

The Importance of Music Advocacy

It's Time To
"Toot Your Own Horn"

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**MUSIC IS
IMPORTANT**

- YOU NEED TO TELL THE STORY
- YOU ARE THE AMBASSADOR
- YOU ARE THE ADVOCATE

● IS THIS PART OF MY JOB?

**I was hired to teach
music, not to be a
public relations
specialist.**

I don't have time to
teach music, I have a
concert to get
ready for!

Will I get paid for this?

**Well, you might
not get paid at all
if you don't!**

**Communication
is inevitable.**

IT (ADVOCACY) MUST
BECOME A PART OF
YOUR CULTURE. This is
not something you do in
addition to what you do. It
IS what you do.

HOW?

- You have to know your message
- What are your “key” points? .
- Communicate early and often
- Every form of communication is an opportunity

- Don't overlook the obvious
- Use names to generate attention
- Never underestimate the power of the “Word of Mouth”
- The “Five Food Groups”

The FIVE Food Groups

- STUDENT
- PARENTS
- ADMINISTRATION
- COLLEAGUES
- COMMUNITY

STUDENTS WANT

- FRIENDSHIP
- FUN
- RESPECT
- POWER
- BELONGING
- MUSIC

PARENTS WANT

- THEIR child to succeed
- Appreciation
- Support
- Validation
- Meet their child's educational and emotional needs

COLLEAGUES WANT

- Praise
- Support
- Respect
- Equality

ADMINISTRATION WANTS

- RESPECT
- APPRECIATION
- GOOD PRODUCT
- POSITIVE CONTRIBUTION TO SCHOOL ENVIRONMENT

COMMUNITY WANTS

- PRIDE
- APPRECIATION

Now it's time for YOU
to go to work.

Messaging

- Verbal Dialogue
- Personal Notes
- Letters
- Emails
- Web
- Social Media:
Facebook,
Twitter, etc.
- Concert
Programs
- Press Releases

STRATEGIES

- CONCERTS
- UPDATES
- The THANK YOU
- PHOTOGRAPHS

CONCERTS

- Be more of a coach and less of a director.
- Turn over as much of the responsibility for the running of the concert to the students as you possibly can.
- Involve parents as support staff - much like schools do with marching band.
- Make concerts celebrations, inform as well as perform-a-thons!

UPDATES

- You need to give the administration a report from your activities here at the Midwest Clinic as well as any other professional growth and development activities.
- You need to inform your parents and feeder schools of successes.
- Just like vacation, you must take your other students home something. What did you learn?
- Your students need to give updates and send thank you notes to everyone who had a hand in allowing and funding their participation.

The THANK YOU

- The most-powerful and most-often-overlooked messaging device.

Who to thank?

- Students, Parents, Principals, School Board Members, Custodians, Colleagues, Secretaries, Music Store Representatives, Your State Representative, Your State Senator, The Governor, Your Federal Representatives, The Secretary of Education, The President of the United States...the list goes on and on!

How To Thank?

- Notes
- Letters
- Email
- Social Media
- Blogs
- Newsletters
- Text Messaging
- Phone Calls
- Personal Visits
- Gifts
- Social Events
- Concerts

WHEN?

NOW!

QUESTIONS?

Good luck!

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