark of inspiration that students had when they met YOU, their master teacher.



KIRT MOSIER

A lifelong educator is active worldwide as a conductor, composer, and speaker.



Music for All Newsletter

Winter Issue | Spring Issue | Fall Issue
Orchestra Issue | Middle School Band Issue

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• INTERN PROGRAM

Maxwell Cathala
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Associate

Karissa Mills
Advancement Intern

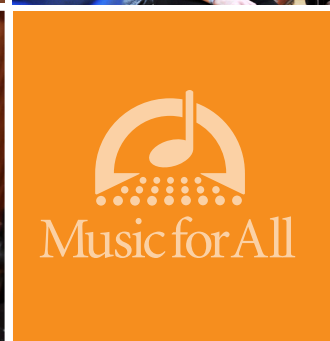
Bailey Peycha
Advocacy and Educational
Resources Intern

Emily Verdi
Participant Relations
Intern

Caroline Voelz
Marketing Intern





ORCHESTRA



Photos courtesy of Jolesch Enterprises

MUSIC FOR ALL **SUMMER SYMPOSIUM**

PRESENTED BY  **YAMAHA** 

June 25–30, 2018 Summer Symposium Camp • PLUS! Leadership Weekend Experience June 23–24, 2018
Enroll at www.musicforall.org/camp or call 800.848.2263 • Ball State University, Muncie, Indiana

ORCHESTRA PROGRAM

Music for All Summer Symposium offers string students an exciting experience, learning from award-winning faculty and Internationally-recognized artists. Students develop skills and musicianship working in diverse styles, from classical and jazz to pop and world music. The hands-on curriculum uniquely integrates collaborative learning side-by-side with world-class performers including the 2018 Yamaha Performing Artists, **Quattrosound**, during both master class sessions and on-stage concert performances!

Christian Howes 2018 Artist-in-Residence, Yamaha Performing Artist Jazz violinist, educator, and producer Christian Howes brings jazz and improv to the Music for All Orchestra Division. One of the world's most respected jazz violinists, Christian studied classically from the age of five, performing as a soloist with the Columbus Symphony Orchestra at age 16 and he received his bachelor's degree in Philosophy from The Ohio State University. In 2013, he was voted among the top three violinists in *JazzTimes'* Expanded Critics Poll and ranked as the #1 "Rising Star" violinist in the *Downbeat* Critics Poll. He regularly tours throughout Asia, Europe, and the United States. Learn more at christianhowes.com



Christian Howes – Artist in Residence – Yamaha Performing Artist

I really enjoyed being able to play and learn from/world-class professionals.

I loved the friendly environment, it made me feel like I was welcome to learn & develop as a musician & leader.

It was great working with excellent teachers and learning so much more about my instrument!



Quattrosound – Artists in Residence – Yamaha Performing Artists

2018 ORCHESTRA FACULTY WILL ALSO INCLUDE:



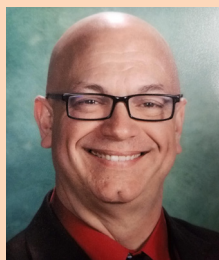
Douglas Droste

Director of Orchestras, Ball State University; Artistic Director, Muncie Symphony Orchestra; Symposium Orchestra Coordinator, Conductor



Nicole Deguire

Fishers High School; Violin



Doug Elmore

Louisville Youth Orchestra; Bass



Andre Gaskins

Indiana University–Purdue University Fort Wayne; Fort Wayne Philharmonic; Cello



Kathy Hershberger

Principal Violist, Kokomo Symphony Viola



Joel Powell

Carmel Clay Schools, IN; Violin

SUMMER SYMPOSIUM SCHOLARSHIPS

Instrumental Merit Scholarships

Instrumental Merit scholarships for members of honor ensembles are now available for eligible students enrolling in the Concert Band, Orchestra, Jazz Band, or Concert Percussion divisions of the Summer Symposium.

National Honor Ensemble Instrumental Scholarship \$200 Scholarship

For members of national honor ensembles, including the Music for All Honor Ensembles and ensembles like the GRAMMY Jazz Band, ASTA's National Honor Orchestra, or NAFME's All-National Honor Ensembles.

All-State Instrumental Scholarship \$150 Scholarship

For members of 2017 or 2018 All-State Band or Orchestra.

All-City/District Instrumental Scholarship \$75 Scholarship

For members of 2017 or 2018 All-City or All-District Band or Orchestra.

How to register with an Instrumental Scholarship

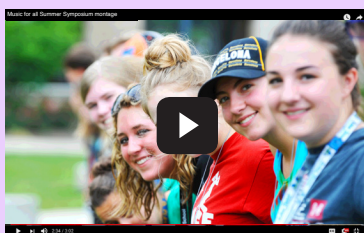
To receive the Instrumental Scholarships for the eligible divisions, certification of honor ensemble membership must be emailed to symposium@musicforall.org or mailed to the Music for All office. Certification can include a letter of acceptance into honor ensemble, certificate of membership, or letter from your music director certifying membership.

Additional scholarships may be available, visit camp.musicforall.org/scholarships to learn more.

REGISTRATION DEADLINES & FEES

PAYMENT	DEADLINE	PRICE
Full Fee	Register & pay by May 20, 2018	Residential - \$695 Commuter - \$575

Additional night's housing is available for an additional cost for Sunday, June 24 and Saturday, June 30 if needed for travel.



**Students and parents
learn about life
at camp with videos,
photos, and blog at
musicforall.org/camp**



CONCERTS AND EVENTS EVERY NIGHT!

YAMAHA YOUNG PERFORMING ARTISTS

Monday, June 25, 2018
8 p.m. • Emens Auditorium

BOSTON BRASS PRESENTED BY YAMAHA

Tuesday, June 26, 2018
8 p.m. • Emens Auditorium

QUATTROSOUND

Wednesday, June 27, 2018
8 p.m. • Emens Auditorium

UNITED STATES ARMY FIELD BAND & SOLDIERS' CHORUS

Thursday, June 28, 2018
8 p.m. • Emens Auditorium

DRUM CORPS INTERNATIONAL CENTRAL INDIANA

Friday, June 29, 2018
7 p.m. • Scheuermann
Stadium

Blue Stars | Carolina Crown
The Cavaliers | Colts
Crossmen | Genesis
Madison Scouts
Phantom Regiment

REGISTER ONLINE: CAMP.MUSICFORALL.ORG/REGISTER

DIRECTORS CAN ATTEND FREE!

Bring 12 students from your school and attend the Directors' Academy for high school and middle school band directors totally free; bring six students and come tuition free. If you also teach band, or have colleagues in your music department who do, we hope you'll consider this outstanding offer!



Leave the driving to us...

Music for All has developed routes from many areas of the country with buses already scheduled to transport students to the Summer Symposium. Visit camp.musicforall.org/bus



2019 HONOR ORCHESTRA OF AMERICA

at the **Music for All National Festival**
presented by **YAMAHA**

March 13-16, 2019 • Indianapolis, Indiana

The Honor Orchestra of America provides a truly positively life-changing experience for outstanding string players, orchestral winds, and percussion.

The 2019 Honor Orchestra of America will perform on Friday and Saturday evenings, March 15 and 16. Members will have the unforgettable opportunity to perform on stage in an outstanding concert venue under the baton of an accomplished conductor, alongside the finest musicians.



Sey Ahn
2019 Conductor
Idyllwild Summer Music Festival Orchestras



Larry J. Livingston
Artistic Director, Honor Orchestra of America University of Southern California

Highlights include:

- Rehearsals and performances under the baton of a renowned conductor
- Instrumental workshops with leading professionals
- Honor Orchestra of America post-concert reception for members and families
- Personalized certificate, patch, and exclusive Honor Orchestra of America member lapel pin
- Educational CD recording of the Honor Orchestra of America concert and group photograph

Selected members participate in a five-night festival package, quad occupancy, for \$755 (\$700 for four-night package). Members are responsible for their transportation to and from Indianapolis. Members must be present at 7 a.m., March 13, 2019.

Application/Audition Deadline:

- **Strings – October 1, 2018** deadline to be eligible for the Livingston Scholarship
- **Strings – November 1, 2018** final deadline

Apply online at
www.musicforall.org/honorensembles
\$45 Application Fee

Music for All Orchestra Team Also Includes:



Douglas Droste



Col. Lowell Graham



Jeffrey Grogan



Franz Anton Krager



Paula Krupiczewicz



Anthony Maiello



Kirt Mosier



Kirk Moss



Desiree Overree



Brian Worsdale



Dean Westman



2019 ORCHESTRA AMERICA NATIONAL FESTIVAL

at the **Music for All National Festival** presented by  **YAMAHA**

Application now open!

March 14-16, 2019 Indianapolis, Indiana
Application Deadline: June 5, 2018

The Orchestra America National Festival is part of the Music for All National Festival, presented by Yamaha. The Orchestra America National Festival is a non-competitive experience for outstanding high school, middle school, and youth orchestras. It is a celebration of musical excellence, combining world-class performance and evaluation opportunities with an exhilarating atmosphere of camaraderie in music.

The Music for All National Festival, presented by Yamaha, celebrates outstanding music-making by the nation's finest scholastic ensembles. The Music for All National Festival is an integral part of Music for All's mission to create, provide, and expand positively life-changing experiences through music for all.

The Festival includes the:

- Orchestra America National Festival
- Chamber Music National Festival
- Music for All National Choir Festival
- National Concert Band Festival
- Sandy Feldstein National Percussion Festival
- Honor Orchestra of America, plus the Jazz Band of America and Honor Band of America

A non-competitive, supportive experience:

The non-competitive atmosphere of the Music for All National Festival provides a place for growth, cooperative encouragement, and mutual respect among music programs, students, parents, boosters, and administrators.

Directors select their own programs; there is no required repertoire. There are no ratings or rankings so directors and their ensembles are free to stretch themselves, reach for new heights, and strive for innovation, growth, and excellence, rather than focusing on a rating or placing.

Participating students experience an atmosphere of mutual respect while enjoying concerts from other outstanding ensembles. Ensembles that perform at the Festival are recognized as being among the finest in the nation. The preparation process itself for the Festival can have a positive effect on your music program. Participation is a "credential" worth having.

Concert Performances and Clinics

Each ensemble performs a concert before a knowledgeable audience, including the Festival

evaluation panel, music educators, and fellow student musicians. Ensemble conductors receive recorded and written comments from the evaluators on their performance, as well as on their conducting. Following the performance, each ensemble has a private clinic with one of the Festival Clinicians.

One-on-One Session for Conductors

Each ensemble conductor will receive a one-on-one mentoring session with one of the Festival evaluators or clinicians. This mentoring session affords the conductor the opportunity to engage one-on-one with the evaluator about the program and topics of interest to both the conductor and the mentor.

"Amazing experience for our students. It exceeded their expectations."

Scheduled Observation: Concert observation time is scheduled and required for each ensemble, ensuring that all ensembles perform for a knowledgeable, appreciative audience who in turn enjoy outstanding performances of quality literature.

Instrumental Workshops: All students participate in instrumental workshops led by top applied faculty and professional musicians, including musicians from the Indianapolis Symphony Orchestra. These workshops provide opportunities for interaction with outstanding performers whose insight and experience exemplify musical achievement.

Social Events for Students and Directors: The Festival socials give students the chance to relax, have fun, and get to know students from other programs across the country. The director and evaluator reception and hospitality opportunities offer networking and informal interaction with colleagues, guest artists, and icons of music education.

Gala Awards Banquet: The Festival culminates with a formal banquet for students, directors, parents, staff, and evaluators that exemplifies the Festival's first-class standards. Guests enjoy a plated dinner, recognition, and presentation of awards to each ensemble. With over 2,500 guests, the banquet is sure to be unforgettable for you, your students, parents, and supporters.

World-Class Venues and Facilities: Music for All National Festival ensembles perform in outstanding, world-class venues. Concert halls and venues that host Festival performances include Clowes Memorial Hall and the Howard L. Schrott Center for the Performing Arts on the Butler University campus; Hilbert Circle Theatre, home of the Indianapolis Symphony Orchestra; the beautiful St. John the Evangelist Catholic Church, the Indiana Historical Society, Warren Performing Arts Center, and the Christel DeHaan Fine Arts Center at The University of Indianapolis.

Recording and Photo Package: Each student and director will receive a professionally-recorded CD and a group photo from the event.

Festival Hotels: Festival ensembles stay at outstanding hotels, including the Marriott Place Indianapolis, featuring the JW Marriott and four Marriott hotel properties, and additional downtown hotels, surrounded by numerous cultural and recreational attractions.

Ensemble Hosts: Each ensemble will be assigned a host, who will help guide you through the Festival weekend. Hosts are not only familiar with the Festival, many of them have also had an ensemble perform at the Festival in the past. All hosts are committed to ensuring that you have the best possible experience before and during the Festival.

Opportunities for Additional Orchestras: Many music programs want to travel with all of the students in their school's orchestra program, and Music for All provides educational options to allow as many of your orchestra students as possible to participate. Directors can choose to submit audition applications for multiple orchestras or chamber ensembles from their school.

Festival Invitation Visit and Director "Fam" Trip: Every invited orchestra is offered a visit to your school from a member of the Festival team. This visit, which is mandatory for first-time participating schools and/or directors, helps your students, parent boosters, and administration understand the magnitude of your achievement.

A mandatory familiarization trip to Indianapolis for directors of all accepted ensembles will take place at the Festival performance venues and hotel facilities. Directors will tour the hotels, performance halls, warm-up, and clinic rooms. The Festival schedule and pricing will be thoroughly discussed to ensure a complete understanding of pre-planning information for your ensemble. The "Fam" Trip for the 2019 ensembles will be Sunday, November 11, 2018 in Indianapolis, Indiana. Transportation and housing for the "Fam Trip" to Indianapolis is at the participating ensemble's expense.

How to Apply
2019 ORCHESTRA APPLICATION
DEADLINE: JUNE 5, 2018
All application information is available
online at www.musicforall.org/festival

The Music for All National Festival audition process offers a unique opportunity, as the audition process is a tool you can use to take your program to the next level. All auditioning ensembles receive recorded and written evaluation from the evaluation panel. The evaluation is "blind"—ensembles are not identified in the audition process. Evaluators recommend ensembles that demonstrate an

exemplary level of excellence to receive an invitation to perform at the Festival.

Requirements for Application: A completed application consists of the completed online Festival application form submitted with the audition recordings, administrator signatures, application fee, and three copies of scores (scores shipped to Music for All office).

Specific requirements for application and audition recordings are included in the Requirements for Application and Participation in this brochure and online at musicforall.org/festivalapplication.

Application Fees

- \$250 for bands, orchestras, and choirs
- \$200 for percussion ensembles.
- Chamber Festival Application Fee is \$100 for the first chamber ensemble from a single school, and \$75 for each additional ensemble, capped at \$500 for up to eight applications from a single school.

"Input Only" Audition Option

Ensembles who want the evaluation and input from the panel of audition evaluators, but who do not wish to receive consideration for an invitation to the 2019 Festival, can choose to send an audition recording and application for input only by checking the "Input Only Option" box on the application.

Completed application form with audition recordings, administrator signatures, application fee, and three original scores must be received by June 5, 2018.

Application is online at musicforall.org/festivalapplication.

Mail/ship all supporting application materials (scores) to:

**Attn: Participant Relations
Music for All
39 W. Jackson Place, Suite 150
Indianapolis, IN 46225-1010**

WRAP UP 2018

ORCHESTRA AMERICA NATIONAL FESTIVAL

at the **Music for All National Festival**

presented by  **YAMAHA**



The Orchestra America National Festival at the 27th Annual Music for All National Festival, presented by Yamaha, was held March 15-17, in Indianapolis, Indiana. The Festival included 71 invited school ensembles.



The Festival included these Festival programs for middle school and high school ensembles:

Orchestra America National Festival
National Concert Band Festival
Sandy Feldstein National Percussion Festival
Chamber Music National Festival
The Premiere National Choir Festival
Indianapolis School Music Festival

Congratulations to the orchestras who performed at the 2018 Festival:

- Beck Junior High Chamber Orchestra; Katy, TX
- Hanford High School String Orchestra; Richland, WA
- Hanford High School Symphony Orchestra; Richland, WA

- Hildebrandt Intermediate Chamber Orchestra; Spring, TX
- Klein Collins High School Symphony Orchestra; Klein, TX
- New World Youth Symphony Orchestra, Indianapolis, IN
- Seven Lakes High School Combined Orchestras; Katy, TX
- Seven Lakes High School Wind Symphony; Katy, TX

Students participated in instrumental master classes with members of the Indianapolis Symphony Orchestra and Yamaha Performing Artists. Special guest performers included members of the Ball State University Orchestra, Yamaha Performing Artist Rex Richardson,

the United States Army Brass Quintet, Yamaha Performing Artist Sean Jones, The Oakwood Aeolians, NOTUS from Indiana University, and Vandoren Emerging Artists David Milazzo, Ryan Toher, and Julian Velasco.

The Festival included the Honor Orchestra of America, conducted by Larry J. Livingston, and performed a concert of *Procession of the Nobles* by Nikolai Rimsky-Korsakov and *Symphony No. 5 in D minor, Op. 47* by Dmitri Shostakovich. The Honor Orchestra of America was one of three national honor ensembles, along with the Honor Band of America, and Jazz Band of America.

More than 3,800 student musicians, teachers, faculty, volunteers, event staff, and family and friends participated in the 2018 Festival.



Photos courtesy of Jolesch Enterprises



- ❶ Honor Orchestra of America dress rehearsal.
- ❷ Larry J. Livingston, Conductor and Artistic Director, Honor Orchestra of America.
- ❸ Carlos Lara, Director, Klein Collins H.S. Symphony Orchestra, Klein, TX.
- ❹ Honor Orchestra of America dress rehearsal.
- ❺ Vandoren Emerging Artists concert, part of the Chamber Music National Festival at the Music for All National Festival, presented by Yamaha.
- ❻ Student Master Class with Ingrid Fischer-Bellman, cellist with the Indianapolis Symphony Orchestra



2018

Advocacyⁱⁿ Action

A RADICALLY DIFFERENT CALL TO ACTION

Collect • Share • Inspire



“For too long music advocacy has leaned mainly on research-based justifications. Let’s get practical.”

—Eric Martin, President & CEO, Music for All

Advocacy and driving awareness are vital to the success of scholastic music programs. Teachers, students, and parents are music education’s best advocates, and they have a responsibility to take the lead and advance the conversation.

The **Advocacy in Action Awards** program is 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.

All scholastic music programs are welcome and encouraged to apply.

Take the lead and show the world your advocacy in action!

CATEGORIES INCLUDE:

- ♪ Decision-Maker Interaction
- ♪ Recruitment & Retention
- ♪ Community Engagement
- ♪ Marketing & Promotion
- ♪ Parent & Booster Involvement
- ♪ Fundraising & Sponsorship

For more information, visit advocacy.musicforall.org

Music for All is thrilled to announce its newest program to collect, recognize, and share effective practices and initiatives that support music education in our schools - Advocacy in Action Awards.

Outstanding entries will be available on advocacy.musicforall.org to share ideas and practices with arts educators nationwide and around the world. **Deadline to submit entries for the debut awards program: September 1, 2018.**

AWARD CATEGORIES INCLUDE:

Decision-Maker Interaction: It is crucial to decode how decisions for your school are made and by whom. Decision-makers are anyone with authority over resources—funding, staffing, time. What is happening in your community to advance the stature of music education in the eyes of the decision-maker? *Specific submission types include:*

- Outstanding Engagement with Community Leadership
- Outstanding Collaborative Effort with School Board
- Outstanding Collaborative Effort with Administrator/Administration
- Outstanding Collaborative Effort with Elected Officials

Recruitment & Retention: While there are many factors that influence the size and make-up of school music programs, recruitment and retention plans can have an immense impact on the stability and longevity of a program. Programs that show achievement in this category demonstrate a commitment to building and sustaining a high-quality school music program. *Specific submission types include:*

- Outstanding Recruitment Video
- Outstanding Beginning Recruitment Program
- Outstanding High School Recruitment Program
- Outstanding Recruitment Event/Activity
- Outstanding Middle School Retention Program
- Outstanding High School Retention Program

Community Engagement: Community engagement efforts can be powerful tools for demonstrating the value of a quality music program and connecting people through music, and any form of community engagement can build support and influence. Achievement in this category demonstrates a commitment

to establishing school music programs as integral parts of their communities. *Specific submission types include:*

- Outstanding Community Event
- Outstanding Community Engagement Program
- Outstanding Community Service Project
- Outstanding Community Engagement Video

Marketing & Promotion: The visibility of a school music program can benefit its advocacy efforts and help strengthen relationships with sponsors and community partners. Achievement in this category demonstrates a commitment to increasing the visibility of high-quality music programs. *Specific submission types include:*

- Outstanding Promotional Flyer/Poster
- Outstanding Concert/Contest Program Book
- Outstanding Television/Radio Promotion
- Outstanding Program Website
- Outstanding Organization Newsletter
- Outstanding Miscellaneous Multimedia

Parent & Booster Involvement:

Programs of all shapes and sizes benefit from additional support, and parents and boosters can often assist music programs by supporting administrative efforts, volunteering at events, and in a variety of other ways. Achievement in this category demonstrates a commitment to developing an engaged and supportive network of volunteers for your organization. *Specific submission types include:*

- Outstanding Parent/Booster Recruitment Program
- Outstanding Parent/Booster Engagement Program
- Outstanding Volunteer Management Program
- Outstanding Volunteer Opportunity

Fundraising & Sponsorship: Various fundraisers and sponsorship programs have been used by many programs in order to improve the quality of the materials and the learning environments afforded to their students. Achievement in this category demonstrates the understanding that creative and active fundraising benefits both individual students and entire programs. *Specific submission types include:*

- Outstanding Fundraising Video
- Outstanding Fundraising Event
- Outstanding Fundraising Program

- Outstanding Sponsorship Event
- Outstanding Sponsorship Program

GUIDELINES FOR SUBMISSION:

Eligibility

- Any United States scholastic music program (curricular or extracurricular) or scholastic music booster organization is eligible to enter.
- All curricular and extracurricular scholastic music programs are eligible to submit entries. This includes band, choir, orchestra, general music, and any other type of scholastic music program.
- Programs serving any age level (elementary, middle, or high school) are eligible.
- Public, private, parochial, and charter schools are eligible.
- Anyone may submit an entry (teacher, student, parent, etc.). All entries will require the signature of the program director/instructor.
- Eligible entries must have been produced or implemented during the 2017-2018 academic school year.
- Each entry must be completed in its entirety in order to be eligible to win.
- Each entry must be submitted by September 1, 2018 in order to be eligible to win. Physical materials and submissions sent to the Music for All office must be postmarked by this date in order to be eligible.

THE WINNERS

- All award recipients will be notified by email on or before November 1, 2018. Notification will be sent to the contact listed on the entry form.
- Honorees may be asked to submit additional information or be interviewed for Advocacy in Action promotional materials.
- 2019 Advocacy in Action Awards recipients will be publicly announced in January 2019.
- Winning entries will be promoted as featured advocacy content throughout the 2019 Music for All National Festival, Summer Symposium, and Bands of America Fall Marching Championships.
- Winning entries will also be promoted at state and national music education events where Music for All has a presence.

For more information and to apply visit:
advocacy.musicforall.org

► Pictured clockwise Dr. Jeremy L. Earnhart, Sarah Loughery, Mark Sternberg, Emily Ambriz, Conlon Griesmer



Dr. Jeremy L. Earnhart joins Music for All as Chief Operating Officer

STAFFING NEWS

Dr. Jeremy L. Earnhart joined Music for All as Chief Operating Officer in January 2018. As COO, Dr. Earnhart was the Director of Fine Arts for the Arlington (Texas) Independent School District (AISD) 2013-2017. He was a member of Music for All's Board of Directors, and adjudicated numerous Bands of America and Music for All programs and events. Dr. Earnhart was director of L.D. Bell High School Band, and served on L.D. Bell's faculty from 1998-2009. He graduated from the University of North Texas with a Bachelor of Music and Masters of Music Education, holds certifications in International Baccalaureate Music, and a Doctor of Education in Educational Leadership from Dallas Baptist University.

Sarah Loughery was added to Music for All's Indianapolis staff as Contoller. Loughery is a Certified Public Account with a corporate accounting background that spans over 20 years.

Mark Sternberg was promoted to Events Manager in December 2017. Sternberg has been a part of the Music for All events team since 2013. He earned Bachelors & Masters in Music Education from Butler University.

Emily Ambriz has been promoted to Marketing Coordinator. She graduated from Ball State University with a Bachelor of Arts in Public Relations.

Conlon Griesmer has joined Music for All as Events Coordinator. He holds a Bachelor's Degree in Human Resource Management from the University of Tennessee-Knoxville.

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This project is made possible by the support of the Indiana Arts Commission and the National Endowment for the Arts, a federal agency.



Additional Funding Support

Case Study: How To Grow High School Orchestra Enrollment

By Savy Leise
(Originally published in
Yamaha SupportED Magazine,
Summer 2016)

The halls of Robert McQueen High School in Reno, Nevada, are buzzing with excitement and anticipation for the summer. It's not the typical end-of-the-school-year eagerness that has these teenagers bouncing in their seats; it's a 16-day tour of Europe, featuring the McQueen High School Orchestra. This July, orchestra students will embark on their second European tour, where they will perform in London, Paris, Switzerland, Austria and Germany. This tour comes on the heels of their performance last year at the American String Teachers Association (ASTA) National Orchestra Festival in Salt Lake City, in addition to their regular concerts in Reno. Under the leadership of director Kenny Baker, the McQueen High School Orchestra has become a major cultural component in Reno.

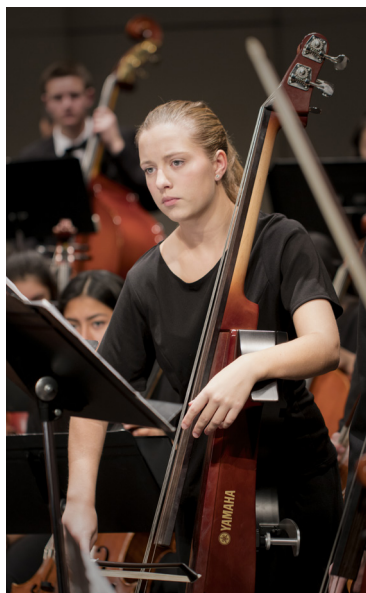
When Baker arrived at McQueen right after receiving his bachelor's degree in music education from the University of Nebraska-Lincoln in 2004, the orchestra consisted of 57

students who performed a few concerts in the school gymnasium each year. Since then, Baker has transformed the group into a 136-member orchestra that he is proud to take around the city, country and world.

Upon his arrival at McQueen, Baker instantly realized that there was room for growth. "The orchestra was a third of the size of the band and choir," he explains. "The band was going to the Fiesta Bowl. The choir was traveling all over. I had this vision that that's what the orchestra needed to be."

Continue reading the remainder of this article on the Yamaha Blog

Link: <https://hub.yamaha.com/case-study-how-to-grow-high-school-orchestra-enrollment/>



BE PART OF THE MUSIC Year-End Review

Be Part of the Music took huge steps forward in 2017, to be positioned better than ever to get and keep more kids in music.

User Demand – Grew our user database by 156% over last 24 months.

Impact – 97% of users say resources have a positive impact on their program.

Program Growth – 17 additional music students added per program per school.

Usage Analytics – Texas, California, and Illinois had the highest usage rates in the U.S., and average national usage grew more than 20% per state (YoY). Over 100,000 video plays and 45,000 unique web visitors in 2017.

Enrolled 60,000+ parents in its Music Advocacy Email Program

Be Part of the Music enrolled music programs at every level from across the country and created email content that gets sent to the students' parents on a monthly basis.

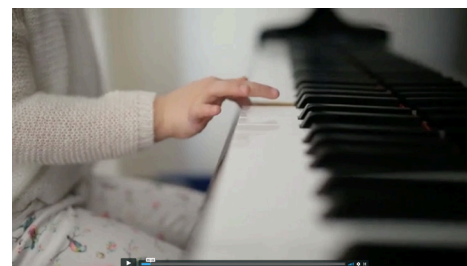
Launched materials in Spanish

Be Part of the Music translated all of our print materials to Spanish, giving music educators bilingual materials for parents of students who primarily speak Spanish at home.

Other key creations in 2017 included sharable parent handout cards and 20 music education 'commercials' featuring young musicians with inspirational messages, available online, and also played in stadium and on live webcasts at Bands of America Super Regional and Grand National Championships.

Music for All is proud to be a partner of Be Part of the Music.

Learn more at bptm.org.



The SPiN NETWORK

Music for All Launching New Channel this Winter for Archived Performances

Music for All has contracted with the Scholastic Performance Network (The "SPiN Network") to provide access to on-demand videos of scholastic music performances. SPiN has agreed to fund the restoration and digitization of Music for All video archives (including Bands of America performances) to allow them to be enjoyed by students and parents, and used by instructors for educational purposes. SPiN subscriptions are \$25 per year and provides access to all channels on the SPiN Network, which will soon include the Music for All channel.

NEW Inspired Design

"It sounds amazing.
So clean and natural."

Setting out to design a dynamic new electric violin for performing artists of all skill levels, Yamaha composed six types of wood, a lightweight body and a strikingly beautiful infinity loop design into the award-winning YEV-104 (four string) and YEV-105 (five string). With a natural touch, elegant curves and smooth, organic tones, they allow you to effortlessly move between the YEV and a standard acoustic violin, and between classical and modern music. Try them today at your local Yamaha Strings dealer.

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