



50 Ways To Promote Music Education

- 1.** Send a press release to your local paper announcing your activities supporting music education. Highlight the importance of the program in your school.
- 2.** Coordinate a series of radio public service announcements to run each day during a month of March.
- 3.** Provide a flyer to all local hotels to place in guest rooms and/or at the concierge stations that promotes music education in your community.
- 4.** Work with local groups to dedicate every local music event during March to encourage support for music education.
- 5.** Write an op-ed on the value of the music education to your community.
- 6.** Arrange student performances at schools, local businesses, the public library or City Hall so the community can see the program.
- 7.** Obtain an official proclamation from your Mayor or City Council dedicating a day or the month of March as Music in or School Month.
- 8.** Ask your local cinema to show a slide supporting music education programs before each movie begins. Or, ask to have them run a VH1 Save The Music PSA.
- 9.** Plan a reception and invite the business community to learn about your VH1 Save The Music efforts provided that you are currently a VH1 Save The Music campaign.
- 10.** Support local businesses "adopt" a music program for the month.
- 11.** Design posters for your local transportation authority to display in buses and subways.
- 12.** Ask your local weatherman to mention your VH1 Save The Music campaign, provided that you are currently a VH1 Save The Music campaign, and to salute local music programs during March.
- 13.** Ask a local airport to hang your banner with a number to call for information.
- 14.** Organize a parade.
- 15.** Play the public service announcements on your local radio stations. Place print PSA's in local newspapers and magazines.



- 16.** Create a bumper sticker.
- 17.** Ask to have a full page ad donated in your local paper highlighting the benefits of music in your school.
- 18.** Recommend to local businesses that they mention your campaign on receipts or automated mailings.
- 19.** Take your local school board members to lunch to talk about the importance of local music programs.
- 20.** Encourage public performances in the town square, on the sidewalk, ect.
- 21.** Hold a one-day (or longer!) mall music showcase/instrument drive. Work with a local radio station to help promote your effects.
- 22.** Ask the local convention and visitors bureau to include information about your campaign in all mailings.
- 23.** Does your city have its own magazine? Get them involved with a local story about your activities!
- 24.** Ask Local reporters and newscasters to mention your campaign in stories on local events.
- 25.** Organize a community talent shows.
- 26.** Establish a "Music Education Award" for an outstanding administrator who has demonstrated strong support for music in your community.
- 27.** Write a letter to your Member of Congress listing events in the district during the month. Invite him or her to participate.
- 28.** Suggest to your local public television station a panel on local music education and the importance of music for children; offer to coordinate a panel of speakers.
- 29.** Alert your newspaper's "datebook" section to include your activities.
- 30.** E-mail everyone you know and encourage them to participate in the month-long celebration of music in our schools.
- 31.** Provide taxi cab companies with flyers or receipts supporting your campaign.
- 32.** Encourage presenters to add your campaign on monthly imprint for all tickets performances.



- 33.** Print bookmarks for distribution at bookstores and libraries.
- 34.** Ask local banks to enclose information in bills. Have them post information/posters in their branches.
- 35.** Create inserts for performance centers to be included in their programs.
- 36.** Arrange for movie theaters to display information on their marquis.
- 37.** Sponsor essay competitions for children to write about why music is important to them.
- 38.** And arrange for the local newspaper to run the winning entry.
- 39.** Ask the supermarket or other retailers to print paper bags with your logo.
- 40.** Contact MENC and receive information about their Music In Our Schools Month activities.
- 41.** Turn local performances into "informances" with program information and remarks from the stage. Place messages/factoids/PSA's in local concert programs (this includes local elementary, middle school and high school concerts professional plays, concerts and events).
- 42.** Place factoids into school performance programs during the month of March (or all year long!)
- 43.** Don't forget to tell VH1 Save The Music about the events & activities you have planned in your area.
- 44.** Give a speech to your local chamber of commerce, Kiwanas club or civitan luncheon on the importance of music education.
- 45.** Use various advocacy videos to inform others the need to support music education for children.
- 46.** Music Education Project - Deliver CD to local public radio station. Ask them to play the stories and create a local story during the month of March.
- 47.** Be Creative! Look for opportunities to tie in with existing events to promote your music education initiative and the message (symphony concerts, band concerts, holiday events, local music education meetings, ect.)



48. Hold a local Telethon/Raiathon to raise money for your efforts.
49. Write letters to the editor of your local newspaper to support your efforts.
50. Start your own list of creative ways to support music education in your community.

This list was authored & provided by VHI Save the Music.