

The Oregon Music Advocacy Tool Kit

Be proactive...

Collect contact information- (Music Petition) <http://www.oregonmusic.org/files/file/Music%20Petition%20Sheet.pdf>

Develop impact statements- <http://www.oregonmusic.org/files/file/Impact%20Statements.pdf>

Understand curricular elements- <http://www.oregonmusic.org/files/file/Curricular.pdf>

Use The Advocate's Plan- <http://www.oregonmusic.org/files/file/3.TheAdvocatesPlan.pdf>

Publicize your program and the benefits of music education...

News Releases, Media Alerts, Templates- <http://www.oregonmusic.org/files/file/MediaCommunicationsTemp.pdf>

Media Contacts- <http://www.ap.org/northwest/ormembers.html>

Sample letters- http://www.americansforthearts.org/public_awareness/get_involved/003.asp

Make your case and let people know- http://www.menc.org/supportmusic_cases

Research and Statistics- <http://www.oregonmusic.org/files/file/SUCCESS%20IN%20SCHOOL%20AND%20LEARNING.pdf>

Music Education- <http://www.oregonmusic.org/files/file/Keeping%20Our%20Balance%20-%20S%20Shuler.pdf>

Make your own video- (The Advocacy Committee is working on an Oregon Advocacy Video.)

<http://www.oregonmusic.org/files/file/Video%20Taping%20Advocacy%20Messages%20for%20Music%20Promotion.pdf>

Build community relationships...

Oregon Legislators- <http://gov.oregonlive.com/legislators/> & <http://www.oregonmusic.org/files/file/Legislators.pdf>

School Boards - <http://www.oregonmusic.org/files/file/School%20Boards%20Endorsements.pdf>

<http://www.oregonmusic.org/files/file/Centralized%20and%20Site%20Based%20Administration%20Systems.pdf>

Understand Educational Terms- <http://www.oregonmusic.org/files/file/5.GlossaryEducationalTerms.pdf>

Build good media relationships- <http://www.ap.org/northwest/ormembers.html>

Know the numbers behind your music program...

Make your case- http://www.menc.org/supportmusic_cases

Annual Reports- <http://www.oregonmusic.org/files/file/Annual%20Reports.pdf>

Money is actually saved- <http://www.oregonmusic.org/files/file/Music%20Cuts.pdf>

Recognize and thank supporters...

Preserve music education- <http://www.oregonmusic.org/files/file/25%20things%20Community.pdf>

We endorse John L. Benham's book MUSIC ADVOCACY: Moving from Survival to Vision