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**Music Industry Advocacy: Real Time Outreach for  
Community Engagement!**



**PRESENTER: Dr. Fred Kersten  
Boston University**

**January 24, 2019**

**Hilton, Lower Level, Catalina 7**

**2:20-2:45 PM**

**Presenter**

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**Presentation Webpage:**

**<http://fredkersten.com/NAMM19/NAMM19WebPage.html>**

## Abstract

Besides selling me something what does a music industry person do or honestly care at all about my music program or what happens in my school or community? PLENTY! They care a lot! The local music stores and music industry are oriented more and more to advocate and support music education in the schools and members of the community.

This ongoing study provides a perspective of innovative efforts by local music dealers, music retailers, and NAMM as they outreach to the community. Data was collected at CMS-NAMM GenNext conferences in Anaheim and Nashville with supplemental information gathered through communications with local dealers via the Internet. Examples of current business outreach and NAMM support for the continuation of music programs will be provided. Representative illustrations of engagement include:

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Representative illustrations of engagement include:

1. Local music businesses providing totally free repair of donated instruments from community members, which are then distributed to underprivileged students with no instrument accessibility allowing them to be part of school music programs.

2. Music business-sponsored programs for disadvantaged schools that are completely supported with supplied instruments and instruction.

During this presentation, a synopsis of these activities will be provided in addition to a discussion of possible involvement, support interaction, and outreach inclusion possibilities to be considered by music business students as they prepare to enter the music business profession.

### Music Industry Advocacy: Real Time Outreach for Community Engagement

#### Focus and Purpose of Study

- This study provides a perspective of innovative efforts by local music dealers, music retailers, and NAMM as they outreach to the community.
- Students asked about music stores advocating music in their districts and how to deal with them.
- I took music business courses to get background.
- Began communicating with my local shops and became very interested as students need to know how music business can support them. Otherwise we are totally isolated from our partners in MUSIC.
- Advocacy MORE than just knowing about a group of people selling clarinet reeds!
- Decided to develop a Study!!

## Music Industry Advocacy: Real Time Outreach for Community Engagement

### Data Collection

- Data was collected at CMS-NAMM GenNext conferences in Anaheim and Nashville.
- Supplemental information gathered through communications with local dealers via Internet.
- Over 100 different organizations were interviewed and communicated with.
- Several major organizations assisted in identifying businesses that were involved in outreach activities.

## Music Industry Advocacy: Real Time Outreach for Community Engagement

### Summary and Significant Outcomes

- Mom and Pop organizations provide many significant communications for advocacy operations within their communities.
- Major music dealers also provide outreach to students and community groups, through community government organizations.
- NAMM and NAFME are currently working towards integrating and communicating as a one to support music education besides the merchandising and vending aspect.
- Much research is being done by NAMM as to the value of music in life and industry. Many outreach activities have been developed with the focus being for community action.

### Examples of Outstanding Outreach



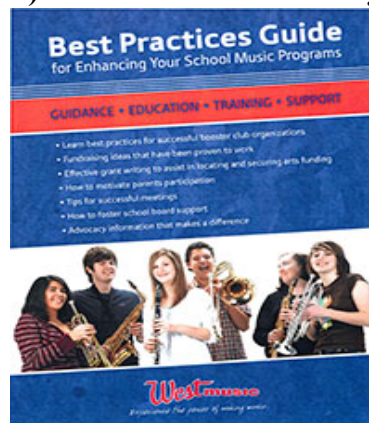
- Legacy Music Alliance in Utah.
- A Symphony of Saints Local music businesses providing totally free repair of donated instruments from community members, which are then distributed to underprivileged students with no instrument accessibility allowing them to be part of school music programs.
- Casio corporation-Music business-sponsored programs for disadvantaged schools that are completely supported with supplied instruments and instruction.
- West Music, Iowa. Strong support of booster clubs, arts in the schools. The West Music Booster Club Handbook contains ideas, guidelines and strategies for organizing and sustaining arts education advocacy. \*Strong web page supporting the arts in the Schools. Connections to NAMM videos, comprehensive art support websites.
- Risko Music Gives Back-Ossining N.Y. Free music services provided to hospitals, education foundations chamber of commerce.
- Hoggtowne Music, Florida-Music Teacher of the year award. Voices Rising Community Chorus, Ukulele Club.
- The Candyman, New Mexico Music Store supports veterans and their families with free instruments and songwriting workshops as a form of post-conflict care.

### Illustrative Examples of Music Community Outreach to Local Communities

\*Circle the state with song <https://imeamusic.org/programs-events/circle-the-state-with-song/> Support with local music shops Indiana basically the IMEA

### Strong Individual Store Advocacy Efforts.

\*West music (7-stores in Iowa) Outreach to Community.



\*The West Music Booster Club Handbook

The West Music Booster Club Handbook contains ideas, guidelines and strategies for organizing and sustaining arts education advocacy. By making the most of state and national resources, local arts education advocacy efforts can build upon proven, established programs, and maximize the impact of support at the regional, district and school building levels

\*Strong web page supporting the arts in the Schools. Connections to NAMM videos, comprehensive art support websites. <http://www.westmusic.com/learn-and-discover/music-advocacy/default.htm>

\***A Symphony of Saints-Gerry's Music Shop Repair** all donated instruments and making sure that they are clean and in proper playing condition completely free of charge.



\***White House of Music Foundation** loans instruments and provides scholarships for music lessons or music camps for young music students who may not otherwise be able to enjoy these opportunities or participate in music. The Foundation is supported entirely by voluntary donations from patrons and community members who believe that all children should have the opportunity to experience making music.



\***Risko Music Gives Back** (Ossining, N.Y.) -Free Musical Services provided to hospitals, Education Foundations, Chamber of Commerce and more. Both owners are on numerous local boards at the county level and influence the support of music within the local communities. <http://mikeriskomusicschool.com>

\***Quinlan & Fabish** has sponsored numerous workshops, clinics, and educational events for Chicagoland band and orchestra directors, students, and student teachers. Artists like Doc Severinsen, the Canadian Brass, Julian Bliss, John Hagstrom, Ernie Watts, Ed Shaughnessy, Jay Friedman, the Dallas Brass and Charles Vernon; composers such as James Ployhar, Quincy Hilliard, Sandra Dackow, and Robert Sheldon; and educators John Paynter, James Kjelland, Dr. Charles Menghini, Bruce Pearson, Dr. Tim Lautzenheiser, Bob Phillips, and Dr. Peter Boonshaft, Feldstein have teamed with Quinlan & Fabish to help further Music Education throughout the Midwest.



# Maxwell's HOUSE of MUSIC

*we create musicians*

\*Development of strong Advocacy page for community, teachers and students.

<http://www.maxwellhouseofmusic.com/music-advocacy.html>



\*[Hoggtowne Music \(Gainesville, FL\) Music Teacher, of the year award.](#)

Lori Pirzer Teacher of the Year

Teacher of the year Lori Pirzer

1983 \$500.00

Mrs. Lori Pirzer is a dedicated music teacher at Hoggtowne Music. She has been teaching music for over 20 years and has received numerous awards for her teaching. She is a member of the National Music Teachers Association and the Florida Music Teachers Association. She is also a member of the Florida Music Educators Association. She is a past president of the Florida Music Teachers Association. She is a past president of the Florida Music Educators Association. She is a past president of the Florida Music Teachers Association. This is a 8 X 10 Color photo. Mrs. Pirzer is not for sale.

\*The Candyman, New Mexico Music Store supports, Soldier Songs and Voices <http://www.soldiersongsandvoices.com/about> provides veterans and their families with free instruments and songwriting workshops as a form of post-conflict care. Their goal is to improve the quality of life for veterans and their families through songwriting and music. <http://www.candymanmf.com/soldier-songs-voices>

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Community-based outreach program that provides veterans and their families with free instruments and songwriting workshops as a form of post-conflict care. Their goal is to improve the quality of life for veterans and their families through songwriting and music.

Click Here to go to the Soldier Songs and Voices Website to learn more about the program.

For more information about the Soldier Songs and Voices Santa Fe Chapter or becoming a participant or an instructor, go to their Facebook page or contact:

Daniel Johnson  
Email: [ssv.santafe@gmail.com](mailto:ssv.santafe@gmail.com)  
Call or text: 972-741-2758

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TUESDAYS  
at 6:30PM

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IN SANTA FE  
972.741.2758

\*Legacy Music Alliance--Outstanding example of an organization developed for the purpose of providing music into the schools. <https://www.legacymusicalliance.org>

**\*UCLA Herb Alpert School of Music**—Gluck Educational Ensemble\_Music Education Outreach. Outreach to the community for music education opportunities in the schools, hospitals and community centers. <https://www.music.ucla.edu/ucla-music-outreach>

**\*SUNY, Fredonia**-Outstanding Video of support advocacy through the Fredonia Music Industry Program and their record label Hail! Fredonia Records.



<http://hailfredoniarecords.com>

Working with Cassandra Kubinski, The Goo Goo Dolls and 10,000 Maniacs, they raised \$25,000 for the Institute for Autism Research!! Awesome Music Business Program for advocacy and community support.

<http://www.fredonia.edu/academics/colleges-schools/school-business/business/applied-professional-studies/music-industry> Their Music Industry classes MUSB 420 and MUSB 425 partners and their record label Hail! Fredonia Records assist with many charities. In 2017-18 the events included “Hope for the Holidays” in supporting the Puerto Rico recovery from the major hurricane, <https://www.youtube.com/watch?v=iCWzlrV91HE>, and a second event working with For Our Daughters- in assistive support for women. Check out their webpage at <http://www.fredonia.edu/academics/colleges-schools/school-business/business/applied-professional-studies/music-industry>

Outstanding Faculty for the Music Industry Program: Coordinator: Professor Armand Petri, Assistant Professor Stuart Shapiro and Department Chair, Dr. Reneta Barneva.



<https://www.halleonard.com/>

**\*HAL LEONARD**, Milwaukee WI. Outreach activities. Chairman, Keith Mardak, a major supporter of The Boys and Girls Clubs. Through his leadership, HL works with B&GC to start an after-school music lessons program to give more kids in our city the opportunity to take music lessons. The program has been such a success that it has been used as a model now for Boys and Girls Clubs across the country.

- HL works with Guitars for Vets program and have donated thousands copies of our guitar method to their lesson program.
- Annual supporter of the Milwaukee Symphony Orchestra for many years.

- Employees sitting on several local music- and arts-related boards in the city, including the Milwaukee Youth Symphony Orchestra, Milwaukee Symphony Orchestra, and the Wisconsin Conservatory of Music
- Many employees take their musical skills to the local community. Currently, small groups of employees who volunteer to perform in nursing homes, bringing entertainment and sometimes much-needed mental stimulation to residents who seem to enjoy it very much. We've heard from the nursing home employees on how much these visits benefit their patients.



**\*Donate Your Drums.** An organization that receives contributions of percussion instruments and then provides these as a complementary venture to needy individuals who are trying to become learning musicians. Tom Stewart President, Carl Stewart's, Drums For Drummers

[www.DrumsForDrummers.org](http://www.DrumsForDrummers.org) 7455 Lorge Circle, Huntington Beach, CA 92647

**\*Check out the Drum Set supply company at <http://www.drumsfordrummers.org/>**  
 Carl Stewart's Drums for Drummers – A nonprofit organization bringing drums to underfunded music programs in schools.



### About Dr. Fred Kersten

Dr. Fred Kersten is currently and has been for nine years an Online Graduate Facilitator for Boston University. He works with graduate music education majors around the world who are completing their masters and doctorate degrees in music education. Currently he is Instructor-In-Charge of online music technology courses.

Fred holds five degrees in music and music education. He received the B.S. and M Mus degrees from Crane School of Music in Potsdam, New York. His M.S. in Elementary Education and Certificate of Advanced Study in School Administration are from SUNY, New Paltz in New York. The Doctorate (D Ed) in music education/administration was awarded by The Pennsylvania State University.

A veteran of public school music teaching in Choral, General and Instrumental areas, Fred has taught music from Nursery, and Kindergarten through Graduate Levels. His doctoral dissertation focused on Music for the Visually Impaired and was developed from his many years of teaching music to students with exceptionalities.

Interest in the recorder as a performing instrument led to study at Indiana University and he authored a book on Teaching Recorder that has been published by NAFME. His performance repertoire includes Bach, Handel, Telemann, and the vast repertoire of classical recorder literature.

His current interests are focused on music technology and his study of classical pipe organ, which was his dual major as an undergraduate in addition to clarinet and recorder.

