



Education Advocacy Newsletter

Volume 1, Issue 2

Welcome

In this second issue of the **National Music Council's** Newsletter, I have assembled reports on activities from a cross-section of our membership organizations. It is my hope that in reading through these pages, you will learn more about other NMC members and discover new and perhaps unexpected areas in which your organization can work cooperatively.

Please send updates about your organization activities, as well as information about issues of concern via email to the National Music Council office: sandersd@mail.montclair.edu. I look forward to hearing from you.

Dr. David Sanders, *Editor*

National Music Council Honors Schuyler Chapin, Roberta Guaspari and Leonard Slatkin

The **National Music Council** hosted its **18th Annual American Eagle Awards** gala luncheon on May 18th at the New York Helmsley. The American Eagle Awards are presented each year to recognize individuals who have made unique and significant contributions to American music and music education. Past winners have included Van Cliburn, Benny Goodman, Morton Gould, Dave Brubeck, Lena Horne, Max Roach, Roberta Peters, Dorothy DeLay, Phil Ramone, and the Marsalis family.

The three 2000 Eagle Award honorees were internationally acclaimed conductor **Leonard Slatkin**, NYC Commissioner of Cultural Affairs **Schuyler Chapin**, and famed music educator **Roberta Guaspari**. This year's ceremonies featured special presentations by **Meryl Streep**, **Skitch Henderson**, **Gary Graffman**, and **Bob Oxnam**. Renowned pianist **Joseph Kalichstein** offered a musical tribute to the awardees.

The Council's annual *Leadership in Music* symposium preceded the awards luncheon. This year's program focused once again on music education issues and featured **Roberta Guaspari**, whose work was brought to national attention this past year as the real life story behind the Miramax film *Music of the Heart*. Ms. Guaspari is the creator of a unique violin program in the Central

INSIDE THIS ISSUE

- 1 Welcome/NMC 18th Annual American Eagle Awards
- 2 Partners in Excellence
- 3 Mu Phi Epsilon
- 4 ASOL / National Federation of Music Clubs Report
- 5 Copy-Free Schools / American Guild of Organists
- 7 Summary of MTNA Activities
- 8 MENC's 4th Biennial Music Education Summit

Continued on page 2

Continued from page 1

Park East and River East Public Elementary Schools of District 4 in New York City. For the past 12 years, she has created a 'violin culture' for hundreds of inner-city children, leading them to discover the rewards of serious musical commitment. The symposium was hosted by Dr. Robert Oxnam, Chairman of the Board of Directors of the Opus 118 Foundation.

"The Music Council is extremely concerned about the state of music education in this country's schools and strives to recognize individuals who are truly making a difference," stated Dr. David Sanders, Director of the Council. "Once again we focused our annual symposium on music education and created a new award category for music education advocacy in order to bring more public attention to the issue."

Accepting her award from presenter Meryl Streep, Roberta Guaspari explained, "By studying the violin, students are learning how to study anything – not just a musical instrument. It teaches them how to learn, how to persevere, how to be successful, and in the end gives them a sense of pride, which is the most important thing of all." Leonard Slatkin echoed the importance of commitment to music education on the part of the entire music community: "Our talents, as performers and creators, are of diminished value unless we can pass along to succeeding generations a love for music and the arts."

The National Music Council was founded in 1940 to provide a forum for the discussion of this country's national music affairs, to act as a clearinghouse for the joint opinion and decision of its members, and to work as a force to strengthen the importance of music in our lives and culture. Operating under charter from Congress granted in 1956, the council has a membership of some fifty national music organizations, encompassing every form of professional and commercial music activity.

"Partners in Excellence" Program To Recognize Exemplary Public School Partnerships

Englewood, NJ -- The **National Guild of Community Schools of the Arts** has undertaken a major national initiative entitled *Partners in Excellence*. In an effort to identify and recognize best practices in K-12 arts education partnerships and foster their replication, the program will focus on the processes which lead to the development of exemplary partnerships between arts organizations and public schools. *Partners in Excellence* is made possible through the generous support of the Josephine Bay Paul and C. Michael Paul Foundation. The program consists of four parts:

- Presentation of 15-20 partnership projects at a national summit conference
- Publication and national dissemination of the conference proceedings
- A training institute for program directors and key staff
- Publication of a guidebook

The Guild invites appropriate arts, cultural and higher education organizations to submit proposals for presentation at the national summit, to be held January 19-20, 2001 in New York City. Organizations may be nominated by colleagues in the field or make inquiries on their own.

Announcing the initiative, Lolita Mayadas, the Guild's Executive Director, said: "We believe successful partnerships are the end result of complex processes which need to be better understood and shared. We are interested in finding out how these processes evolve and how institutions change as the partnership matures. We

Continued on page 3

Continued from page 2

also want to find out more about programs that strengthen arts skills and/or learning through the arts. This initiative offers a unique opportunity for people from diverse sectors to participate in a focused and candid discourse about their experiences."

Presenters will be selected through a panel review process and will be asked to focus on the accomplishments as well as challenges and problem-solving strategies relating to long-term collaborations, either community-based or national in scope, between public schools and non-profit organizations. The panel will be seeking examples of progressive development and success within one or more of the following dimensions:

- ?? Ecology, or interrelationships, inherent in partnerships
- ?? Quality of the teaching and learning environment
- ?? Professional development for teachers and artists
- ?? Program evaluation and assessment of student learning

To assist in carrying out this initiative, the Guild has appointed a distinguished steering committee. Chaired by **David E. Myers**, Director of the Center for Educational Partnerships in Music and Associate Director of the School of Music at Georgia State

University in Atlanta, the committee also includes: **Ronne Hartfield**, Consultant and former Executive Director of Museum Education at The Art Institute of Chicago and of Urban Gateways: The Center for Arts in Education, also in Chicago; **Jane Remer**, Author and Consultant; **Larry Scripp**, Director of the Music-in-Education Program and Research Center for Learning Through Music at the New England Conservatory of Music in Boston; and **Andrea Temkin**, Executive Director of the Community School of Music and Arts in Mountain View, California.

The National Guild of Community Schools of the Arts is the service organization for a diverse constituency of non-profit, non-degree granting institutions which provide high quality instruction in the performing and visual arts to all persons, regardless of age, race, religion, aptitude or ability to pay. The mission of the Guild is to foster and promote broad access to high quality arts education designed to meet community needs. To that end it provides service, advocacy and leadership for community arts education organizations. The Guild currently represents 275 member institutions serving 300,000 children and adults.

For further information and application materials contact Jacqueline S. Guttman, Project Director, *Partners in Excellence* program (phone: 201/871-3337; fax: 201/871-7639; e-mail: jguttman@carroll.com) or visit www.nationalguild.org.

MU PHI EPSILON

Mu Phi Epsilon is an International Professional Music Fraternity of men and women with 74 alumni chapters and 133 collegiate chapters located throughout the United States, the Philippines and Canada. Founded in 1903 in Cincinnati, the Fraternity purposes are the recognition of scholarship and musicianship and the development of a bond of friendship among its members. The aims are the advancement of music in the community, nation, and world through the promotion of musicianship, scholarship, and music education, with an emphasis on service through music.

The Fraternity offers its members an original composition contest and a musicological research contest in alternating years. The Mu Phi Epsilon Foundation offers, annually, numerous grants, scholarship and other financial awards in various areas of musical performance and study. The Foundation's largest project is the triennial international competition open to members in all performance venues, the prize being a monetary award plus two years of sponsored concerts and recitals throughout America with expenses paid. Two works have been commissioned by composers Nancy Bloomer Deussen and Crawford Gates for performance at the gala Centennial Convention in August, 2003, Cincinnati, Ohio.

Report of the American Symphony Orchestra League

The main event in the life of the **American Symphony Orchestra League** this past year was a relocation of its headquarters from Washington, DC, to New York City. We still have a branch office in Washington, principally for government advocacy work, but the rest of our operations are now conducted from our headquarters at 33 West 60th Street, New York NY 10023. This space includes offices for approximately 40 people, as well as a spacious conference center. The conference center will soon be available, at very reasonable rent, to music and arts organizations that wish to use it for meetings of boards, committees, or other groups.

Approximately half of the League's Washington employees remained with the organization during the transition. The remainder were hired in New York. Two vice presidents left—Donald Thulean retired, and now lives in Seattle, and Bruce Coppock resigned to become Executive Director of the St. Paul Chamber Orchestra. The League recently hired Polly Kahn, formerly Director of Education at the New York Philharmonic, as Vice President for Orchestra Leadership Academy.

All of the League's former programs continue, and a few new ones have been added. The menu of seminars offered by Orchestra Leadership Academy has been greatly expanded. A new composer short-residency program, conducted jointly with Meet the Composer (and funded by the Andrew W. Mellon Foundation) has been introduced.

NATIONAL FEDERATION OF MUSIC CLUBS - ANNUAL REPORT 1999-2000

The **National Federation of Music Clubs** Centennial Celebration culminated with the Biennial Convention in St. Louis, Missouri in May of 1999. At that time **Dr. Barbara Irish** retired as President, and **Dr. Ouida Keck** was installed as the 29th President. Immediately after that she was also elected Vice President of the National Music Council.

In addition to the over \$750,000 in awards that NFMC gives to deserving young musicians, new awards were established during the past year in the areas of composition, music education, awards to summer music centers, accompanying, and chamber music. NFMC also will sponsor the 2001 Ellis Duo Piano Competition winners in a New York debut recital.

NFMC is a champion of the American composer, and this past year was proud to commission works for the Centennial celebration by Lowell Liebermann, John Prescott, and Eugene Butler. The most recent and future meetings of NFMC will feature works and appearances by prominent American composers such as Samuel Adler, Francis McBeth, and Libby Larsen.

NFMC Jr. Festivals provided opportunities for over 117,000 entrants to participate in the festival program and Gold Cup program. This festival is designed to promote and encourage the highest level of performance while providing exposure to American composers and their works.

In May four new Young Artist Winners were selected. Clancy Newman, cellist, Mary Wilson, soprano, Daniel Weeks, tenor, and Inna Faliks, pianist, each received \$10,000 cash awards and two years of concert bookings. The Young Artist program is designed to help launch the professional careers of aspiring young musicians. Previous recipients of this award include Claudette Sorel, Gary Lakes, Shirley Verett, and Kathleen Battle.

In conjunction with other music organizations, the Society for American Music in particular, NFMC moved the celebration of American Music Month from February to November. NFMC is also responsible for the founding of CAMEO, the Council of American Music Education Organizations. Over 18 organizations have joined in this effort for a more intense promotion of American music. Most recently NFMC, in conjunction with ASCAP, established an award for high school educational institutions in the area of American music, established an American Music in the Armed Forces composition contest, and added new awards for the promotion of music by American Women Composers.

Music Publishers' Association Celebrates Copy-Free Schools *Seventy School Music Departments Certify Copyright Law Compliance*

New York N. Y - **Music Publishers' Association** President **John Shorney** announced on May 1st the award of certificates of appreciation to 70 schools and school districts across the United States for their participation in the MPA's Copy-Free Zone program. A national campaign launched in November, the Copy-Free Zone program calls on school music department chairs to take the initiative to oversee U.S. Copyright Law education and compliance in their schools, using the Association's newly revised brochure, *Copying Under Copyright: Dos and Don'ts About the US Copyright Law* as a guide.

In encouraging schools to take part in the program, Shorney said "Music education is facing a crisis and composers of school music repertoire are suffering the most. The combination of reduced budgets and increased photocopying is having a crippling effect-this lack of financial incentive is forcing many writers of school music out of the field. We all must remember the value of the artists who create the musical works we use and work together to nurture their creativity."

Participants in the Copy-Free Zone program receive a certificate of appreciation, *The United States Copyright Law: A Guide for Music Educators*, and posters and buttons from MPA's "Stop the Domino Effect" campaign. The Copy-Free Zone program and links to its 70 participants (listing attached) are featured on MPA's website at www.mpa.org.

Founded in 1895, the Music Publishers' Association is the oldest music trade organization in the United States, fostering communication among publishers, dealers, music educators, and all ultimate users of music. MPA serves as a forum for publishers to deal with the music industry's vital issues, and is actively involved in supporting and advancing compliance with the copyright law, combating copyright infringement, and exploring the need for further reform. MPA keeps its members informed of the latest technology and production sophistication in graphics, engraving, computerization, and printing. The organization also studies the thrust and trends in economics and business as these influence the industry as well as informs its constituents of new laws, decisions, and regulations affecting publishers.

NATIONAL GRASSROOTS EFFORT WILL CELEBRATE THE PIPE ORGAN IN AMERICA

On October 15, 2000, the **American Guild of Organists (AGO)** will present ***Pipes Spectacular!*** – **The World's Largest Organ Concert**. This nationwide celebration of the pipe organ in America will feature more than 2,000 performers in over 200 family-oriented concerts throughout North America. It is a follow-up to the 1996 World's Largest Organ Recital, the most successful community outreach effort in the history of the Guild.

Pipes Spectacular will showcase the talents of the nation's leading professional organists in collaboration with other musical artists, including dance companies, brass ensembles, choral groups, and nationally-known soloists. Concerts will be presented in scores of urban, suburban and rural communities throughout the United States. Primary venues will include performing arts centers, concert halls and churches. "Informances," organ "crawls," multimedia presentations, and audiovisual technology will be integrated into many concerts.

Continued on page 6

Continued from page 5

Pipes Spectacular will entertain, educate, and attract new audiences to pipe organ music. It will help communicate the importance of music and arts education throughout our society. The event will increase public awareness of the pipe organ in America and will help raise funds for the American Guild of Organists' music education and professional development programs. A family audience of 100,000 people is expected to attend these local concerts. In addition, special TV and radio programming associated with the 200 concerts will reach an estimated audience of 300,000 people or more.

"Signature" *Pipes Spectacular* events include an exploration of the organ with singers, brass, and synthesizer at the National Cathedral in Washington, D.C.; a special concert featuring world-renowned organist Diane Bish performing with the Milwaukee Symphony Orchestra Chorus at the Marcus Center for the Performing Arts in Milwaukee, Wis.; and three different concert events in San Diego, Calif. at the Spreckels Organ Pavilion, St. Paul's Cathedral and at the First United Methodist Mission Valley Church. A "Flagship" concert, in collaboration with the Virgil Fox Society, will take place at New York's Riverside Church on October 8. The concert will pay tribute to the famous organist and will feature world-class organists such as Frederick Swann, Tom Hazleton, Robert Hebble, and others.

An important part of the publicity for *Pipes Spectacular* will be the involvement of "Celebrity Advocates." These high-profile spokespeople will help attract attention to the event and will promote music education and pipe organ music in America. Already,

Don Campbell, noted author of *The Mozart Effect*, Andreas Delfs, the young, dynamic conductor of the Milwaukee Symphony Orchestra, and Francis Rauscher, widely known for her ground-breaking research on the effects of music on the brain, have agreed to be "Advocates" for *Pipes Spectacular*. Other high-profile celebrities are now considering our invitation to be "Advocates."

Promotion and publicity for *Pipes Spectacular* is being directed by the National Headquarters of the American Guild of Organists. The event, its sponsors and celebrities, will be promoted through a multi-dimensional national publicity campaign using national media, and through well-planned and executed local community marketing efforts by individual chapters. Local AGO Chapters will promote *Pipes Spectacular* concerts through local media and retail outlets and through other initiatives.

The AMERICAN GUILD OF ORGANISTS is the national professional association serving the organ and choral music fields. Founded in 1896 as both an educational and service organization, the AGO seeks to set and maintain high musical standards and to promote understanding and appreciation of all aspects of organ and choral music. The mission of the AGO is to promote the organ in its historic and evolving roles, to encourage excellence in the performance of organ and choral music, and to provide a forum for mutual support, inspiration, education, and certification of Guild members. The Guild currently serves more than 20,000 members in 343 local chapters throughout the United States and abroad.

Summary of MTNA Activities For 1999-2000

Music Teachers National Association is a nonprofit organization comprised of 24,000 independent and collegiate music teachers committed to furthering the art of music through teaching, performance, composition and scholarly research. Founded in 1876, Music Teachers National Association is the oldest professional music association in the United States.

The past year was a time of substantial activity for MTNA. The continuation and development of new partnerships and programs served to benefit independent and collegiate music teachers and their students nationwide.

Activities and new initiatives included:

A partnership between MTNA and the International Association of Jazz Educators (IAJE) enables the two associations to work together in the development of a set of graduated educational guidelines for jazz studies to be used by independent music teachers.

New competition sponsor Steinway & Sons became sponsor of the MTNA-Steinway & Sons Collegiate Artist Piano Competition. The nation winner of this competition receives a Steinway Model M, 57' grand piano, valued at \$35,900. Yamaha Corporation of America Band and Orchestral Division became the sponsor of the MTNA-Yamaha High School Percussion Competition. MTNA holds national performance and composition competitions for junior high through collegiate students annually.

Theodore Presser Co. agreed to give special consideration for publication to the MTNA-Shepherd Distinguished Composer of the Year's composition.

Music Teachers Nurturing Audiences, a program sponsored by Kawai America for developing audiences for live music events, continued for a second year. The Rochester (Minnesota) Area Music Teachers Association (MTA) was awarded the grand prize for the most outstanding audience development project nationwide.

The 1999 MTNA National Convention was held in Los Angeles, CA, with 2,000 attendees.

A partnership with *From The Top*, a Public Radio International program, featured the national winners of the 1999 MTNA Junior High and High School Competitions on the program. This agreement continues for the 2000 competition winners.

MTNA FOUNDATION Fellow Program was established, providing a way for members to recognize friends and colleagues through a donation to the MTNA Foundation in that person's name. The gift bestows upon the person the title of "MTNA FOUNDATION Fellow."

The MTNA Student Achievement Recognition (StAR) Program enables college and university faculties to recognize outstanding graduating music students. MTNA provides the recipients a free national membership to MTNA. In 1999, eighty-eight students were recognized.

A Brief Legal Guide for the Independent Teacher was published by MTNA. This booklet answers the most frequently asked legal questions associated with music teaching in concise and understandable language.

Amazon.com and MTNA developed a partnership to make online shopping easy for MTNA members and to generate non-dues income from the purchases.

The MTNA website, www.mtna.org, continues to be expanded in many areas including on-line registration and applications.

MENC To Host 4th Biennial Music Education Summit

Music Educators National Conference will convene its 4th Biennial Music Education Summit on October 13–14, 2000 in Arlington, Virginia. The mission for this year's Summit, titled *Music for All & Music for Life*, is to reach out to the various attending organizations and encourage cooperation, collaboration, and partnership to further music education in the United States.

The meetings will focus on three distinct issues in music education: early childhood music, wellness and quality of life, and out of school/community programs. Guest speakers will include Reginald M. Felton (National Association of School Boards) and Terry Peterson (U.S. Department of Education).

Designated time and facilities will be set aside on the second day of the summit for organizations to meet in small groups in order to explore cooperative activities, collaborations, or to share information.

Past summits have focused on concerns related music organizations had about the status and delivery of music instruction in America's schools. In 1998, the summit continued its commitment to music education by helping MENC plan its Vision 2020 meetings and publications. These productive meetings brought together leaders and representatives from over 60 music organizations to rally the entire music community to work together in support of a national agenda to improve access to quality music instruction for all Americans.

For further information, please contact Arden Shafer at MENC, (800) 336-3768 or ardenes@menc.org.

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