

Video Taping Advocacy Messages for Music Promotion

Listen to the Messenger

Because we are often influenced by opinions and information "*straight from the horse's mouth*," developing a series of interviews (with important people and the general public) can be an extremely effective advocacy tool.

All you need is a video camera, tape recorder or pen and paper, and a great list of targeted questions. In minutes, you can create a library of compelling stories and strong attributions that will influence the audiences you are trying to reach.

[Check out this video](#) of arts advocates making the case for arts education.

Here are some tips

- Use a "Man on the Street" Format – This will keep your interviews from looking staged and rehearsed. Remember asking short answer questions will result in stronger sound bites.
- Identify people that will influence your target audiences - Many arts education advocates include: Parents, Students, Teachers, Administrators, School Board Members, Business and Community Leaders, Local Artists Leaders in the Arts Community, Celebrities and Youth Development Professionals.
- Invite them to be interviewed - at special time or at a public event.
- Prepare a list of questions - that will help to elicit positive comments about learning in and through the arts, why it's important to students and why they support it.
- **Don't forget to make it personal** - be sure to include an opportunity for them to recall a special arts activity they were involved in.
- Remind Interviewees to keep their answers short and to the point- this will cut down on editing time and promote stronger attributions.

List of questions for "Man on the Street Interviews:

For Everyone:

- What do the arts mean to you?
- Can you remember a time where you used art in your academic classes? What did you do? What was it supposed to help you learn?
- Why do you think the arts are important to education?
- Who was your favorite arts teacher? What did you learn from them?

- Who was your favorite teacher and what did they do to make learning fun? Did they use the arts?

For Business Leaders:

- Name three occupations that involve the skills learned through the arts?
- What are 21st century Skills? Why are they important to business? How do the arts help students to learn these skills?
- Why is learning in and through the arts important for future jobs and careers?
- How do the arts help to train students to compete in the global economy?

For Teachers:

- How can the arts support teacher engagement, professional development and collaboration?
- How does integrating the arts in your classroom help students do better in school?
- How do the arts support learning?
- What 21st century skills do students learn through the arts?
- How do the arts help students who are struggling or are not engaged?
- How does art help to reinforce math?
- Which art forms use math?
- Give an example of how the arts have influenced history?
- Share a story about how the arts helped a student?

For Community Leaders:

- How can the arts support your community?
- How do the arts support youth in your community?

For Students:

- What activities did you do in school that kept you interested?
- Do you like classes better when the arts are integrated into your studies?
- Tell me about a class project you did recently and what did you learn?

For Parents:

- As a parent in our school district, why are the arts important for all students?
- How do your children respond to arts integration in their classrooms?
- Why is it important for schools to include learning in and through the arts school?
- When your child comes home and discusses what they learned in school, do they share arts activities? How do they feel about it?
- Which projects do you engage with your child in?
- How does learning in and through the arts effect your student's confidence?
- What do you want your child's education to provide them with?
- How can the arts help your child to prepare for the future?

For principals, School Administrators and School Board Members:

- What are 21st century skills? Why are they important to teach?
- How do students learn through the arts?
- How do the arts help students who are struggling or are not engaged?
- How does learning in and through the arts impact the school community?
- What impact do the arts have on improving teacher performance?
- What are some of the key components of ESEA?
- How does ESEA affect our local schools?
- Why is ESEA important, what needs to be changed in the bill and why are the arts important in the reauthorization of this federal bill?

From <http://www.keepartsinschools.org>