



**First National Conference of The College Music Society
Vancouver, British Columbia,
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**“Music Industry Advocacy: Real Time Outreach for
Community Engagement—An Ethnographic Synopsis”**

Presenter

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Presentation Webpage:

**[http://fredkersten.com/Vancouver%20Webpage18/Vancouver
Web1.html](http://fredkersten.com/Vancouver%20Webpage18/VancouverWeb1.html)**

Abstract

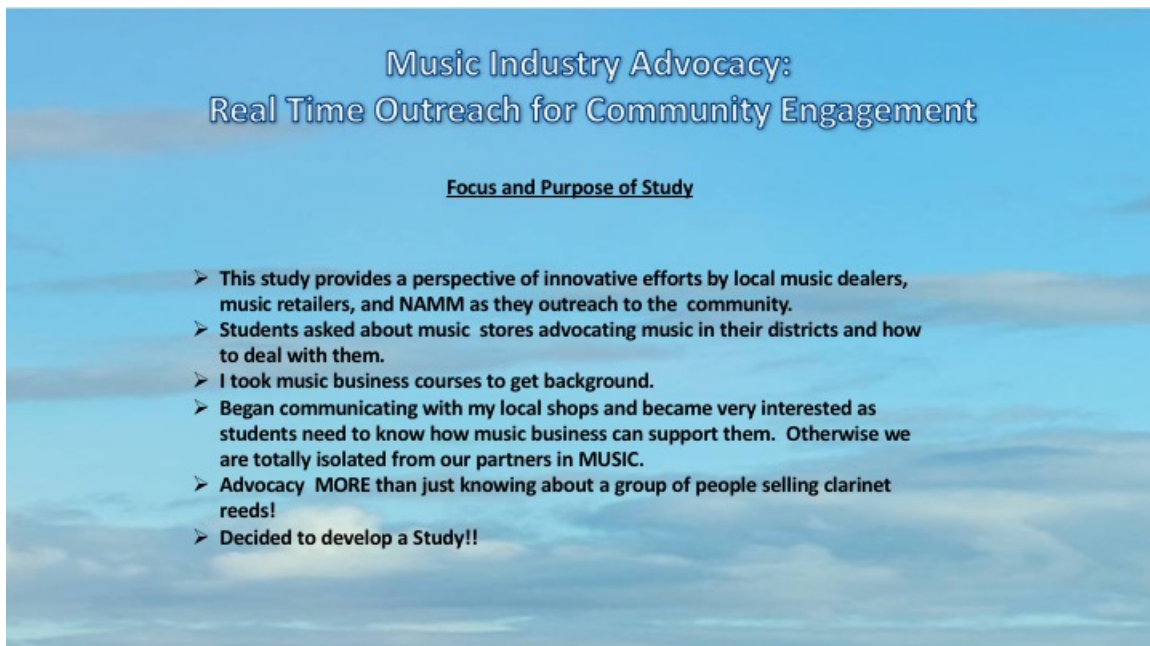
At a time when public school music budgets are being cut, and public music teacher positions eliminated, the music business industry is stepping up and providing advocacy, financial, and logistical support for communities and students. Many of these activities are at a local community level sponsored by resident music business organizations. Knowledge of availability/opportunity of such activities is valuable to attendees of this conference as an objective of the College Music Society is to improve access, and support equality for music instruction.

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:

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 for college faculty, and universities.

Presentation Slides



**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.

Music Industry Advocacy: Real Time Outreach for Community Engagement

Reach Out from College Faculty

Suggestions:

- Identify one local music store near your school.
- Communicate about employees' music business background .
- Possible interaction through NAFME student organizations.
- Music Business Class Speaker.

Sponsor A Student:

- Coordination with public school music program.
- Music store provides free rental instrument.
- University students provide instruction.

UCLA Outreach HUGE!!

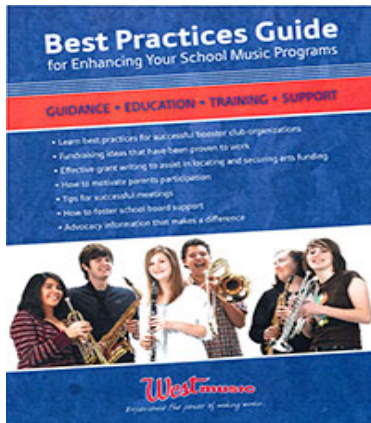
- Coordination with Los Angeles public school music program.
- Gluck Educational Ensemble.
- Gluck Participation with inner-city youths.

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>



*A Trusted Partner in Music Education Since 1959 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.



*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

USD \$500.00

Teacher of the year Lori Pirzer

Mrs. Pirzer has been the band director at Oak View MS for 14 years where she teaches beginning concert, symphonic band and 6th grade general music. She is Nationally Board Certified in Music K-12. She also serves as the Fort Lipsonville instructor for the Lake Blarney Band. Mrs. Pirzer is a University of Florida graduate and this is her 8th year teaching Music Theory and Composition at the Summer Band at Fort Clarke Camp. This is a 8 X 10 Color photo. Mrs.Pirzer is not for sale.

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*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.candymanf.com/soldier-songs-voices>

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New Mexico's Premier Music Store!

The Most Decorated Music Store in 104 Countries!

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Mon-Sat 9:30-6:00
Sun 12:00-5:00
505.983.5906

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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.

SOLDIER SONGS and VOICES
FREE MUSIC LESSONS & SONGWRITING WORKSHOP
ALL VETERANS- ALL BRANCHES- ALL ERAS- ALL LEVELS!
FREE!

2ND AND 4TH
TUESDAYS
AT 6:30PM

The Candyman
Strings & Things
851 ST. MICHAEL'S DRIVE
IN SANTA FE
972.741.2758

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: sxs.santafe@gmail.com
Call or text: 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>

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.

