

Ten Ways To Promote Your Music Department

1. Take your band, jazz band, orchestra, or choir to perform at a Board of Education meeting. The Board members will love it! Talk with your Principal, or call your Superintendent. This is a great way to be remembered when budget talks come around.
2. Take your Music Tech students to a Board meeting to demonstrate their MIDI compositions. Or, start a student “synthesizer ensemble” — and have them perform.
3. Videotape your concerts, and have them played on the local cable access channel. You’ll be amazed at how many people will tell you they saw the concert!
4. Make sure you always put a short article in your school’s newsletter, or PTA newsletter. Talk with your principal...and with your PTA president.
5. Create a web site for your music department. It’s not only a good way to publicize activities, but also a great tool for communicating “additional information” to students. You can get your own unique domain name and a site for \$12/month or less from: <http://www.interland.com>, <http://www.networksolutions.com>, <http://www.mac.com>, and from many other providers. No programming knowledge is required.
6. Create a Music Department newsletter. Distribute to parents, school principals, board members, local shops and restaurants. Let your community know what’s going on musically at school. (Get it approved by your principal, first.)
7. Collaborate with another teacher in the school on a project that can include music.
 - a) Have your students compose background music for a poetry CD. Work with the Language Arts teachers.
 - b) Have your students compose music for video presentations.
 - c) Have students write a short musical theme for the morning announcements. Good way to get students’ attention before the announcements start.
 - d) If your school has dance classes, have students compose a piece for a creative dance. [There are dance teachers in your community, or visiting artists who would love to do a dance project with your school. Contact “The CT Commission on the Arts”. <http://www.ctarts.org/Directry.htm>]
8. Have your school ensemble perform at a local shopping center or mall. This is great exposure especially during busy shopping seasons.

9. Encourage your students to participate in Regional and All-State Festivals. There are festivals for middle school students, too. See the CMEA website: <http://www.cmea.org>. Publicize students who participate in your local newspaper.
10. Become familiar with the national “Opportunity-To-Learn Standards” from MENC. *“The opportunity-to-learn standards in music are intended to specify the physical and educational conditions necessary in the schools to enable every student, with sufficient effort, to meet the voluntary national content and achievement standards in music.”* You’ll find them at: <http://www.menc.org/publication/books/otl.html>

NOTE: MENC does not recommend music teachers on carts!

★ Brainstorm your own ideas and share them with a friend.

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