

Thesis Statement: Specifically, I will enlighten you on the following three areas: (1) the public opinion towards music education, (2) the benefits of music education, and (3) the increasing need for music education.

INTRODUCTION

- I. What do companies like: GAP, HBO, AT&T, Toyota, Sony Music, and Nabisco, just to name a few, have in common?

...They are all contributors and supporters of the VH1 Save The Music Foundation.

- II. The VH1 Save The Music Foundation is a non-profit initiative with two primary missions: (Slide)

A) To restore music education programs in America's public schools.

1. Purchase new musical instruments to restore music education programs that had been cut due to budget reductions in the past or to save programs at risk of elimination due to the lack of instruments.
2. More than 90% of every dollar marked for the VH1 Save The Music Foundation finds its way into a child's hand in the form of a musical instrument.
3. Since its inception in 1997, VH1 Save The Music has donated more than \$10 million worth of musical instruments to 530 public schools in 40 cities, improving the lives of more than 200,000 children. 19 of the schools in Chicago and 1 in the city of Gary.

B) To raise awareness of the positive impact music participation has on students.

1. The foundation conducts awareness campaigns, musical instrument drives and fundraising events.
2. Most recent promotion was VH1 Divas Live: The One and Only Aretha Franklin - A Benefit Concert for the VH1 Save the Music Foundation, Tuesday, April 10, 2001.

- III. From my own personal involvement with music education that have included piano lessons as a child, marching band during high school, and a cover band during my earlier college years, in addition to extensive research, it is my intention to show all of you the significance of music programs in education.

- IV. Specifically, I will enlighten you on the following three areas: (1) the public opinion towards music education, (2) the benefits of music education, and (3) the increasing need for music education.

BODY

To begin with, what is the general opinion about music in education? Do we need it? Is it a good thing or a bad thing? Or, does anybody really care?

- I. According to a Gallup Survey done in 1998 on American's attitudes toward music... (Slide)

A) 88% feel all schools should offer instrumental music as part of regular curriculum.

B) 89% believe music helps a child's overall intellectual development.

C) 93% agree music is part of a well-rounded education.

If Americans truly believe that music is part of a well-rounded education and that communities should provide the financial resources to support these programs in schools...is this belief solely based on logic, tradition, and personal observation or is there any scientific evidence that can verify the benefits of music education?

- II. Recently, the startling results of a number of scientific studies are building a mountain of evidence that music instruction is not only inherently worthy, but that it helps young minds grow and flourish.
 - A) Psychologist Dr. Frances Rauscher of the University of Wisconsin and physicist Dr. Gordon Shaw of the University of California both reported: spatial-temporal IQs, which is the ability to comprehend ratios, fractions, proportions, and thinking in space and time, of children who received music training were 35% higher than children who did not study music. (Neurological Research, 1997)
 - B) Dr. Agnes Chan of the Chinese University of Hong Kong stated "Adults with music training in their childhood demonstrate better verbal memory ... they can remember things that you tell them better than those who did not have music training when they were young." (Nature, 1998)
 - C) Dr. James S. Catterall, a professor at UCLA, applied statistical analysis to the National Educational Longitudinal Study of 1988 (NELS88) in which students were tracked over a 10 year period, and concluded that: students involved in music generally tested higher than those who had no music involvement. The test scores studied were not only standardized test, such as the SAT, but also reading proficiency exams. More importantly, the study also noted that the musicians scored higher, no matter what socio-economic group was being studied.

There are dozens of other studies, too numerous to mention, that also support the positive relationship between music education and academic achievement. When we consider all of the challenges that await kids and ourselves in the future, music deserves a fair place in the school curriculum. Unfortunately, there has been a negative trend in music programs over the past 30 years.

- III. Music education programs have eroded in many cities and communities across the country. The National Assessment of Educational Progress, 1998, declared the following...
 - A) Nearly one American school in five fails to offer music or art classes - even once a week - according to an Education Department study.
 - B) Many schools, especially those in cash-strapped big-city districts, have had to cut back spending on arts classes as their tax bases have shrunk, and as spending on areas like computers and special education have taken up larger parts of their budgets.
 - C) Even at schools where the courses are offered, not everyone takes part. For example, only one in four eighth graders reported being asked to sing or play a music instrument at least once a week.

CONCLUSION

To briefly summarize, I hope that I have offered some insight into: (1) the public opinion towards music education, (2) the benefits of music education, and (3) the increasing need for music education.

In conclusion, I ask all of you to support the efforts of VH1 Save The Music Foundation by either: (Slide)
(1) Donation of time, (2) Donation of an instrument, (3) Donation of money, and / or (4) Voicing your opinion to Congress.

Thank you for your time and your undivided attention.

BIBLIOGRAPHY

Catterall, Dr. James S. (1998). Department of Education Database Unveils Link Between Arts and Student Success. National Educational Longitudinal Study of 1988.

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<http://www.vh1.com>

The **VH1 Save The Music Foundation** is a non-profit initiative with two primary missions:

1) To restore music education programs in America's public schools, **AND**

2) To raise awareness of the positive impact music participation has on students.






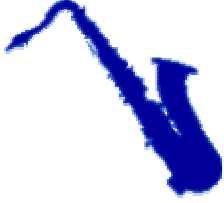

**▲ According to a Gallup Survey done in 1998 on
▲ American's attitudes toward music...**

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89% believed that music helps a child's overall intellectual development.

93% agreed that music is part of a well-rounded education.

To donate time and / or instruments, call your local school district to find out about volunteer opportunities and / or drop off locations for instruments.

 \$25 - Recorder	 \$50 - Triangle	 \$100 - Guitar	 \$275 - Clarinet
 \$400 - Trumpet	 \$750 - Tenor Sax	 \$1000 - Cello	All contributions are tax-deductible. \$_____ Other
To donate money, send a check or money order made out to: VH1 Save The Music Foundation 1515 Broadway 20th Floor New York, NY 10036		To donate money online via credit card, visit: http://www.vh1.com/insidevh1/savethemus/index-you_can_help.html To donate money by telephone via credit card, call toll free: 1-888-841-4687	

Also, contact Congress by visiting the following website:



A sample letter has been provided for you to send to your United States Representative and Senators emphasizing the importance of music education in our schools.