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?

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