

Discover the Power *of* Music Education



YAMAHA
BAND & ORCHESTRAL DIVISION



The Power of Music Education



Study after study has proven that music education dramatically increases early brain development and improves students' overall academic performance. The following is a sample of the research that is currently available:

Enhances Higher Brain Function

Music lessons have been shown to improve a child's performance in school. A research team exploring the link between music and intelligence reports that music training — specifically piano instruction — is far superior to computer instruction in dramatically enhancing children's abstract reasoning skills which are necessary for learning math and science. This experiment included three groups of preschoolers:

- one group received private piano/keyboard lessons and singing lessons
- a second group received private computer lessons
- and a third group received no training.

After six months of keyboard lessons, those children who received piano/keyboard training performed 34% higher on tests measuring spatial-temporal ability than the others. These findings indicate that music uniquely enhances higher brain functions required for mathematics, chess, science and engineering.

- From *Neurological Research* Feb 28, 1997; Frances Rauscher, Ph.D., Gordon Shaw, Ph.D., University of California, Irvine.

Improves Reading and Math Performance

A research team studying first graders from two Rhode Island elementary schools found that students who participated in an "enriched, sequential, skill building music program" dramatically increased their reading and math performance.

- From *Nature* May 23, 1996; Gardiner, Fox, Jeffery and Knowles

Raises IQ Scores

Mozart's Piano Sonata K448 was found to significantly increase spatial scores of college students on IQ tests when the Sonata was listened to for 10 minutes, dubbed the "Mozart Effect."

- From *Nature* Copyright 1993, Drs. Rauscher and Shaw, University of California, Irvin.

Provides Important Experiences

Musical activities provide children with important experiences that can help them develop physical coordination, timing, memory, visual, aural and language skills. When they work to increase their command of music and exercise musical skills in the company of others, they gain important experience with self-paced learning, mental concentration and a heightened personal and social awareness.

- Frank R. Wilson, M.D.; Associate Clinical Professor of Neurology - University of California School of Medicine in San Francisco; AMC 1998 Publication: "Music and Your Child."

Increases SAT Scores

Students with coursework/experience in music performance scored 57 points higher on the verbal portion of the SAT (Scholastic Aptitude Test) and 41 points higher on the math portion of the SAT than students with no coursework or experience in the arts for a combined total of 98 points higher.

- Profiles of SAT and Achievement Test Takers 2001, The College Board

There is a direct correlation between improved SAT scores and the length of time spent studying the arts. Those who studied the arts four or more years scored 68 points higher on verbal and 51 points higher on math portions of the SAT than students with no coursework or experience in the arts for a combined total of 119 points higher.

- Profiles of SAT and Achievement Test Takers 2001, The College Board

"For art establishes the basic human truths which must serve as the touchstones of our judgments."
John F. Kennedy

Research proves that music education helps prepare children for the future. Music allows children the unique opportunity to “experience excellence.” It provides them a way to develop the critical skills needed for the current workplace. It also empowers them with the essential change-management skills needed to adapt to future workplace demands. The following is a sampling of current insights into this area.



Teaches the Habit of Excellence

Band directors agreed that children who are active in school music program(s) get the unique opportunity to experience the intrinsic value of excellence. Organizations today emphasize the need to recruit people who can demonstrate proven abilities in the areas of quality and commitment to excellence. As one band director commented, “One bad note can wreck a beautiful symphony. This is about performing, not rehearsing.”

- *Dynamic Presentations Unlimited Research; Band Director Focus Groups, December 2001*

Develops Quick and Decisive Thinking

During musical performance, children must constantly turn their thoughts into action. Thought structures continually have to be updated and adjusted. The combination of constant vigilance and forethought coupled with ever-changing physical responses is an educational experience of unique value.

Frances Rauscher, Ph.D., University of Wisconsin, Oshkosh; NAMM 1997 publication: “Making Music Makes You Smarter.”

Builds Teamwork Skills

Ninety-seven percent of respondents to a 2000 Gallup survey agreed that playing in a school band is a good way to develop teamwork skills.

2000 Gallup survey on American attitudes toward music education.

Enhances Cooperation

The social climate of music instruction is marked by cooperation, whereas in most other subjects cooperation is totally lacking or replaced by competition. Only by working together can students play a musical performance. They learn that cooperation is a means to an end which can be applied to other goals.

Frances Rauscher, Ph.D., University of Wisconsin, Oshkosh

Prepares Children for the Future

The U.S. Department of Labor issued a report in 1991 urging schools to teach for the future workplace. The skills they recommend (working in teams, communication, self-esteem, creative thinking, imagination, and invention) are exactly those learned in school music and arts education programs.

- *1991 SCANS Report, U.S. Department of Commerce*

Important Research

The following important research provides scientific data that shows how music affects brain development, overall health, well-being and much more.

Shaw/Rauscher Report

This was one of the most important studies done to date with young children ages three to five. The study was comprised of three groups. One group played the piano, one learned the computer and one was a control group. The results revealed that music students had a 30% increase in spatial - temporal skills above the other groups. This suggests that the study of music produces long term modifications to the underlying circuitry of the brain that is not primarily concerned with music. Complete research is available in a condensed form from AMC (American Music Conference).

Christo Pantev, Germany

This research suggests that musical training makes the cortical map of the brain grow. When music is added to the school curriculum, mathematical skills will increase. More information can be obtained from AMC.

Music-Making & Wellness

This major research project links the participation in music directly to one’s wellness. As our society ages, this will have a great impact on the development of new markets. More information can be obtained from AMC.

“Where there is liberty, art succeeds. In societies that are not free, art dies.”
Ronald Reagan

Americans Support Music Education

A 2000 Gallup survey commissioned by NAMM - International Music Products Association on "American's Attitudes Toward Music, Music Making, and Music Education" revealed very important information. The following responses are representative of the Gallup survey:

95% of respondents agree music should be part of a well-rounded education.

97% believe school band is a good way for young people to develop teamwork.

93% feel all schools should offer instrumental music as part of the regular curriculum.

93% agree that playing a musical instrument is fun.

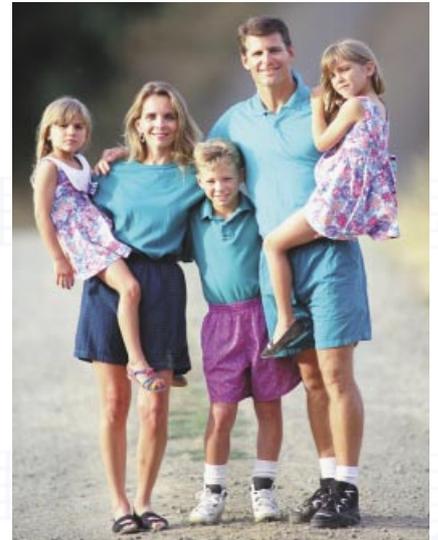
75% agree that learning a musical instrument helps you do better in other subjects like math and science.

78% agree that the state should mandate music education in schools.



81% agree participation in a school music program often corresponds to better grades and test scores.

87% agree that music is an important part of life.



"I believe arts education in music, theater, dance and the visual arts is one of the most creative ways we have to find the gold that is buried just beneath the surface. They [children] have an enthusiasm for life, a spark of creativity and vivid imaginations that need training...training that prepares them to become confident young men and women."

U.S. Secretary of Education Richard W. Riley.

90% agree that music brings the family together.

92% agree that playing a musical instrument helps children make friends.

97% agree that playing a musical instrument is a good hobby.

97% agree that playing a musical instrument is a good means of self-expression.

95% believe it provides a sense of accomplishment.

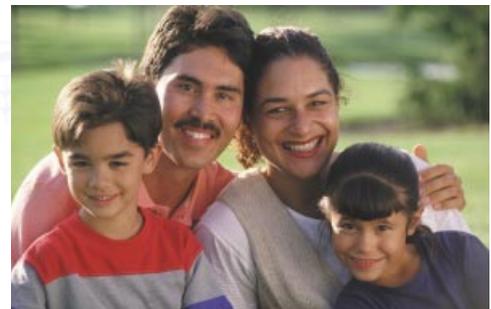
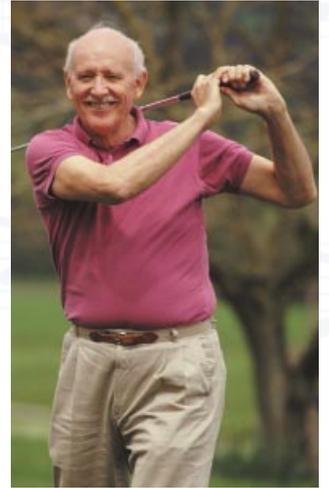
73% believe teenagers who play an instrument are less likely to have discipline problems.

89% agree that playing a musical instrument teaches discipline.

98% agree that playing a musical instrument provides life-long enjoyment.

96% agree that playing a musical instrument teaches appreciation for the arts and culture in general.

85% wished they had learned to play a musical instrument.



"Teaching music is not my main purpose. I want to make good citizens. If a child hears fine music from the day of his birth, and learns to play it himself, he develops sensitivity, discipline and endurance. He gets a beautiful heart."

Shin'ichi Suzuki

Important Highlights Over The Past Few Years!

Advocacy Group Formed

The foundation of the National Coalition for Music Education (NCME) is comprised of NAMM - International Music Products Association, NARAS (National Association of Recording Arts and Sciences), and MENC (Music Educators National Conference), forming an advocacy group to include music and arts in the federal education mandate known as Goals 2000.

Music Should Be Core

Originally, music was not included as a core subject. The tide was turned when, during the GRAMMY's telecast, seen by more than one billion people, Michael Greene, president of NARAS, gave a two-minute speech criticizing the government for not including music as a core subject. Music was added to the Goals 2000 bill which the House passed and the Senate then enacted into law.

THE FOLLOWING SUPPORT MUSIC EDUCATION:

National Standards for Arts Education

March 2002 marks the eighth anniversary of the release of the National Standards for the Arts Education, as well as the recognition of the arts, among other academic disciplines, as a core subject. The National Standards for Music education have strongly influenced curriculum in all 50 states, District of Columbia, and Department of Defense Schools. To varying degrees, most states, and many local school districts, have created some sort of standards, framework, or guidelines related to what students should know and be able to do in music. - 2000 Information Services Review, MENC

The Revelli Foundation

The Revelli Foundation, a charitable organization, is a dynamic force in the music education world, focused on perpetuating opportunities for music education and band students. Established in honor of legendary band conductor William D. Revelli, The Revelli Foundation's programs include college scholarships for future band directors and The Paynter Project, a new music commissioning project.

Dr. Tim Lautzenheiser's Parent Leadership Workshop

Presentations are given throughout the country to help parents understand how to be advocates for music education. A brochure is available from NAMM.

John Tesh Tour

Over the past two years John Tesh has led an effort which resulted in nearly \$500,000 in cash and products for music education programs and has directly impacted over 50,000 children across the United States. He has donated \$1 from every ticket sold to a local elementary school's program in most concert locations. John implores audiences to support music education in their communities.

"Art does not exist to show life as it is, but rather how it should be."

*Harry Belafonte, Entertainer & Humanitarian Chairman's Award Recipient
30th NAACP Image Awards, March 1999*



New Horizons Band

Based on a model developed at the Eastman School of Music, this program, jointly sponsored by NABIM (National Association of Band Instrument Manufacturers) and NAMM, gives older beginners and individuals who used to play the opportunity to study and perform in a concert band. Over 40 bands are currently in operation. Information is available from NAMM.



Charlie Horse Music Pizza™

The nationally syndicated PBS program stars eight-time EMMY award winner Shari Lewis and all of her puppet pals. This first ever daily children's show focusing on music making and music education reaches over 2 million children and their parents every day! Various outreach programs that tie to the show are available through NAMM.



VH1 Save The Music Program™

The VH1 Save The Music initiative is a non-profit organization dedicated to improving the quality of education in America's public schools by restoring and supporting music programs in cities across the country, and by raising public awareness about the importance of music participation for our Nation's youth. VH1 Save The Music is committed to generating over \$100 million of total support to bring music instruction to 1 million children during the next decade and is currently operating in many communities throughout the United States.



Mr. Holland's Opus Foundation

The Mr. Holland's Opus Foundation (MHOF) promotes instrumental music nationwide by partnering with businesses, schools and communities to provide new and refurbished musical instruments to qualified schools and individual students. MHOF was inspired by the acclaimed motion picture *Mr. Holland's Opus*, the story of the profound effect a motivated and dedicated music teacher had on his students. The creative team behind the film — composer Michael Kamen, actor Richard Dreyfuss and director Stephen Herek — has made its commitment to the future of music education with the establishment of MHOF.



Weekend Warrior Program

Based on a model developed at Skip's Music in Sacramento, California, this program gives the older hobbyist an opportunity to play in a "pop/rock" band. This program is currently successful in over 100 retailers across the country. Information available from NAMM.



Bands of America

Bands of America is the nation's foremost presenter of educational events for high school bands. BOA's programs include the National Concert Band Festival; the Summer Band Symposium for directors, students, college music education majors and band boosters; the Grand National Marching Band Championships; a fall series of Regional Marching Band Championships; Regional Concerts and Festivals. Bands of America's mission is to create and provide "positively life-changing" experiences for students, teachers, parents and communities.

"Imagination is more important than knowledge!"
Albert Einstein

Want to Learn More? Here's Where...

NAMM[®] International Music Products Association[®]

International Music Products Association

NAMM's mission is to unify, lead and strengthen the global music products industry and to increase active participation in music-making.

5790 Armada Drive
Carlsbad, CA 92008
760-438-8001

www.namm.com



National Academy of Recording Arts and Sciences (NARAS)

members include people who work in all aspects of the recording field - best known for the GRAMMY, the organization does a host of other important educational work in the field of music.

3402 Pico Blvd.
San Monica, CA 90405
310-392-3777

www.grammy.com



National Association of Band Instrument Manufacturers (NABIM)

NABIM supports and encourages active participation in music education and provides a forum for an exchange of industry experience through discussion, study and publication. Members include most companies who manufacture and distribute band and orchestral instruments, accessories and published music.

38 West 21st Street
New York, NY 10010-6906
212-924-9175

National Association of School Music Dealers (NASMD)



NASMD is a professional trade association dedicated to sales, rental and service of band and orchestra instruments, accessories and published music.

4020 McEwen
Suite 105

Dallas, TX 75244-5041

For the name of a NASMD member near you contact:
972-233-9107

www.nasmd.com



American Music Conference (AMC)

AMC's mission is to promote the benefits of music, music-making and music education to the general public.

5790 Armada Drive
Carlsbad, CA 92008
760-438-8001

www.amc-music.com



Music Achievement Council (MAC)

MAC include members representing NAMM, NABIM and NASMD. Its role is to provide materials to support music education.

5790 Armada Drive
Carlsbad, CA 92008
760-438-8001 ext. 114

www.namm.com



VH1 Save the Music

is a non-profit organization dedicated to improving the quality of education in America's public schools by restoring and supporting music programs nationwide.

1515 Broadway, 20th Floor
New York, New York 10036
888-841-4687

www.vh1.com

Mr. Holland's Opus



The
Mr. Holland's Opus
FOUNDATION

is a non-profit organization dedicated to promoting instrumental music nationwide.

15125 Ventura Blvd., Suite 204
Sherman Oaks, CA 91403
818-784-6787

www.mhopus.org



Music Educators National Conference (MENC)

MENC's mission is to advance music education by encouraging the study and making of music by all Americans.

National Coalition for Music Education (NCME)

NCME is a coalition organized to raise awareness of the value and importance of music in education. It is comprised of NAMM, NARAS and MENC.

1806 Robert Fulton Drive
Reston, VA 20191
800-336-3768

www.menc.org



Bands of America (BOA)

BOA is America's leading presenter of educational events for high school bands.

526 Pratt Avenue North
Schaumburg, IL 60193
800-848-BAND

www.bands.org



The Revelli Foundation

is a charitable organization perpetuating opportunities for music education and band students.

522 Pratt Avenue North
Schaumburg, IL 60193
800-963-7383

www.bands.org



American Federation of Musicians

is the largest entertainment organization in the world, serving the needs of more than 100,000 professional musicians across the United States and Canada.

1501 Broadway, Suite 600
Paramount Building
New York, New York 10036-5503
(212) 869-1330

www.afm.org

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