



“Let’s Fill the Skies with Music”

Monday, May 2, 2011

A PROJECT OF THE COALITION FOR MUSIC EDUCATION

PLANNING & PROMOTION TOOLKIT



P.O. Box 556, Agincourt, ON, M1S 3C5

www.musicmonday.ca www.musicmakesus.ca



This year: Monday, May 2, 2011

CONGRATULATIONS on deciding to create a MUSIC MONDAY EVENT. We hope this Toolkit will provide you with everything you need to make the most out of your involvement.

HOW TO USE THIS GUIDE

Whether this is your first or seventh year of participation, this guide has many tools for both the planning and execution of a Music Monday Event. Below is a Table of Contents which will help you to jump to the tool that you need. We encourage you to first read through the entire guide to get a general idea of what will be required from now until May 2nd. This will help you in setting aside the required time for planning.

Before you do anything else, **please register your event** at www.musicmonday.ca This will put you on the map for possible media and community connections. Also, those who register early will be entered into a great prize draw.

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Section 1	Setting Event Goals and Choosing a Location	Cast a vision that will help gather people onboard
Section 2	Community Strategy	Gather a team to bring your vision to reality.
Section 3	Teacher Planning & Music Roadmap	A schedule for planning and communications that will help you effectively manage your event, including music rehearsals, parent and media communication.
Section 4	Getting in your Local Paper	Guidelines and tips of how to get local media coverage for your event.
Section 5	Key Messages	All the facts and reasons for Music Monday you need to know to present the event to participants, administrators and media.
Section 5.1	Photo Release Form	An important document that must be signed by parents in advance in order for students' pictures to be published in the paper.
Section 5.2	Media Advisory Form	This is your invitation to the media to come out.

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Section 6	After the Event	After giving yourself a pat on the back for your efforts, please take these measures to maximize the impact of your event.
Section 6.1	Student Reflections	Often times it's when we reflect on what we've done that we truly appreciate what has been accomplished. We hope you will incorporate reflection into your activity.
Section 7	Contact and Resources	Resource links as well as the Coalition for Music Education in Canada's email, phone, web, facebook, youtube and blog addresses.

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Section 1: Setting Event Goals and Choosing a Location

Depending on the chemistry of your school, you may want to do this step with either your students, your administration or both. Setting an Event Goal and Choosing a Location is the first step towards casting a vision. If you need assistance in connecting with another school (perhaps on the other side of the country), or organization, please feel free to contact the Coalition for Music Education in Canada - we're happy to help.

Examples of Event Goals

- Involve as many students/schools as possible
- Involve as many teachers, principals, administration staff and parents as possible
- Involve as many policy decision-makers as possible
- Involve as much of the arts community as possible
- Make the event as VISIBLE and AUDIBLE as possible
- Make the event as innovative and unique as possible – create a themed event
- Ensure adequate preparation time for participating students
- Provide effective dissemination of musical materials
- Relationship-building – partner with schools from different locations in the province and country via the Internet (or broadband where possible)
- Media coverage – invite local media to your event including print, radio and TV, and write letters to the editor

Examples of Locations

Indoors:

- School gyms, hallways, or classrooms
- Government buildings, City Hall or municipal offices
- School board buildings
- Museums or galleries
- Shopping malls
- TV/Radio studios
- University sites

Outdoors:

- School grounds
- City Hall grounds
- Waterfront locations
- Provincial parks
- Public gardens
- Sports fields

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Section 2: Community Strategy

- Create committees to assist with planning and get the student council involved
- Seek parent volunteers
- Publicize the event throughout your school – download your FREE printable posters online at www.musicmonday.ca
- Urge teachers to publicize the event in their classrooms and during the morning announcements, asking students to visit Music Monday's website and facebook.com/musicmondaycanada
- Hold a 'teach the song' rehearsal for all interested participants including students, teachers, administration staff, parents, school boards, local musicians, etc.
- Join our online discussion forum where everyone can share their ideas for Music Monday
- Contact anyone in the community that can help or who would want to be involved
- Coordinate your event with other schools' celebrations
- Send letters to your local M.P.P. or M.L.A.
- Invite the local media to attend Music Monday at your school

Potential Partners

We have had participants work with many of the following examples with great success. The important thing is to make contact early on to allow for sufficient planning.

- Local Politicians, City Hall
- Schools either nearby, or faraway
- Local Musicians, Bands, Orchestras, Symphonies
- Sports Team
- Local Businesses, Music Stores in particular

Here are some links to get started:

Canadian Community Band & Orchestra Resources:

http://www.grahamnasby.com/misc/music_local-resources.shtml

Orchestras Canada Directory:

http://orchestrascanada.org/?page_id=130

Be sure to register your event with the Coalition for Music Education in Canada at www.musicmonday.ca



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Section 3: Teacher Planning Roadmap

Use this Action Timeframe to help you map out your event planning. Media Communications Actions are in red. (See next page for Music Roadmap)

Time Frame	Action
Jan. 1 - Feb. 1st	Use Section 1 to cast a vision for your Music Monday and approach potential community partners.
Jan 31 st – Feb 18 th	Present your proposal to school administration. Download the Music Monday Promo Video (available at www.musicmonday.ca as part of your presentation)
Feb. 14th - 28th	Modify your plans as required by feedback from administration, continue contact with community partners.
Feb. 28th - Mar. 7 th	Present at a staff meeting, Student Council and Parent Teacher Committee, ask for feedback and assistance
Feb. 28th – Apr. 1 st	Set up committees as required.
Mar. 7th - 18th	Modify plans as required from feedback given, continue contact with community partners.
Mar. 14 - 18th	Send home a letter to parents explaining the event and asking for volunteers.
Mar. 14 - 18th	As soon as your plan has been approved, book the space if necessary.
Mar. 21 - 25th	Arrange and/or Delegate equipment rental if required.
Mar. 21 - Apr. 29	Publicize Event with posters, announcements and warm-up performances in the cafeteria.
April 18 - 22	Adapt Media Advisory Template (Section 5.2) to your school -insert all pertinent information.
April 22 - 29	Send home photo release forms (Section 5.1) to be signed by parents.

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Time Frame	Action
April 25 - 29	Send media advisory to local paper, radio and TV stations.
April 25 - 29	Review Key Message (Section 4) to prepare for meeting media.
April 27 & 28	Follow up with media and invite them to your school for Music Monday, May 2.

Teacher Music Roadmap

Use this schedule as a map to preparation for your group's Music Monday performance.

Time Frame	Action
Feb. 1 - 29th	Download appropriate arrangements and lyrics from www.musicmonday.ca , modify and arrange to meet the needs of your group.
Mar. 1 - Apr. 29 Mar. 21 - Apr. 29	Depending on the skill level of your group, choose when to begin Rehearsals .
April 25 - 29	Arrange piano tuning if necessary.
Option	You may want to invite a guest from a participating community music group to participate in a rehearsal, a guest conductor from a local symphony to conduct a rehearsal, or plan a rehearsal visit exchange with a nearby school.

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Time Frame	Action
<p>MUSIC MONDAY May 2, 2011</p>	<ol style="list-style-type: none"> 1. Set up students, instruments, stands, etc., 2. "Day Of" Rehearsal. 3. Organize spokespeople/review key messages. 4. Assign a student or volunteer to look after media. 5. Begin Concert at: 10 a.m. PST, 11 a.m. MST, 12 p.m. CST, 1 p.m. EST, 2 p.m. AST or 2:30 p.m. NST 6. Take Pictures 7. Send Media Clippings and Photos to the Coalition for Music Education in Canada's office 8. Get students to reflect and share their highlights from their participation. Mail, email or post pictures, videos and comments to the Coalition.

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Section 4: Getting in Your Local Paper - Teacher Guidelines

Music Monday is a wonderful event to publicize the galvanizing power of music and how that power is rooted in school music programs. Your community newspaper is interested in stories with local people making a difference, especially children.

Step 1: Get the local community paper to come to your school to take a picture and write a story about Music Monday.

a) Adapt the attached media advisory for your school and send to your local newspaper's editor or photo editor by fax or e-mail. We recommend you send these items to your local paper by April 29, 2011.

b) Call the editor to make sure they received your fax or e-mail and invite them to come to your school on Music Monday to take a photo of you and your students playing an outdoor concert featuring the song 'Tomorrow is Coming'. Emphasize that the event is part of a national celebration of music in support of keeping music programs alive in Canadian schools. **Be sure to review the key messages provided before speaking with the editor.**

c) Agree on a specific time that the photographer will come to your school on Music Monday to take a photo. Ensure the editor is aware of all the event details (date, time, location, school name, etc.)

Step 2: Coordinate the photo shoot

a) Organize your school choir or music class students outside on your school grounds with chairs, music stands, etc.

b) If possible, have the students stand in front of your school signage.

c) Everyone should be smiling, having lots of fun, and fully participating in the concert.

d) Take lots of pictures of your students participating in Music Monday.

e) Have photo participants sign the attached photo release form if they are to be used promotionally.

f) Give the photographer/reporter a copy of the news release.

g) If the photographer/reporter would like to speak to someone about the event, ensure a designated spokesperson is well prepared to answer questions from the media. Be sure to review the key messages prior to the event.

Step 3: Ask the editor/photographer when the photo will be published and be sure to get lots of copies to post in your school and share with family and friends.

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Step 4: For those media who did not attend your event, forward them a copy of the Music Monday news release by e-mail or fax on May 2nd, 2011 along with hi res digital photos taken at your event (choose the best shots).

Step 5: Send digital photos of your school participating in Music Monday along with any media coverage clippings and photo release forms to: The Coalition for Music Education in Canada at info@musicmakesus.ca or by mail at P.O. Box 556, Agincourt, Ontario, M1S 3C5.

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Music Monday Key Messages

(Please familiarize yourself with these facts to help you prepare for presenting to administration, parents, students, community partners and press)

Hundreds of thousands of students across Canada will unite in song on May 2nd for the 6th annual Music Monday celebration

- On the first Monday of May there will be a series of outdoor concerts performed by students and teachers in a nation-wide celebration of music education.
- At the exact same time across the country, at 10 a.m. Pacific Time, 11 a.m. Mountain Time, 12 p.m. Central Time, 1 p.m. Eastern Time, 2 p.m. Atlantic Time and 2:30 p.m. in Newfoundland and Labrador, schools from coast to coast will be united by one piece of music.
- The theme song for **Music Monday**, “Tomorrow is Coming”, was composed by Canadian singer-songwriter, Luke Doucet.

More than 2,500 schools and organizations from every province and territory will participate this year in Music Monday on May 2nd

- Schools from every corner of Canada continue to register daily
- Visit our website at www.musicmakesus.ca to view registered schools and download lyrics and arrangements in both English and French
- We’re calling out to all students, teachers, parents, and school administrators to get involved and participate in **Music Monday**

The Coalition for Music Education in Canada created Music Monday to celebrate the galvanizing power of music and demonstrate how that power is rooted in school music programs.

- Music education is an important tool for engagement, harmony, creativity and achievement in our young people and **Music Monday** is a powerful platform to advocate the importance of keeping music in our schools
- We hope this demonstration creates a high level of interest and support from the many Canadians who believe in the importance of preserving quality music programs in our schools.
- The schools participating in **Music Monday** are among the fortunate – most of them have music programs. Many young students are not so fortunate as music classes, resources and specialist teachers have faced serious cuts or elimination throughout the country.

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The Coalition for Music Education in Canada advocates for the contribution that music education makes in the lives of all Canadians. We believe that music is key – in learning and in life. It is our goal is to see that all children have a quality program in music through their schools.



Why learn music in school?

Because music ...

- develops skills needed by the 21st century workforce: critical and analytical thinking, creative problem solving, effective communication, team work and more;
- keeps students engaged in school and reduces likelihood of dropping out;
- improves the atmosphere for learning;
- helps students achieve in other academic subjects like math, science, and reading;
- helps communities share ideas and values among cultures and generations;
- is a disciplined human endeavour with value to society.

Please join us for **Music Monday** 2011 on the first Monday of May: May 2nd, 2011, when we unite the country in a demonstration of our love of music in our lives and in our schools.

Visit www.musicmonday.ca and www.weallneedmusic.ca for details.

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Section 5.1: PHOTO RELEASE FORM

I give permission for my son / daughter, _____,

to appear in photographs which will be taken at _____

during a performance for Music Monday on May 2, 2011.

I understand that these photographs may appear in the local newspaper, on a media newswire service, or on the Coalition for Music Education in Canada's website.

Date _____

Signed _____

Parent / Guardian Name _____

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Section 5.2: Media Advisory Template

April xx, 2011

MEDIA ADVISORY/PHOTO OPPORTUNITY

(Name of town) students join 6th annual national celebration of music coast-to-coast Music Monday concerts stress need to protect music education in our schools.

What: # music students from xx School will perform an outdoor music concert featuring 'Tomorrow is Coming' by Luke Doucet to celebrate the Sixth annual Music Monday – a Canada-wide simultaneous concert to celebrate the power of music and the importance of keeping music programs alive in our schools.

Who: Grade xx students from xx School (you may specify choirs/bands, etc.)
Music Teacher's Name

When: Monday, May 2, 2011 - Fill in time of your event

Where: Name of your school, Address, City

Why:

- The Coalition for Music Education in Canada launched Music Monday in 2005 to celebrate the galvanizing power of music and to demonstrate how that power is rooted in school music programs.
- At the exact same time across the country, at 10 a.m. Pacific Time, 11 a.m. Mountain Time, 12 p.m. Central Time, 1 p.m. Eastern Time, 2 p.m. Atlantic Time and 2:30 p.m. in Newfoundland and Labrador, schools from coast-to-coast will be united by one piece of music.
- The Coalition for Music Education in Canada is dedicated to ensuring every child in Canada has access to a comprehensive, sequential program in music taught by a qualified music teacher.

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For more information, please contact:

Music Teacher or Principal

Phone: E-mail:

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Section 6: After The Event

Firstly, take a deep breath and celebrate what you have done!



OKAY! Now we'd appreciate if you did some or all of the following:

1. Collect Photos, Videos, and press clippings. These are a great archive to what your school has done. Please email or mail them to the Coalition so we can post them to share with all who celebrate Music Monday with us.
2. Ask parents, students and any other participants to upload their videos to youtube (which we can then embed in our youtube channel: youtube.com/musicmondaycanada), and photos to our facebook page: facebook.com/musicmondaycanada
3. Ask student to fill out the following "Student Reflection Sheet", as a way to open up discussion about the impact of this event on themselves as well as the surrounding community. You could collect these for additional participation marks. Once they are completed, please mail to the Coalition.
4. Thank the many people who helped to make this event possible.

On the next page:

Section 6.1: Student Reflection Sheet

It would be great if you could share some of these reflections with the Coalition. Students are at the heart of everything we do and it is important when we can share their voices.

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This year: Monday, May 3, 2010

Student Reflection Sheet

Your Name:

Your School:

Your Town/City & Province:

1. How did your school celebrate Music Monday?
2. Where did you perform?
3. How did you participate? (Did you play an instrument, sing in a choir, etc.)
4. What did you like best about participating in Music Monday?
5. How did the experience make you feel?
6. Do you think Music Monday increased awareness and support for music classes in your school?

Please send your reflections to: info@musicmakesus.ca

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Section 7: Contact & Resources

Contact

Phone: 416-298-2871

Fax: 416-298-5730

Email: info@musicmakesus.ca

Coalition for Music Education in Canada

P.O. Box 556

Agincourt, ON

M1S 3C5

Online Connection

Website: www.musicmonday.com

Organization Website: www.musicmakesus.ca

Facebook Page: facebook.com/musicmondaycanada

Youtube Channel: youtube.com/musicmondaycanada

Twitter: http://twitter.com/musicmakesus_ca

Staff

Executive Director: Ingrid Whyte

Office Administrator: Lyla Ricciardelli

Partnership Development Coordinator: Jill Battson

Communications Coordinator: Liam Fay-Fright

Resources and more ideas: www.musicmonday.ca