60. BEST MEDIA/PRESS KIT

a. Introduction & background of campaign / event

The Advocacy in Action Awards is a signature program of Music for All designed to recognize schools, communities, and music programs across the United States that demonstrate outstanding achievement in efforts to provide access to music education for all students. By showcasing the commitments and efforts by school administrators, community leaders, teachers, and parents who believe in music education and are working to advance active music-making within their community, Advocacy in Action also serves as a valuable resource for programs looking to expand their arts advocacy endeavors.

After completing its inaugural cycle, the winning Advocacy in Action submissions have helped create a clearinghouse of 72 inspiring, practical, and implementable examples of exceptional advocacy work by music programs across the country. To assist Advocacy in Action winners in celebrating their accomplishments and increase visibility of their programs within their communities, Music for All developed a PR toolkit containing promotional assets to help programs share their success across multiple mediums.

b. Provide actual media kit used to send out for your event

SEE THE FOLLOWING PAGES
What are the Advocacy in Action Awards?

How was my community or school selected?

Your program was selected based on an application submitted by a representative of your district or school, which provided a detailed description about the music program and the specific project. Submissions were reviewed by a national panel of educators, administrators, community leaders, and business leaders recognized by achievement in their own advocacy efforts.

What does this designation mean to my community or school?

The award recognizes and celebrates the commitment of school administrators, community leaders, teachers, and parents who believe in music education and are advocating to ensure that it is part of a comprehensive education for all children.

What is Music for All?

Music for All is one of the largest and most influential national music education organizations in support of active music-making. Music for All is unique in that it combines programming at a national level with arts education advocacy.

For more information about Music for All, please visit www.musicforall.org.
MEDIA ENGAGEMENT

Receiving an Advocacy in Action Award provides an outstanding opportunity to showcase your community’s commitment to music education. Media coverage not only helps to further awareness of music education within your community, but has the potential to increase support for scholastic music programs.

1 SEND OUT THE ADVOCACY IN ACTION AWARDS PRESS RELEASE.

Stand Out: Download the customizable press release template (page 6) to create a feature for your program by filling in information specific to your district or school. Use this release to highlight anything unique or new about your music program, such as music students’ academic improvements or accomplishments, student or ensemble recognitions, student selection in region or state honor ensembles, and/or partnerships with local music establishments and/or community organizations. Consider noting the number of students who participate in the music program and emphasize curriculum offerings that engage students.

Reach Out: Send the release via email to elected officials or local media outlets such as newspapers, TV and radio stations, and blogs and community websites. If available, work with your district’s communications office to reach these outlets.

Get Personal: People are drawn to human interest stories! Consider asking a student or teacher for a quote about the impact school music has had in their own lives to be included in the release.

Add visuals: Make sure to include the best digital photo(s) or video(s) of your music program and participants. Don’t forget to check that your student photo releases are up-to-date!

2 CONNECT WITH LOCAL MEDIA.

Music in Action: Invite local media to attend and capture your next student performance or your music program’s Advocacy in Action certificate presentation. Set up interviews with one or two students who exemplify your music program’s vision and goals. This is the perfect opportunity to follow up on your press release!

Invite: Use the customizable the media alert (page 5) to include details about the event and note the type of visuals and/or interview opportunities available to the media.

Student Stories: Consider having an articulate student speak to the media about the impact music has had in their lives. Ensure that your spokesperson is well prepared to answer questions!

Get Media Savvy: For a broader perspective on the Advocacy in Action program, members of the media can contact Patrick Rutledge at Patrick.R@musicforall.org or call (800) 848-2263.
3 GET SOCIAL.

Communicate the unique aspects of your program to your local community and beyond through social media.

**Announce the Award Designation:** A simple post featuring the award logo and some accompanying text has the opportunity to be seen by thousands of people when announced on a social media platform. Head to page 7 to access and download our sample template to share your award designation. Encourage your students and community to share as well!

**Keep the excitement going!** Consider creating multiple, spaced out posts with photos of your program, award presentation, student performances, and other music-related opportunities to keep your achievement on people’s minds.

> With all social media posts, please use the hashtag, #MFAdvocacy

4 SHARE MEDIA COVERAGE WITH THE COMMUNITY.

**Collect:** Display your success throughout the district and/or school and administrative buildings by framing news articles.

**Share:** Use newsletters, district-affiliated websites and social media to share media coverage with parents, other teachers, administrators, local politicians, and school board members.

**Inspire:** Feature the Advocacy in Action logo (available at advocacy.musicforall.org) on program websites and in email signatures.

**Video:** Posting a series of short videos (30 seconds to 1-minute each) can be an effective way to keep people talking. Consider filming teachers, administrators, and students discussing the award, what music means to them, and/or what they like most about making music at school.

**Student Participation:** Ask your students to participate in sharing the achievement in their own creative ways.

**Keep it Going:** Share ongoing news about your program to your local community through outlets such as social media, email updates, and a letter to the editor of your local paper.
[School/District] Recognized as One of the Best in the Nation for Scholastic Music Advocacy


The award recognizes the commitment and dedication of [name of school or district] to music and the arts as innovative learning opportunities for a well-rounded education.

Who: [number] students from [name school or after-school program] [insert activity/visual] led by [insert music teacher or administrator’s name].

When: [day, date and time]

Where: [location, address, city]

Why: [School] has been named one of [number] schools across the nation to receive an Advocacy in Action Award from Music for All. [School/District] demonstrates an unwavering commitment to providing comprehensive music education for all students.

Opportunities for Media: [Interviews with administrators/faculty/staff/students/parents, etc., witness music program in action]

For more information, please contact [name and contact].

About Music for All
Music for All is one of the largest and most influential national music education organizations in support of active music making. Music for All is unique in that it combines programming at a national level with arts education advocacy.

We believe that music and arts education is core to a students’ well-rounded education and must be available to all students. Music for All is an advocate for music and arts education. Our educational programs support the efforts of instrumental music and choral teachers at the high school and middle school levels, as well as provide positively life-changing experiences for students.

For more information about Music for All, please visit www.musicforall.org.
[Contact: Insert name]

Email]

[School/District] Receives National Recognition for Music Education Program

CITY, STATE - January XX, 2019 - [City/Town]’s [School] has been honored with the Advocacy in Action Award for Outstanding AWARD CATEGORY from Music for All, Inc. for its outstanding commitment to music education.

The Advocacy in Action Award designation is presented to music programs, schools, and communities across the United States that demonstrate outstanding achievement in efforts to provide access to music education for all students.

To qualify for the Advocacy in Action Award designation, [School/District] submitted a detailed description of its music program and its project, [Project Title]. Submissions were reviewed by a national panel of educators, administrators, community leaders, and business leaders recognized by achievement in [AWARD CATEGORY].

[“Insert quote from school official on WHY music education is important to this school and students,” said School Official. “Insert quote on the impact that receiving this designation will have on school’s music education program.”]

Research continuously indicates that student engagement in sequential music learning improves brain-function while developing the life-skills of empathy, self-confidence and collaboration. Additionally, students of the arts demonstrate higher attendance, graduations rates, and academic achievement, compared to their non-arts peers.

[“Optional student/teacher quote about WHY music education is important.”]

[School/District]’s submission will be part of the Music for All Advocacy in Action website (advocacy.musicforall.org) which is a clearinghouse of practical advocacy examples that can be adapted and replicated by programs nation-wide. By collecting, recognizing and sharing outstanding examples of local advocacy efforts, Music for All ultimately hopes to inspire others across the nation to take action in their own communities.

[Add information about school]

About Music for All
Music for All is one of the largest and most influential national music education organizations in support of active music making. Music for All is unique in that it combines programming at a national level with arts education advocacy.

Mission: To create, provide and expand positively life-changing experiences through music for all.

We believe that music and arts education is core to a students’ well-rounded education and must be available to all students. Music for All is an advocate for music and arts education. Our educational programs support the efforts of instrumental music and choral teachers at the high school and middle school levels, as well as provide positively life-changing experiences for students.

Vision: Music for All will be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment.

For more information about Music for All, please visit www.musicforall.org.
MARKETING COLLATERAL

Please download the official 2019 high-resolution posters, logos for print, and promotional web customizable social media to use. All materials can be found at advocacy.musicforall.org/pr-kit

**Posters**

- Collect Share Inspire
- 11 x 17

**Letterhead**

- 8.5 x 11

**Social Media Graphic**

For additional support in publicizing your Advocacy in Action Award recognition, please contact Patrick Rutledge at Patrick.R@musicforall.org or call (800) 848-2263.
BENEFITS OF MUSIC EDUCATION: THE FACTS

- Studies have shown that diligent instrument training from an early age can help the brain remain focused when absorbing other subjects from literature to tensor calculus.  
  [Source: Scientific American, (2010).]

- The cognitive structures developed through music instruction help to expose and illuminate more general organizing structures relevant for other disciplines.  
  [Source: Research in Music Education, (2009).]

- The combined results of 30 studies indicate that music instruction has a significant positive effect on reading.  

- Schools with music programs have significantly higher graduation and attendance rates than those without music programs.  
  [Source: Harris Interactive, (2006).]

- Students in high-quality school music programs score higher on standardized tests compared to students with deficient music programs, regardless of socioeconomic level of the school.  

- Individuals who are musically trained show better working memory abilities than those who are not. Working memory allows for mental arithmetic and reading comprehension.  
c. Target audience / demographics for the media

While Music for All celebrates Advocacy in Action winners throughout the year at state and national events, as well as at the Music for All National Festival, Summer Symposium, and throughout the Bands of America Fall Marching Championships, it is equally important to ensure that the communities of these outstanding music advocates are aware of and celebrating in their programs’ achievements. The Advocacy in Action PR Toolkit is designed to assist music programs in increasing their visibility with local stakeholders and community members by showcasing their exceptional efforts across print, digital, and physical platforms.

d. Target location (communities / cities / states) for media

The 2019 Advocacy in Action Awards received submissions from 63 programs across 25 states. The PR toolkit is designed for each program or school to utilize within their individual communities.

e. Types of mediums used for media outreach

The Advocacy in Action PR Toolkit provides winners with multiple types and mediums of promotional assets in order to maximize the visibility of their achievements. To help winners connect with local media, programs were equipped with templates for customizable media alerts and press releases, as well as Advocacy in Action letterhead to encourage winners to create their own promotional materials. As social media plays an increasingly large role in the dissemination of news and noteworthy accomplishments on both a local and national level, a social-ready graphic designating their “2019 Award Winner” status was created to be downloaded directly from a digital version of the kit. Likewise, winners were given access to downloadable, customizable posters with Advocacy in Action branding in both 8.5 x 11 and 11 x 17 sizes, as well as Music for All and Advocacy in Action logos in web- and print-ready formats to be used in the creation of additional promotional materials. The promotional booklet accompanying these assets provides a step-by-step guide to effective media engagement, a tool particularly useful for newer programs or those looking to utilize the full breadth of marketing collateral provided.

f. Measurable Results:

As this was the first year the toolkit was provided for the winners, the measurable results are more challenging to track. The kit was given to all of the winners to send out at their leisure to their local media. The states represented included Alabama, Arizona, Arkansas, California, Florida, Georgia, Illinois, Indiana, Maine, Massachusetts, Michigan, Mississippi, New Jersey, New York, Louisiana, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, Utah, and Virginia.

Supporting Question

What challenges/obstacles did you foresee/encounter in creating the promotion, and how did you handle them?"

In developing the materials for the Advocacy in Action PR Toolkit, a major challenge we came across was providing the assets in a format that could be packaged in a single, comprehensive kit while supplying winners with materials that could help showcase their unique accomplishments. It was initially our goal to develop customizable posters and social graphics, but it has proven difficult to generate customizable materials that can be easily manipulated across various platforms and operating systems. To counter this, we generated the documents as “fillable” PDFs, allowing anyone with a PDF reader to customize their materials accordingly. We also provided more general graphics and materials, which could be shared by any winning program without the need for customization.
SUPPORTING MATERIALS
THIS AWARD IS HEREBY PRESENTED TO

School Name Goes Here

FOR THEIR PROJECT

Project Title

GOLD

AWARD SUBCATEGORY

JANUARY 15, 2019
2019 AWARD WINNER

MUSIC FOR ALL Advocacy in Action

School Name Goes Here

Project Title

GOLD
AWARD SUBCATEGORY