

THE MIDWEST CLINIC
71ST ANNUAL CONFERENCE
CHICAGO, ILLINOIS



BUILD • SAVE • RESTORE

music
ADVOCACY

MOVING FROM SURVIVAL TO VISION

JOHN L. BENHAM



THURSDAY • DECEMBER 21, 2017

4:30–5:30 PM

SPONSORED BY



GIA PUBLICATIONS, INC.
CHICAGO

DR. JOHN L. BENHAM
& ASSOCIATES, LLC

Blaine, MN
55449-0222

mobile: (763) 232-6018
email: jbenham@save-music.org
website: <http://www.save-music.org>

MUSIC ADVOCACY

Moving from Survival to Vision

1. INTRODUCTION: IDENTIFYING THE ISSUES
 - a. Building, Saving, Restoring Music Programs
 - b. Politics, Budget, and Reform
 - c. Defining the Problem, Developing the Solutions, Establishing the Process
 - d. Four Key Components to Successful Advocacy
 - i. The School System
 - ii. The Music Coalition
 - iii. The Music Profession
 - iv. The Process
2. THE SCHOOL SYSTEM
 - a. Decision Makers
 - b. Organizational Components
 - c. Crisis Management – Identify the Issues
 - i. Faculty
 - ii. Curriculum
 - iii. Student Participation
 - iv. Economic
 - v. Adult-centered vs. Student-centered
 - vi. Central vs. Site-based Management
3. EDUCATIONAL REFORM
 - a. Middle Schools vs. Junior High Schools
 - b. Scheduling (Block)
4. PROCESS IS POLITICS – FOCUS ON THE MISSION
 - a. The Music Coalition
 - b. The Music Profession
 - c. The Music Curriculum
5. THE FINANCIAL CRISIS
 - a. The Budget – Function vs. Dysfunction
 - b. The Concept of *Reverse Economics*
6. CONCLUSION – MOVING FROM SURVIVAL TO VISION
 - a. Proactive vs. Reactive
 - b. The Dream List

MUSIC ADVOCACY

Moving from Survival to Vision

JOHN L. BENHAM

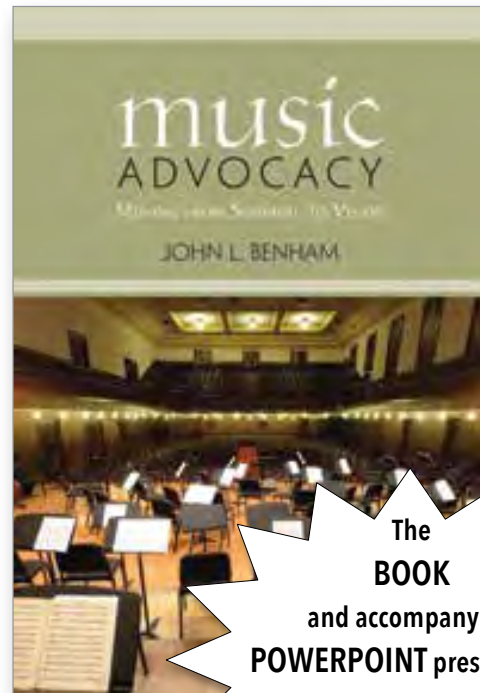
A summary of the practice of music advocacy, this book compiles research and thirty years' experience of one of the nation's most successful advocates for music education. It gives music educators, administrators, school board members, and community advocates step-by-step procedures for saving and building school music programs.

John L. Benham has been in music education for over forty years and has worked as an advocacy consultant saving and building music programs for thirty years. His advocacy work and the methods presented in this book have saved \$70 million in proposed music cuts, equivalent to approximately 2,000 teaching positions and 500,000 music students.

Read what people have to say about *Music Advocacy: Moving from Survival to Vision*...

"Finally—a 'how to' book for music education in our own districts! John L. Benham provides us with 'the right stuff' as well as rules to ensure that programs stay intact and keep complacency at bay. This must-have resource helps us understand educational processes and how budget decisions are made. It also provides suggestions on how to involve all constituents in the process of advocacy by guaranteeing that the best interest of the students remains the basis for all decision making. Music programs can be saved even when cuts appear to be imminent, and *Music Advocacy: Moving from Survival to Vision* provides effective, proactive strategies not only to avoid these cuts but also to establish a long-term plan for continued development."

—Marcia M. Neel, president,
Music Education Consultants, Inc.



The
BOOK
and accompanying
POWERPOINT presentation
are available at
GIA BOOTH #1502

"John Benham is a rare individual who walks his talk with a sense of mission unknown in common hours, and every person connected with arts education is the beneficiary of his immeasurable commitment and dedication. Once again he has come to the forefront of the profession by sharing his profound knowledge and wisdom. Simply put, this book represents a tried-and-true blueprint of success. It is a priceless gift to the future of our educational landscape and a reflective tribute to the visionary contribution of an author of purpose."

—Tim Lautzenheiser,
Attitude Concepts for Today, Inc.

G-9199 MUSIC ADVOCACY
PERFECT-BOUND BOOK, 234 PAGES..... \$23.95
G-9606 POWERPOINT DOWNLOAD
SERIES OF 200 PRESENTATION SLIDES..... \$15.00

John L. Benham has been in music education for over 40 years and working as an advocacy consultant saving and building music programs for 30 years. His work as an advocate and the methods presented in this book are responsible for saving \$70 million in proposed music cuts equivalent to approximately 2000 teaching positions and 400,000 music students.

**MEET
THE AUTHOR!**
Friday at 9:30 am
GIA Booth #1502

GIA Publications, Inc.
7404 S. Mason Avenue • Chicago, IL 60638
800-442-1358 • 708-496-3800 • Fax 708-496-3828
www.giamusic.com

