



*Strengthening the importance of music
In our life and culture since 1940*

NEWSLETTER

Fall 2010

Join the Discussion on the Future of Music and Arts Education: September 29th

NAMM invites NMC members and the SupportMusic Coalition to join us Wednesday September 29, 2010 from 10:00 a.m. -11:30 a.m. at the Dorothy Chandler Pavilion for a discussion highlighting the future of music and arts education. Listen in as noted supporters speak passionately about this important issue.

Featuring:

Larry Aceves, Candidate for Superintendent of Public Instruction

Tom Torlakson, Candidate for Superintendent of Public Instruction

Taylor Dayne, Singer and songwriter

Lamont Dozier, Writer and producer, Rock & Roll Hall of Fame inductee

Benito Martinez, Actor, star of TV's "The Shield"

Ben McKenzie, Actor, star of TV's "Southland" and former star of "The O.C."

Wil-Dog Abers, Bassist, Ozomatli

Lita Albuquerque, Painter, sculptor, installation and environmental artist

Malcom Jamal Warner, Actor, director and musician, former star of "The Cosby Show"

Special Guest: Jack Black, Actor and musician, star of "School of Rock" and "Tenacious D"

Tune in to the live webcast of the event: Visit www.artsed411.org/participate/calendar.aspx to RSVP and see all event partners and sponsors. Members can also participate by [sending questions](#).

NMC Members Eligible to Subscribe to E-Bulletins produced by the Australian Music Council

Content distributed on a weekly basis:

- Australian Music News
- Employment Opportunities

Content distributed every two weeks:

- Events
- Competitions, Fellowships, Scholarships and Awards
- Composing, Performing, Recording, Media, Collaboration Opportunities
- Financial & Funding Opportunities
- Information Sources, Research and Policy
- Community Music

To register, go to:

<http://www.musicforum.org.au/register4eBulletins.shtml>

NARM AND CMA Partner For Nashville Entertainment Law Conference: The Honorable Marybeth Peters, United States Register of Copyrights, To Discuss the Future of Copyright Law

NARM, the music business association, announced that it is partnering with the Country Music Association (CMA) on an installment of NARM's new Entertainment Law Conference series in Nashville on Tuesday, Nov. 9 (1:00-5:30 PM/CT) at the Hutton Hotel (1808 West End

Avenue). The half-day continuing legal education course will be part of scheduled events leading up to "The 44th Annual CMA Awards," which will be held Wednesday, Nov. 10 (8:00-11:00 PM/ET) at the Bridgestone Arena and broadcast live on the ABC Television Network.

"NARM and CMA have enjoyed a rich history of collaboration through the years on a variety of industry initiatives, and we are really pleased to have them join us for one of our newest endeavors," said NARM President **Jim Donio**. "We feel that the level of speaker participation this law series has been known to attract, as well as the long-awaited and historic opportunity to hear firsthand about Marybeth Peters' near-record 16-year tenure as U. S. Register of Copyrights, will help foster greater involvement by the legal and publishing communities during CMA Awards week."

"The Entertainment Law Conference is an exciting opportunity for CMA and NARM to work together to foster education and understanding of copyright law at a critical time for our industry," said CMA Chief Executive Officer **Steve Moore**. "CMA is committed to being a resource for our industry by providing opportunities to explore and discuss important issues."

The Nashville Entertainment Law Conference will feature an interview with the Honorable **Marybeth Peters**. In one of the final public events of her tenure as United States Register of Copyrights, she will discuss some of the remarkable events of her career in the Copyright Office, the many twists and turns in U.S. and global copyright law and policy, and her ideas about the future of copyright law. Peters has served as the 11th United States Register of Copyrights since Aug. 7, 1994. She has held the positions of Policy Planning Advisor to the Register, Acting General Counsel of the Copyright Office, and as chief of both the Examining Division and the Information and Reference Divisions.

The program will also feature an impressive line-up of top-level speakers from the music and media business and legal professions. Panels will address the likely impact of the 2010 elections on music, media, and copyright legislation; copyright termination; and recent judicial interpretations of the Digital Millennium Copyright Act; and more.

A cocktail reception to honor Peters will follow the program. The reception will allow registrants to meet one-on-one with not only Peters, but all of the speakers featured throughout the program.

For preliminary agenda details and confirmed speakers visit <http://www.narm.com/events/cle-conference/119-nashville/>. To submit a speaker for consideration, contact Jon Potter, Program Director, at jpotter@rpgdc.com.

Registration for the event through Oct. 1 is \$149 for NARM and CMA members, \$199 for non-members, and \$69 for students. On Oct. 2, registration rates increase by \$50 for members and non-members and \$30 for students. You may register at <http://musiclaw1109.eventbrite.com/>.

MetLife Foundation and the National Guild for Community Arts Education Announce Support for Creative Aging Programs

MetLife Foundation and the National Guild for Community Arts Education are pleased to announce the 2011 **Creative Aging Program**. The program was launched in 2009 in response to a major demographic shift underway in the United States - the number of adults age 65 and above will double by 2050 - and recent research demonstrating that sustained participation in professionally-led arts programs can promote health and prevent disease in older adults.

The program will provide **funding, technical assistance and assessment support** to community arts education organizations in order to:

- Increase their capacity to serve older adults;
- Provide models of high quality creative aging programs to the field;
- Raise public awareness about the benefits of creative aging programs

A total of \$80,000 will be available to organizations that are Full members of the National Guild through two tiers of funding. If your organization is not a member, but would like to apply, visit http://nationalguild.org/join_guild.htm

Interested non-member organizations should submit a membership application and first-year dues payments at least one week prior to submitting an application. For more information, contact Heather Ikemire at heatherikemire@nationalguild.org or (212) 268-3337 ext. 10.

Informational conference call for prospective applicants: The National Guild has scheduled a conference call for Wednesday, October 6, 2010, at 1:00 pm EDT / 10:00 am PDT to answer any questions about the *Creative Aging Program*. Your participation will not factor into the review process. If you wish to join the call, please e-mail National Guild Program Manager, Jay Samios at jaysamios@nationalguild.org.

Creative Aging Resources: Toolkit and Training

This program is part of the National Guild's [Creative Aging Initiative](#). Applicants are strongly encouraged to refer to [Creativity Matters: The Arts and Aging Toolkit](#) before submitting a proposal. You may also want to attend the [Creative Aging Life Long Learning Institute](#) produced in association with the 2010 [Conference for Community Arts Education](#) on Wednesday, November 3, in San Francisco.

Applications must be submitted by e-mail to Ms. Jay Samios, jaysamios@nationalguild.org by October 22, 2010. To download the application form, you go to

<http://nationalguild.org/programs/creativeaging.htm#metlife>

Please direct all questions to:

Ms. Jay Samios, Program Manager
National Guild for Community Arts Education
212-268-3337 ext. 12
jaysamios@nationalguild.org

Back-to-School Survey Shows 'Glee,' 'Camp Rock 2' Fuel Kids' Desire to Learn and Make Music Despite School Budget Cuts



School choirs, drama clubs and bands are set to win the popularity contest this fall, thanks to shows like "Glee" and "Camp Rock 2." Today NAMM released the findings of an August 2010 Harris Poll, in which kids said musical TV shows or movies have made them want to become involved in various musical activities.

Illustrating the increased influence of music-themed entertainment programs, 31 percent of the more than 1,800 kids (ages 8 to 18) surveyed nationwide, want to become involved in music-making activities thanks to their favorite musical shows, with:

- 16 percent wanting to learn how to play a musical instrument
- 14 percent wanting to audition for a school play and musical
- 12 percent wanting to take singing lessons
- 11 percent wanting to pursue professional singing, while others responded with new or renewed interest to pursue any or all of the activities.

"According to the latest research, kids want more than ever to learn how to play instruments, join the glee club, or perform in school musicals," said Scott Robertson, director of marketing and communications, NAMM. "And with shows like 'Glee' returning this fall, kids are also going back to school with a greater desire to make music. But, unfortunately, many schools across the country are reducing or eliminating music and arts education programs. NAMM continues to support music education programs, and believes strongly in the passion young adults have for playing music."

The survey also highlighted the differences between the genders, with girls more likely than boys to say musical TV shows or movies inspire them to participate in musical activities (42 percent vs. 20 percent). Additionally, girls are more likely to want to:

- learn how to play a musical instrument (21 percent vs. 11 percent)
- be in a school play or musical (22 percent vs. 6 percent)
- take singing lessons (18 percent vs. 5 percent)
- be a professional singer (17 percent vs. 4 percent)

Girls are also more interested than boys in being involved in all of these activities (5 percent vs. 1 percent).

The gender disparity for interest in learning to play an instrument does not show up for the youngest tweens. One in five 8 to 9-year-old boys (21 percent) and girls (23 percent) say they are inspired to learn to play an instrument. However, this interest drops to 13 percent for 10 to 12 year old boys, and to 6 percent in boys' teenage years. Interest remains fairly constant for girls throughout their later tween and teen years.

As budget cuts continue to affect music education programs in schools across the country, NAMM is sponsoring activities such as a teen battle of the bands competition called SchoolJam USA to promote the importance of music making, and to provide an outlet for young adults to showcase their musical interest and

talent. Reinforcing the competition's mission to support music education, each of the top 10 SchoolJam USA finalists' schools will receive funding to support their school music programs. To further encourage active music making among teens, the finalists will also receive a credit toward the purchase of musical merchandise from a local NAMM Member music product retailer of their choice.

To learn more about the importance of music education and the many positive health and social benefits of music making for teens and tweens, please visit NAMM's public awareness campaign called Wanna Play? online at www.wannaplaymusic.com or look for Wanna Play By NAMM on Facebook or Twitter. To find out more about SchoolJam USA or to enter a band, please visit www.schooljamusa.com or get updates about the competition on Facebook or Twitter.

MEMBER REPORTS

National Federation of Music Clubs

The 2010 NFMC Fall Session was held in Pittsburgh, Pennsylvania, August 3-8, at the Pittsburgh Airport Marriott Hotel. Attendees experienced music at its best, showcasing 2009 Young Artist winner, Daniel Seigel, baritone, who will be presented in his debut recital at Carnegie Hall on November 6, 2010; David Allen Wehr, pianist and 1983 Young Artist winner; four 2009 NFMC Junior and Student/Collegiate winners: Katrina Bobbs, violin; Jacob Bellatti, piano; Daniel English, essay winner; and Caitlin McConnell, cellist; Duquesne University Tamburitzan alumni; Westminster College Faculty Brass Quintet; Renaissance Revels for Juniors, presented by Jeanine Yeager, composer; a workshop on "Teaching Composition at Juilliard and in Paris" with Dr. Philip Lasser, composer; plus other educational events featuring voice, collaborative piano, dance, and sightreading.

Dr. John J. Mahlmann, nationally recognized music educator and former executive director of the Music Educators National Conference (MENC) was guest speaker at the formal banquet. NFMC Citations were presented to Dr. Mahlmann, music educator, and to Dr. Philip Lasser, internationally known composer, for significant contributions to the musical, artistic, and cultural life of the nation.

A major NFMC project for 2010 is communication through the enhanced, user-friendly NFMC website to publicize musical opportunities to a wider audience.

Opportunities for growth, performance, and awards must be easily accessible as music is a gift to be shared.

Looking for awards, scholarships, performance opportunities for all ages? Visit the NFMC website: www.nfmc-music.org!

SESAC

SESAC @ Americana Music Festival & Conference: SESAC hosted a popular showcase during the "11th Annual Americana Music Festival & Conference" held at Nashville's Sheraton Hotel featuring performances by an impressive array of singer/songwriters. Jim Lauderdale, Webb Wilder, the Carter Brothers and Andrew Combs performed during the afternoon showcase that drew in a packed and enthusiastic audience.

Albert Ramirez III Named Associate Director, SESAC Miami: SESAC, the nation's fastest growing performing rights organization, has announced the appointment of Albert Ramirez III to the position of Associate Director, SESAC Latina. Ramirez will head up SESAC's Miami office and will be responsible for recruiting writers and publishers in the Miami/Puerto Rican areas and will serve as the day-to-day contact for affiliates.

Lady Antebellum Score SIX CMA Noms: SESAC congratulates Lady Antebellum on their SIX nominations for the 44th Annual CMA Awards which will be televised live on November 10. The trio, which includes SESAC affiliate Hillary Scott, landed nominations in the categories of Group of the Year, Video of the Year, Single of the Year, Song of the Year, Album of the Year and Entertainer of the Year. Lady Antebellum is also celebrating the No.1 success of their most current single, *Our Kind Of Love*.

SESAC Hosts Songwriters Bootcamp: SESAC hosted the third annual Songwriters Bootcamp on August 6, at LA's Skirball Cultural Center. The event is a no-cost symposium devoted to offering information on all aspects of the music industry to artists, song-writers and publishers, offering panel lectures and discussions courtesy of an array of established writers, producers, lawyers and industry insiders. The Bootcamp featured such high-caliber industry professionals as keynote speaker Ted Cohen of Tag Strategic, J.P. Shub from X-Play, Woody Jackson from Red Dead Redemption and Maddie Madsen from 5 Alarm Music Gail among many others. The event also featured "Speed Dating" a rotating panel of music executives giving feedback to a variety of questions on creating, publishing, managing and marketing music.
