

April 2019

Orchestra AMERICA



Larry J. Livingston
2020 Honor Orchestra
of America
Conductor

Ahn Trio in concert
at the 2019 Music for All
Summer Symposium



Application Deadline: June 5, 2019 for the 2020 Orchestra America National Festival



Music for All



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Scenes from the 2019 MUSIC FOR ALL

NATIONAL FESTIVAL

presented by  YAMAHA

March 14-16, 2019 • Indianapolis, IN

Congratulations to the orchestras who performed at the 2019 Orchestra America National Festival and Chamber Music National Festival, part of the Music for All National Festival, presented by Yamaha.

Cinco Ranch Junior High School Symphony Orchestra
Katy, TX; Catherine Urban, Director

Herricks High School Cello Quartet
New Hyde Park, NY; Catherine Fish

Klein Collins High School String Quartet
Spring, TX; Carlos Lara, Director

Lassiter High School Chamber I Orchestra
Marietta, GA; Carol Doemel, Director

Ravenwood High School Honors Chamber Orchestra
Brentwood, TN; Cassandra Brosvik, Director

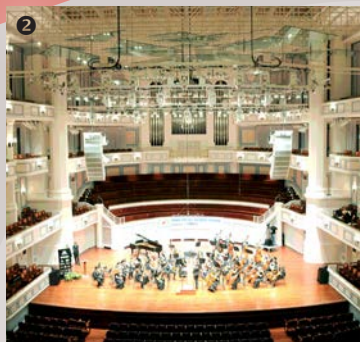
Rolling Meadows High School Chamber Orchestra
Rolling Meadows, IL; Kevin Carroll

Seven Lakes Junior High School Honors Orchestra
Katy, TX; Jennifer Gingell, Director

The Festival included 71 scholastic ensembles, including orchestras, concert bands, choirs, chamber ensembles, and percussion ensembles, as well as national honor ensembles with students from across the U.S. Ensembles and honor students were invited to perform following a recorded audition process.

Pictured top to bottom:

- 1 The Herricks H.S. Cello Quartet, NY, performed at the Chamber Music National Festival.
- 2 The Lassiter H.S. Chamber I Orchestra, GA, setting up on stage before doors open at The Palladium at the Center for the Performing Arts, venue for the Orchestra America National Festival concerts.
- 3 Sey Ahn conducted the Honor Orchestra of America, which performed in concert Friday and Saturday evening at the Butler Arts Center.
- 4 The Klein Collins H.S. String Quartet, TX, performed at the Chamber Music National Festival at the Indiana Historical Society.
- 5 Musicians of the Seven Lakes Jr. H.S. Honors Orchestra, TX, who performed as part of the Orchestra America National Festival.
- 6 Terry E. Langdon, Violist with the Indianapolis Symphony Orchestra, leading a master class with Festival orchestra students.



NOTES FROM THE 2019 MUSIC FOR ALL NATIONAL FESTIVAL

By Gerard Schwarz

I have recently returned from my first Music for All National Festival. It was a thrill for me to hear all of the remarkable performances and to feel like I was part of the larger music education universe.

In so many ways, my years in high school were the most important for my musical development. I was very lucky to attend the High School of Performing Arts, a New York City public school. I learned so much from the wonderful teachers there, but also from my fellow classmates, who like me, were passionately devoted to music. Even though I wanted to become a musician during my junior high school years, and my small New Jersey school system had an excellent music program, I did feel a little unusual in my passion for music compared to most of my friends. It was at PA where I found the musical community I so craved.

When I saw and heard the hundreds of musicians performing at Music for All, I felt that same passion for music and music making emanating from the students at the highest level. It was heartwarming to witness the positive impact of their shared musical community on the performances and overall educational experience.

My dear friends Bob Morrison and Jeff Grogan had often described Music for All to me, its educational mission, its power to change the lives of the students involved, but witnessing this firsthand was inspiring. Music for All's mission of exposure to great music, educational opportunities for all students in music as a life changing positive experience, is something to be admired, and admire it I did.

My first experience during this year's festival was attending a performance by the Seven Lakes Junior High School Honors Orchestra from Katy, Texas. To hear a string orchestra of this age-group play with such musical and technical proficiency was extraordinary. After, they, like all the groups at Music for All, were evaluated by an

outstanding group of excellent conductors. They were supportive of the excellent work of the head orchestra director from Katy, Texas, Catherine Urban. The comments to these young players by Jeff Grogan, Douglas Droste, Kirk Moss, and Orcenith Smith were not only sensitively presented, but made an immediate positive musical impact. Then Franz Anton Krager took Ms. Urban aside and made wonderful observations about her conducting, that I am sure she will employ as she continues her excellent work. In the end, the group and the conductor went on an expertly guided educational musical journey of possibility unlikely to be experienced anywhere else.

The concert by the Honor Orchestra of America led by Sey Ahn was a sensational example of great solo playing and outstanding ensemble playing producing a concert of commitment and passion.

Shelly Berg brilliantly led the Jazz Band of America in some very difficult and excellent works. It was remarkable to hear a high school jazz band with not only great ensemble playing, but with each member improvising at such an extraordinarily high level.

The Honor Band of America conducted by Ray Cramer was also sensational.

The level of these ensembles, the commitment of the students and their leaders, and the overall musical excellence left me inspired to do more for music education.

Those of us lucky enough to be part of the professional performing world of music can always do more to support our colleagues in the educational field. When I was music director of the Seattle Symphony, I was lucky enough to be actively involved with the Washington Music Educators Association, who work hard to increase the accessibility of music for every student.

Being at Music for All was a powerful reminder of the remarkable work of the music teachers across our great country, who dedicate their lives to imparting this art form to the students. This work lasts a lifetime, improving lives, adding dimension, and understanding to the complex world in which we live. Music can be the great inspiration to a better world. I salute the great teachers, the great students, and thank everyone there for the inspirational performances that will stay with me forever.

It is my hope that Music for All continues to grow and influence education throughout our country. Wouldn't it be wonderful if Music for All's mission could become the mission for every school system in every state?

GERARD SCHWARZ

Music Director of
The All-Star Orchestra,
Music Director, Eastern
Music Festival, NC;
Music Director, Mozart Orchestra, NY;
Conductor Laureate Seattle Symphony;
Conductor Emeritus
Mostly Mozart Festival



Music for All Newsletter

Orchestra Issue
January/February Issue
Middle School Issue
Spring Issue
Fall Issue

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ASSESSMENT PRACTICES OF SCHOOL ORCHESTRA DIRECTORS AND STRING TEACHERS

By Kirk D. Moss | Professor and Chair of the Department of Music & Theatre, University of Northwestern – St. Paul

The assessment practices of school orchestra directors and string teachers have received very little attention in educational research literature. Recently, I had the opportunity to collaborate with two colleagues, Dr. Stephen Benham and Dr. Kristen Pellegrino, to co-author a book chapter on the topic. Our chapter appears in *The Oxford Handbook of Assessment Policy and Practice in Music Education*, Volume 2. Illuminating this topic and developing a baseline set of data that future researchers may use in their own analyses of assessment practice offered a worthy goal, and I hope you find this brief summary of our findings helpful to your teaching.

After discovering a small body of literature on the assessment practices of school orchestra directors and string teachers, our attention quickly shifted to conducting original research. First, we carried out a descriptive survey study to provide a sense of teacher priorities and frequency of assessment practice and types of assessment, using the eleven curricular categories identified in the ASTA String Curriculum as the basis of examples of what string teachers might assess.

We distributed the survey to more than 2,000 individuals who self-identified as K–12 string/orchestra teachers from ASTA's membership list. We received over 400 responses, for a response rate of 20%. Survey participants were asked to select which grade levels they currently teach, and our findings indicated that many participants teach at more than one level: 47% teach elementary school, 67% teach middle or junior high school, and 53% teach high school. Further, respondents indicated how many years they had taught music in public or private schools, and the data seemed to represent assessment practice among teachers with a wide range of experiences. Two

primary survey questions were developed from the curricular areas identified in the ASTA String Curriculum. The first question focused on forms of assessment used by teachers, and the next question focused on the frequency they assess each curricular area.

Performance-based assessments were, by far, the most frequently used form of formal assessment in the classroom to evaluate technique, musicianship skills, creative musicianship, and ensemble skills. Music literacy was nearly equally split between performance-based and written assessments, while evaluation of music and musical performances and historical and cultural elements tended towards written assessments and verbal feedback.

Some teachers did not conduct any assessment at all in every curricular area. Creative musicianship and historical/cultural elements were the top two non-assessed areas, but were still assessed by the vast majority of teachers. The remaining nine curricular areas were all assessed by at least 96% of respondents.

Performance assessments and verbal feedback comprise over 70% of all assessments used by teachers.

Discussion points include:

1. String teachers/orchestra directors use multiple forms of assessment.
2. String teachers/orchestra directors depend heavily on performance-based assessments and verbal feedback.
3. Written forms of assessment are used less than 20% of the time and tend almost exclusively towards assessing literacy, historical and cultural knowledge, and evaluation of music and musical performances.
4. Creative musicianship, which is still relatively new to the string field, was not evaluated at all by nearly 16% of teachers. On the other hand, the fact that 84% of teachers do assess creative musicianship seems to indicate the topic is valued.



Photos courtesy of Jolesch Enterprises

A majority of participants in this study place greater emphasis on executive skills/knowledge and musicianship skills/knowledge. A surprisingly large number of respondents indicated they formally assessed these skills on a daily basis. Further study would be needed to determine what this actually looks like in a classroom or if the question was misunderstood in some way.



Selected comments by survey participants are summarized here. Teachers indicated that:

1. Multiple assessments are used for all curricular areas with great frequency;
2. Limited instructional time (such as meeting only 1–2 times per week, having rotating classes with other electives, or having lessons before/after school) limit opportunities for formal assessment;
3. Informal assessment occurs at every lesson/class/rehearsal, but formal assessment is more challenging to accomplish; and
4. They would like to assess more, but feel pressure to prepare for concerts.

Overall, respondents to this survey seemed to place a high priority on assessment. Challenges continue to exist in the administration and record collection of assessment processes, but with additional support (time, resources), teachers could accomplish more.

Based on our findings, we believe:

1. Music performance assessment can lead the way for other academic disciplines that seek similar authentic forms of assessment;
2. Advances in technology may offer the most hope to assess performance-based individual learning more effectively and efficiently;
3. Aligning assessment practices to standards/curricula, such as the ASTA String Curriculum, can assist teachers in making assessment meaningful and relevant;
4. When administrators facilitate a system of teacher peer collaboration targeting assessment, and put resources of time and money behind such initiatives, teacher instruction improves, and students will benefit; and
5. Teachers must have leeway to make informed choices about assessment to improve student learning. Empowered teachers empower their students to learn.

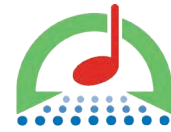
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Benham, S. J. (Ed.). (2011). *ASTA String Curriculum: Standards, goals and learning sequences for essential skills and knowledge in K–12 string programs*. Fairfax, VA: American String Teachers Association.

Moss, K. D., Benham, S. J., & Pellegrino, K. (2019). The assessment practices of American orchestra directors. In T. S. Brophy (Ed.), *Handbook on assessment policy and practice in music education* (Vol. 2) (pp. 401–421). New York, NY: Oxford University Press.

KIRK MOSS

Professor and Chair of the Department of Music & Theatre at University of Northwestern – St. Paul. Coauthor, *Sound Innovations Series*; Former national president of ASTA.



Music for All

Orchestra America is a program of Music for All
800.848.2263 • www.musicforall.org

Music for All's Mission is to create, provide, and expand positively life-changing experiences through music for all.

Our vision is to 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.

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MUSIC FOR ALL **SUMMER SYMPOSIUM**
PRESENTED BY  **YAMAHA** **19**

JOIN US FOR...
ORCHESTRA

The student Orchestra Division at the Music for All Summer Symposium offers string students an exciting experience, learning from award-winning faculty and internationally-recognized artists. Students develop skills and musicianship working in diverse styles, from classical and jazz to pop and world music. The hands-on curriculum uniquely integrates collaborative learning side-by-side with world-class performers during both master class jam sessions and on-stage concert performances!

Christian Howes 2019 Artist-in-Residence: Yamaha Performing Artist Jazz violinist, educator, and producer Christian Howes brings jazz and improv to the Music for All Orchestra Division. One of the world's most respected jazz violinists, Christian studied classically from the age of five, performing as a soloist with the Columbus Symphony Orchestra at age 16, and received his bachelor's degree in Philosophy from The Ohio State University. In 2013, he was voted among the top three violinists in JazzTimes' Expanded Critics Poll and ranked as the #1 "Rising Star" violinist in the Downbeat Critics Poll. He regularly tours throughout Asia, Europe, and the United States.

Ahn Trio in Concert, Master Classes: Orchestra students and the full camp get to enjoy the dynamic Ahn Trio in concert. Orchestra students are also treated to the incredible musicianship of the three Ahn sisters in a master class and in an immersive performance experience.

2019 Orchestra Faculty Includes:

- Douglas Droste** – Director of Orchestras, Ball State University; Artistic Director, Muncie Symphony Orchestra; Symposium Orchestra Coordinator, Conductor
- Nicole Deguire** – Fishers High School, IN; Violin
- Doug Elmore** – Louisville Youth Orchestra; Bass
- Andre Gaskins** – Indiana University-Purdue University Fort Wayne; Fort Wayne Philharmonic; Cello
- Kathy Hershberger** – Freelance musician; Viola
- Joel Powell** – Carmel Clay Schools, IN; Violin

Instrumental Merit Scholarships for String Players

- National Honor Ensemble Instrumental Scholarship – \$200
- All-State Instrumental Scholarship – \$150
- All-City/District Instrumental Scholarship – \$75

Learn more about these and other Summer Symposium scholarships at camp.musicforall.org/scholarships/



Immersive Concert Experience!



Ahn Trio in Concert



Christian Howes Artist-in-Residence



Leave the driving to us...Music for All has developed routes from many areas of the country with buses already scheduled to transport students to the Summer Symposium. Learn more at www.musicforall.org/bus

Photos courtesy of Jolesch Enterprises



Students and parents learn about life at camp with videos, photos, and blog at musicforall.org/camp

REGISTRATION AND FEES

Register online today at musicforall.org/camp.

Questions? Call 800.848.2263 or email info@musicforall.org.

Why Should You Choose the Music for All Summer Symposium?

Music for All has been providing positively life-changing experiences at its summer camp for more than 40 years. It's "America's Camp," the national summer learning experience for band and orchestra students and teachers. We bring together the best faculty, exciting concerts and events, and students from band and orchestra programs from coast-to-coast who share a love of music-making, performance, and student leadership.

The Music for All Summer Symposium offers a week-long, immersive camp experience for high school orchestra students in performance and leadership!

Expect to...

- Take musical and performance skills to the next level
- Meet others who share your interests and form friendships that last a lifetime
- Acquire leadership skills
- Be immersed in a week of music, performance and fun

What sets the Music for All camp apart?

- Challenging curriculum for all levels
- Nationally-recognized faculty
- Leadership: the theme that runs throughout all camp divisions
- Concerts and events every night
- National faculty and national standards with one of America's leading organizations
- A safe, away-from-home "collegiate" experience in the premier facilities of Ball State University

Ball State University: The Music for All Summer Symposium features some of the newest and most recently renovated residence halls on the beautiful Ball State University campus. Housing facilities feature state-of-the-art technology and first-class amenities. Dining facilities offer a wide variety of food choices and service styles. BSU's culinary-trained chefs put a lot of time into preparing the healthiest and tastiest food possible.

PAYMENT	DEADLINE	PRICE
Full Fee	Register & pay by May 20, 2019	Residential - \$715 Commuter - \$595
Add Leadership Weekend <i>(High School Students Only)</i>		Residential - \$260 Commuter - \$205

After May 20, a late registration fee of \$75 applies for all new or changed registrations.



Ahn Trio



United States Army Jazz Ambassadors



Yamaha Young Performing Artists



Drum Corps International Central Indiana



CONCERTS & EVENTS NIGHTLY!

Each evening features artists and groups presenting a variety of musical performance genres and provides immersive performance experiences for camper students. The 2019 concert series includes:

Yamaha Young Performing Artists • Emens Auditorium
Music for All is proud to open its Summer Symposium Concert Series with the Yamaha Young Performing Artists (YYPA) in concert! The YYPA program recognizes outstanding young musicians from the world of classical, jazz, and contemporary music. Winners of the competition perform in concert at the Summer Symposium, with guest Yamaha Performing Artists.

Ahn Trio • Emens Auditorium
Hailed as "exacting and exciting musicians" by the LA Times, the three sisters of the Ahn Trio (Lucia on the piano, Angella on the violin, and Maria on the cello) have earned a distinguished reputation for embracing 21st century classical music with their unique style and innovative collaborations.

United States Army Jazz Ambassadors • Emens Auditorium
The Jazz Ambassadors is the official touring big band of the United States Army. This 19-member ensemble has received great acclaim at home and abroad performing America's greatest original art form, jazz. Concerts by the Jazz Ambassadors' diverse repertoire includes big band swing, bebop, Latin, contemporary jazz, standards, popular tunes, Dixieland, vocals, and patriotic selections, many of which are written or arranged by members of the Jazz Ambassadors. The Jazz Ambassadors' rigorous touring schedule and reputation for excellence has earned it the title "America's Big Band."

Grace Kelly • Emens Auditorium
Yamaha Performing Artist, Saxophone. As a songwriter, Kelly has won multiple ASCAP Composer Awards, Boston Music Awards, and International Songwriting Awards.

Drum Corps International Central Indiana • Scheumann Stadium
Featuring: Carolina Crown — SC, Colts — IA, Crossmen — TX, Madison Scouts — WI, Phantom Regiment — IL, Spirit of Atlanta — GA

LEADERSHIP WEEKEND EXPERIENCE

JUNE 22-23, 2019

High School Students: Interact with orchestra students from across the country at one of the premier two-day leadership programs created specifically for music students. Immerse yourself in a non-stop, interactive, leadership learning lab you simply will not find anywhere else. All students experience immersive and interactive leadership learning with rotating large-group, small-group, and experientially-engaging sessions. Special guests share their insight inspiring everyone to understand that the world needs smarter and better leadership from *everybody*. Students will learn the leadership mindset and skills that last a lifetime. How to pay attention, respond appropriately, and make things happen with others in a constructively positive way. Discover why we develop more student leaders in the music education world who truly make things happen and take the lead.

Directors: Do you want more of your students to participate positively in your program? Can you imagine what would happen if all your student leaders constructively brought to life the leadership lessons you talk about? At Music for All's Summer Symposium we turn talk into action, involving your students in many unforgettable, hands-on activities for team building, problem solving, and leadership learning.

Parents: Did you know research shows pre-college leadership experiences predict most of the variance in college leadership outcomes? That means when students learn to lead in high school, their success in college leadership opportunities increases significantly. Give your student the positively life-changing experience of developing more of their future long-term leadership potential at the Leadership Weekend Experience.

First-year participants: Share a series of sessions with Fran Kick, Scott Lang, Frank Troyka, and a fantastic faculty of leadership educators. You will gain the insight in understanding other peoples perspectives, how to balance your leadership approach with others, while creating collaboration and commitment.

Returning participants: Come back for more time with Dr. Tim Lautzenheiser and Fran Kick. You will explore trust-building and team-building principles essential for group success in music and beyond. Travel off-site to an experiential ropes course and be challenged-by-choice as you reach beyond where you thought you could go. Learn the horse-whispering secrets of communication utilizing increased awareness without having to use force, power, or control.

No one needs a title to lead! So you don't need a title, or any pre-selected, designated leadership position, to attend this weekend either!



Any student who wants to make a difference in their orchestra, school, or community can join us. Fran Kick and a fantastic faculty of student leadership educators will inspire students to Kick It In® and Take the Lead. Having worked with Fran for over two decades, Music for All shares in his passion and mission to develop student leadership in all students, rather than just let it happen with a selected few. For more details, go to www.musicforall.org/leadership

Photos courtesy of Jolesch Enterprises



MUSIC FOR ALL **SUMMER SYMPOSIUM**
PRESENTED BY **YAMAHA**



NEWS

MUSIC FOR ALL

PepWear & Music for All Enter Into Unprecedented 10-Year Agreement

PepWear and Music for All have agreed to a new 10-year merchandise and sponsorship agreement. With the new agreement, PepWear will continue to design, produce, and sell commemorative merchandise for all Music for All events. In addition, PepWear will be an Official Corporate Sponsor of Music for All.

"Music for All and PepWear have worked side by side for more than 15 years and have developed a very close bond," said Craig Johnson, President of PepWear. "By entering into a new 10-year merchandising agreement, we are mutually endorsing our shared values. I couldn't be more proud or supportive of what Music for All stands for. In addition, we will now be an Official Corporate Sponsor of Music for All, strengthening our relationship and reach," he added.

"We are thrilled to continue our journey with PepWear," says Music for All President and CEO, Eric Martin. "For more than a decade, PepWear has stood side-by-side with Music for All in commemorating the 'positively life-changing' programming and experiences provided to our participants and attendees.



We look forward to PepWear's increased and extended role in advocating and delivering on our mission and vision to make music

education and its benefits more available and accessible." *Music for All merchandise can be purchased online at shop.musicforall.org.*

United Sound National Ensemble Premieres "Whispers" by Michael

Martin at Music for All National Festival The United Sound National Ensemble performed Saturday, March 16, at the Music for All National Festival, presented by



Yamaha, premiering "Whispers" by Michael Martin. The United Sound National Ensemble was comprised of student musicians from United Sound chapters from Carmel H.S. Orchestra in Indiana, Indiana Creek H.S. Band in Indiana, and the Mountain Ridge H.S. Band in Arizona.

Music for All is a proud partner of United Sound, a musical peer mentoring program for students with special needs, with more than 75 chapters nationwide.

The United Sound National Ensemble performed during the Honor Band of America concert at Butler University's Clowes Memorial Hall. "Music for All is excited to be on the leading edge of this exciting wave of inclusion in the performing arts," says Debbie Laferty Asbill, Vice President of Marketing and Communications for Music for All. "Our mission to create, provide and expand positively life-changing experiences through music for all is enhanced when we include this ever-increasing population of children."

Be Part of the Music is excited to announce its new, free personalized recruitment webpage program

With a few keystrokes, directors can create a CUSTOMIZED recruitment webpage loaded with videos and resources designed to make recruiting for your music program easier than ever.



These pages are personalized to each school and help show the fun side of music education while giving parents insight into how important it is for their child. With this, you'll get a personalized recruitment page with your school name, contact information, and colors, loaded with 12 instrument demonstration videos, two interview videos, and a music education explanation video; music education impact statistics listed throughout the page; and contact capture form that sends contact information of interested parents directly to the director.

Be Part of the Music knows how hard music educators work, so let them do what they do best (advocacy and retention) so you can do what you do best...TEACH! *Learn more at www.bepartofthemusic.org*

THANK YOU TO OUR SPONSORS,
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This project is made possible by the Indiana Arts Commission and the National Endowment for the Arts, a federal agency.



Additional Funding Support





Larry J. Livingston
 Music Director
 and 2020
 Conductor
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 Conducting
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 Southern California

*"I can
 honestly say
 that I have
 never been a
 part of nor
 seen a more
 amazing
 program for
 high school
 students."*

Mindy Dauner,
 Orchestra Director,
 South H.S., NE



HONOR ORCHESTRA OF AMERICA

part of the **MUSIC FOR ALL NATIONAL FESTIVAL**

presented by **YAMAHA**

MARCH 11-14, 2020 INDIANAPOLIS, IN

The Honor Orchestra of America provides a truly positively life-changing experience for outstanding string players, orchestral winds, and percussion.

The Honor Orchestra of America will perform on Friday and Saturday evenings, March 13 and 14, 2020. Members will have the unforgettable opportunity to perform on stage in an outstanding concert venue under the baton of an accomplished conductor, alongside the finest musicians.

Highlights include:

- Rehearsals and performances under the baton of a renowned conductor
- Instrumental workshops with leading professionals
- Honor Orchestra of America post-concert reception for members and families
- Personalized certificate, patch, and exclusive Honor Orchestra of America member lapel pin
- CD recording of the Honor Orchestra of America concert and group photograph

Selected members participate in a five-night festival package, quad occupancy, for \$810 or \$755 for four-night package. Members are responsible for their transportation to and from Indianapolis. Members must be present at 7 a.m., March 11, 2020. The Honor Orchestra experience will conclude after the final concert on Saturday, March 14 at approximately 10 p.m.

About the application and audition process

- Winds and Percussion – October 1, 2019
- Strings – October 1, 2019 Deadline to be eligible for the Livingston Scholarship for your Festival experience
- Strings – November 1, 2019 Final deadline
- Apply online at www.musicforall.org/honorensembles
- \$45 Application Fee

Please see the Festival Information Sheet for more Honor Orchestra of America package details and the Honor Orchestra of America Application for specific audition requirements.

Application/Audition Deadline:
October 1, 2019 - Winds and Percussion
November 1, 2019 - Strings

Apply online at
www.musicforall.org/honorensembles



Sey Ahn—2020 Assistant Conductor; Idyllwild Summer Music Festival Orchestras; 2019 conductor, Honor Orchestra of America

HONOR ORCHESTRA OF AMERICA CONDUCTORS HAVE ALSO INCLUDED (partial list:)

Jeff Grogan
Franz Krager
Gary Lewis
Anthony Maiello
...and other esteemed conductors.



Photos courtesy of Jolesch Enterprises



Advocacy in Action

A RADICALLY DIFFERENT CALL TO ACTION

Collect • Share • Inspire

The **Advocacy in Action Awards** program is designed to collect, recognize, and share effective practices and initiatives that support music education in our schools. We hope that by celebrating these programs, we can inspire others to lead by example and **take action** in their own programs and communities.

Take the lead and show the world your advocacy in action!

CATEGORIES INCLUDE:

- ♪ Decision-Maker Interaction
- ♪ Recruitment & Retention
- ♪ Community Engagement
- ♪ Marketing & Promotion
- ♪ Parent & Booster Involvement
- ♪ Fundraising & Sponsorship

“ For too long music advocacy has leaned mainly on research-based justifications. Let's get practical. ”

—Eric Martin, President & CEO, Music for All

Applications are now open.

For more information and to apply, visit advocacy.musicforall.org





ORCHESTRA AMERICA NATIONAL FESTIVAL

part of the **MUSIC FOR ALL NATIONAL FESTIVAL**
presented by  **YAMAHA**

“From clinics to workshops and the opening session to the Gala Awards Banquet, students and teachers receive world-class educational programming.”

Anthony Maiello,
George Mason University

ORCHESTRA AMERICA NATIONAL FESTIVAL

The Orchestra America National Festival is a non-competitive experience for outstanding high school, middle school, and youth orchestras. It is a celebration of musical excellence, combining world-class performance and evaluation opportunities with an exhilarating atmosphere of camaraderie in music.

A non-competitive, supportive experience

The non-competitive atmosphere of the Music for All National Festival provides a place for growth, cooperative encouragement, and mutual respect among music programs, students, parents, boosters, and administrators.

Directors select their own programs; there is no required repertoire. There are no ratings or rankings, so directors and their ensembles are free to stretch themselves, reach for new heights, and strive for innovation, growth, and excellence, rather than focusing on a rating or placement.

MUSIC FOR ALL NATIONAL FESTIVAL

The Orchestra America National Festival is part of the Music for All National Festival, presented by Yamaha, celebrating outstanding music-making by the nation's finest high school and middle school scholastic ensembles. The Music for All National Festival is an integral part of Music for All's mission to create, provide, and expand positively life-changing experiences through music for all.

The Festival includes the:

- Orchestra America National Festival
- Chamber Music National Festival
- National Concert Band Festival
- National Choir Festival
- Sandy Feldstein National Percussion Festival
- National Honor Ensembles: Honor Orchestra of America, Honor Band of America, Jazz Band of America

Music for All is one of the nation's largest and most influential organizations in support of active music-making through educational and performance programs and advocacy. The Music for All National Festival is a part of Music for All's ongoing work to advance student excellence and to support advocacy of music and arts education.

Participating students experience an atmosphere of mutual respect while enjoying concerts from other outstanding ensembles. Ensembles that perform at the Festival are recognized as being among the finest in the nation. The preparation process itself for the Festival can have a positive effect on your music program. Participation is a "credential" worth having.

FEATURING:

- Concert Performance & Post-Concert Clinic
- One-on-One Mentoring for Conductors
- Scheduled Observation for All Groups
- Student Master Classes
- Social Events for Students and Directors
- Gala Awards Banquet
- World-Class Venues and Facilities
- Audio Recording and Photo Package
- Ensemble Host for Each Group
- November Familiarization Trip



HOW TO APPLY

2020 Application/Audition Deadline:

Completed application form with audition recordings, administrator signatures, and application fee must be received by

JUNE 5, 2019

Visit musicforall.org/festivalapplication for all application/audition requirements, details for ensemble applications, package pricing, and Honor Ensemble auditions.

Music for All's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in his or her scholastic environment.

The Music for All National Festival audition process offers a unique opportunity, as it is a tool you can use to take your program to the next level. All auditioning ensembles receive recorded and written evaluation from the evaluation panel. The evaluation is "blind"—ensembles are not identified in the audition process. Evaluators recommend ensembles that demonstrate an exemplary level of excellence to receive an invitation to perform at the Festival.

Application Fees

The application fee is \$250 for bands, orchestras, and choirs, and \$200 for percussion ensembles. Chamber Festival Application Fee is \$200 for the first chamber ensemble from a single school, and \$150 for each additional ensemble, capped at \$1,250 for up to eight chamber ensemble applications from a single school.

MUSIC FOR ALL'S ORCHESTRA PROGRAMS

The Orchestra America National Festival is a program of Music for All, one of the nation's largest and most influential organizations in support of active music-making through educational and performance programs and advocacy. Music for All's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in his or her scholastic environment.

In addition to the Orchestra America National Festival, Music for All's educational programs and performance opportunities for orchestras and string students include the Summer Symposium for high school string players and the Honor Orchestra of America at the National Festival.

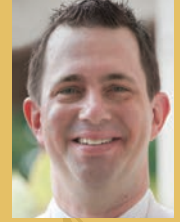
EVALUATORS, CLINICIANS AND COORDINATORS HAVE INCLUDED:



Sey Ahn
Idyllwild Summer Music Festival Orchestras



Adam Bodony
Artistic Director, New World Youth Orchestra



Douglas Droste
Ball State University



Lowell Graham
Director of Orchestral Activities and Professor of Conducting; University of Texas at El Paso



Jeffrey Grogan
Oklahoma City University



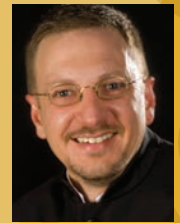
Franz Krager
University of Houston



Paula Krupiczewicz
Orchestra Director, North Cobb H.S., GA; Orchestra America National Co-Coordinator



Larry J. Livingston
Chair, Conducting Dept. Thornton School of Music U. of Southern California



Kirk Moss
University of Northwestern-St. Paul



Desiree Overree
Director of Orchestras, Seven Lakes H.S., Katy, TX; Orchestra America National Co-Coordinator



Dean Westman
Performing Arts Department Chair and Orchestra Director, Avon H.S., Avon, IN; Music for All Educational Consultant, Orchestra Activities Coordinator



Brian Worsdale
Music Director, The Three Rivers Young Peoples Orchestras; Music for All Orchestra Coordinator, Honor Orchestra of America & Music for All String Programs



MUSIC FOR ALL Advocacy in Action

2019 Advocacy in Action Award Winners Announced

Music for All's Advocacy in Action Awards recognize 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, schools and districts submitted detailed descriptions of their music programs and project entries. Submissions were reviewed by a national panel of educators, administrators, community leaders, and business leaders. You can read and be inspired by the detail of all of our award-winners online at advocacy.musicforall.org. **Here are some featured winners.**

Fundraising & Sponsorship "Blitz Boost" Rouse H.S., TX

The Blitz is a six-week online direct donation program that supplements the Rouse High School Band's budget each year. The booster organization hosts a Telethon Pizza Party for the students to call and text family, friends, and community members, and at the end of this year's Telethon, they had approximately \$12,000 pledged of their \$20,000 goal. Students texted, emailed, and shared links to the Blitz website on social media, and they increased momentum through student-driven incentives, such as free smart music passes for the student in each section with the highest donations. Overall, the Blitz raised \$26,000 for the Rouse High School Band program this year.

Marketing & Promotion "Extended Community Building" Highland H.S., AZ

The goal of Highland High School's Extended Community Building is to market their orchestras to the large population of retired adults moving to retirement communities, encouraging them to come to performances by bringing the concert to them. The model begins with a one

semester Strolling Strings class where students learn the "strolling" aspect of memorization and how to communicate and visit with the crowd – a large part of why people come to the show. During the second semester, they begin to travel, performing up to 10 gigs per year. After many years of relationship building, the program has grown substantially, with their holiday concerts selling out all three performances in a 900-seat auditorium.

Parent & Booster Involvement "Private Lesson Scholarships" Princeton City School District, OH

While it is not required to attend private music lessons at Princeton, many students desire to do so. In 1961, Princeton Music Boosters started awarding 2 scholarships allowing students to attend private music lessons. Today, they award 25 scholarships ranging in value from \$500-\$750. About two-thirds of the scholarships are named in memory or in honor of loved ones and are funded by private donations from alumni, staff, and supporters. The remaining are funded by the Princeton Music Boosters from their general budget and a variety of fundraising activities.

Recruitment & Retention "Knights of the Rock Table" Windsor H.S., NY

The Windsor High School Music Program works to ensure that every student can participate in a course or ensemble pertaining to their musical interests, offering exciting opportunities for non-traditional musicians in addition to Band and Chorus. This was the motivation behind the Knights of the Rock Table (KORT), a music program created based on the students' musical interests that has led to the creation of a variety of new courses such as Piano, Guitar, Bass Guitar, and Drum Set. By offering a "music education for everyone," participation in their ensembles skyrocketed and over 80% of incoming freshmen choose to fulfill their mandatory Fine Arts credit with a music course.

Decision-Maker Interaction "Success Through Collaboration" Northbrook Jr. High School, IL

The collaborative relationship between administration and music educators is a hallmark of Northbrook School District 28. At least two administrators attend every concert for performing groups, participate regularly and actively in booster meetings, and are involved in music productions at the elementary level. The music faculty set administrators up for success by providing them with data that allows the administration to approach the Board of Education fully prepared to speak to the needs of the music department from a factual and historical perspective.

Community Engagement "Right Now (We Need One Another)" Charlottesville H.S., VA

In the wake of the deadly events of August 11-12, 2017, a group of five Metro Nashville Schools students showed their love and support for the Charlottesville community by recording a version of BeBe Winans's song "Right Now (We Need One Another)" and putting together a heartwarming video message that was emailed to teachers at Charlottesville High School. On Friday, September 15, the two groups of students came together to perform the song at a school-wide assembly at Charlottesville High School. Nine days later, the video of the combined performance was broadcast as part of the Concert For Charlottesville featuring musicians such as Dave Matthews, Pharrell Williams, and Stevie Wonder.

2019 ADVOCACY IN ACTION AWARD RECIPIENTS

(The winners of the debut year of the Advocacy in Action Awards were announced January 15)

org.

FUNDRAISING & SPONSORSHIP

Fundraising Event

- GOLD: "Bowling for Bands"
Hastings M.S. and H.S., MI
SILVER: "Outdoor Music Festival"
Tarpon Springs Leadership
Conservatory for the Arts, FL
BRONZE: "Bulk Corn Sale"
Lake Hamilton H.S., AR
HONORABLE MENTION: "Cantonstock"
Canton Public Schools, MA

Fundraising Program

- GOLD: "Blitz Boost"
Rouse H.S., TX

MARKETING & PROMOTION

Concert/Contest Program Book

- GOLD: "Norwin Bands
Concert Program"
Norwin M.S. and H.S., PA

Miscellaneous Activity

- GOLD: "Extended Community
Building"
Highland H.S., AZ
SILVER: "Take the Field with Pride
Photo Program"
Broken Arrow H.S., OK

Miscellaneous Multimedia

- GOLD: "Promotional Campaign
for the Biloxi Band"
Biloxi H.S., MS
SILVER: "Alone' Promotional Video"
Castle H.S., IN

Outdoor Billboard

- GOLD: "#CARNEGIEBOUND Billboard"
Baker H.S., LA

Press/Media Kit

- GOLD: "Media Relations Materials"
Longwood Central School District, NY

Print Advertisement

- GOLD: "Scheherazade Concert Poster"
Haltom H.S., TX

Program Website

- GOLD: "Band Website"
Prosper H.S., TX
SILVER: "Performing Arts Website"
Creekside M.S., IN

Promotional Flyer/Poster

- GOLD: "Poster Campaign"
Haltom H.S., TX

- SILVER: "Why Music?"
Norwin M.S. and H.S., PA
Promotional Clothing Item
GOLD: "Uniform T-Shirt"
Castle H.S., IN

Social Media Engagement

- GOLD: "Social Media"
Tarpon Springs Leadership
Conservatory for the Arts, FL
SILVER: "Section of the Week
/Instagram Takeover"
Rouse H.S., TX

BRONZE: "Senior Spotlight"

- Rouse H.S., TX
HONORABLE MENTION: "Bands
of America Hype Video"
Rouse H.S., TX

Television/Radio Promotion

- GOLD: "GRHS Chorus Launch"
Glen Ridge H.S., NJ

PARENT & BOOSTER INVOLVEMENT

Parent/Booster Engagement Program

- GOLD: "Private Lesson Scholarships"
Princeton City School District, OH
SILVER: "Band Together"
O'Fallon Township H.S., IL

BRONZE: "Band Boosters"

- Tarpon Springs Leadership
Conservatory for the Arts, FL
HONORABLE MENTION: "Spring
Arts Showcase"
Washington Heights Expeditionary
Learning School, NY

Volunteer Opportunity

- GOLD: "Historical Archive"
Greenwood Community H.S., IN
SILVER: "9/11 Memorial Taps
and Sunset"
Youth Orchestras of Lubbock, TX
BRONZE: "IV Band Quarter Auction"
Indian Valley School, OH

DECISION-MAKER INTERACTION

Engagement with

Administrator/Administration

- GOLD: "Special Ed Music Program"
Spring Valley Academy, CA
SILVER: "Stakeholder Collaboration
and Involvement"
Morton School District 709, IL

- BRONZE (TIE): "Success
Through Collaboration"
Northbrook Jr. High School, IL
BRONZE (TIE): "Getting to Know You"
Cedar Grove H.S., NJ

Engagement with Elected Officials

- GOLD: "March to P.E. in South
Carolina (S. 302)"
Wando H.S., SC

- SILVER: "Music Under the Stars
Community Outreach Concert"
Desert Vista H. S., AZ

RECRUITMENT & RETENTION

Beginning Recruitment Program

- GOLD: "Recruitment is a Process,
Not an Event"
Creekside M.S., IN
SILVER: "Music Academy Recruiting"
Mater Dei H.S., CA

BRONZE: "Beginning Program

- Recruitment"
Desert Hills H.S., UT
HONORABLE MENTION: "Beginning
Band Recruiting"
Hillcrest Intermediate School, PA

Middle School Retention Program

- GOLD: "Alumni Festival"
Northbrook Jr. High School, IL
SILVER: "Middle to High
Retention Plan"
Cedar Grove H.S., NJ

High School Recruitment Program

- GOLD: "Music Recruiting"
St. Francis Preparatory School, NY

SILVER (TIE): "Arts Recruiting"

- Tarpon Springs Leadership
Conservatory for the Arts, FL
SILVER (TIE): "Musical Mentors"
Capistrano Valley H.S., CA

BRONZE: "Recruitment Program"

- North Cobb H.S., GA
HONORABLE MENTION: "Music
Business Recruiting"
East Central H.S., TX

High School Retention Program

- GOLD (TIE): "CG Tonight!"
Cedar Grove H.S., NJ
GOLD (TIE): "Knights of the
Rock Table"
Windsor H.S., NY

SILVER: "Ice Cream

- (Teambuilding) Social"
John Foster Dulles H.S., TX
BRONZE: "CGHS Lettering in Music"
Cedar Grove H.S., NJ

Recruitment Video

- GOLD: "Recruitment Video"
Vestavia Hills H.S., AL
SILVER: "2017 Grant Video"
Youth Orchestras of Lubbock, TX
BRONZE: "Recruitment Video"
Prosper H.S., TX

Recruitment Event/Activity

- GOLD: "Exchange Concert Program"
Cedar Grove H.S., NJ
SILVER: "Pep Band Invitational"
Orleans Jr./Sr. High School, IN

COMMUNITY ENGAGEMENT

Community Engagement Program

- GOLD (TIE): "Free to Be...You & Me"
Cedar Grove H.S., NJ
GOLD (TIE): "StringWizards"
St. Ignatius College Prep, IL

SILVER: "Bridging Adolescence:

- "A River Flows Through Us"
Marshwood M.S., ME
BRONZE: "Music Matters
Takes to Town!"
Cedar Grove H.S., NJ

HONORABLE MENTION: "AnARTchy"

- B.E. Mays H.S., GA
Community Engagement Video
GOLD: "Right Now
(We Need One Another)"
Charlottesville H.S., VA

Community Service Project

- GOLD (TIE): "School Supply Drive
for LowCountry Orphan Relief"
Wando H.S., SC
GOLD (TIE): "Right Now
(We Need One Another)"
Charlottesville H.S., VA

Community Event

- SILVER: "Holiday Charity Concert"
Jensen Beach H.S., FL
BRONZE: "OCG Community
Service Project"
Owasso H.S., OK

Community Event

- GOLD: "Right Now
(We Need One Another)"
Charlottesville H.S., VA
SILVER: "Holiday Charity Concert"
Jensen Beach H.S., FL
BRONZE: "OCG Community
Service Project"
Owasso H.S., OK

Community Event

- GOLD: "Right Now
(We Need One Another)"
Charlottesville H.S., VA
SILVER: "B.A.M. (Burrell Arts
and Music) Night"
Burrell School District, PA

BRONZE: "Giving Back!"

- Lava Ridge Intermediate School, UT
HONORABLE MENTION: "Performing
Arts Spectacular"
East Central H.S., TX
HONORABLE MENTION: "Evening
of Strings"
Miami Valley Orchestra, OH

HONORABLE MENTION: "YOL

- Percussion Circles with
the Elder Community
Engagement Program"
Youth Orchestras of Lubbock, TX





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