

THE HENOSIS GROUP

TITLE: The Musical Benefit

CLIENTS: Washington Middle School & The Rhythm Kitchen

SUMMARY:

This campaign is designed to raise awareness and change the community's attitude on music education in middle and grade schools. Students from Washington Middle School auditioned to perform at The Rhythm Kitchen for an event called The Musical Benefit. The school received the opportunity to showcase its students, whom have flourished with music, to the community. The restaurant garnered a new crowd on a night that is normally slow. As an added bonus, the event is a fundraiser for the Washington community as well. Through this event, The Henosis Group hopes to make a lasting impact on everyone involved, proving the value of music and community.

Recently in Central Illinois, the music and art departments in school districts have taken financial cuts and students are being deprived of an education of the arts. The Henosis Group is coupling with Washington Middle School and The Rhythm Kitchen, a locally owned eatery, in an effort to show the community that music is an integral part of a student's early education.

FULL TEXT:

Strengths	<ul style="list-style-type: none">● Campaign will show members in the community how important music is in a child's education● Monetary donations will go towards the Washington Tornado Relief
Weaknesses	<ul style="list-style-type: none">● Attitude change is hard to evaluate● The campaign involves minors
Opportunities	<ul style="list-style-type: none">● Julie Donnell asked for donations to go towards the Washington Tornado relief● Create a bond between Washington Middle School and The Rhythm Kitchen for future event collaboration● Gain positive press for The Rhythm Kitchen supporting the arts
Threats	<ul style="list-style-type: none">● Other events happening in the Peoria area on Thursday nights● Musical education is a less pressing issue in the community

SECONDARY RESEARCH:

The secondary research focuses on case studies done of the effects of music on child development. The most significant findings are of “The Mozart Effect”, which suggests that exposure to Mozart’s music increases spatial-temporal reasoning (Rauscher, Shaw, & Ky 1993), which is a reasoning related to problem solving skills, and mathematical skills (Graziano, Peterson, & Shaw 1999). In addition, research has shown the benefit of musical involvement throughout the various educational levels (Roscnigno & Southgate 2009). Rauscher, Shaw, & Ky (1993) found that under certain conditions, there is a positive correlation between listening to Mozart’s sonata for two pianos and spatial IQ scores. However, research was limited by mentioning that the Mozart Effect is limited to spatial temporal reasoning and does not affect general intelligence. She believes this is the case based on inappropriate testing procedures. Graziano, Peterson, & Shaw (1999) found that when accompanying Mozart’s music with a special-temporal math video game software and piano keyboard training, proportional math concepts were most easily retained by children in a second-grade sample. Next, a study done by Mattar (2013) was analyzed. He researched the correlation between Mozart’s music and education in a Jordanian Kindergarten. He found that there was a positive correlation between the retention of class material and using Mozart’s music as background noise during class. He says this is a result of music’s strong links to emotion, and music’s ability to promote a positive environment that enhances children’s educational and social development. In addition, Roscnigno and Southgate (2009) found evidence of the benefits in musical participation throughout the elementary and high school education levels. It is discussed how, after factoring in prior achievement, musical participation outside of school is positively correlated with reading achievement for adolescents. This effect remains in a school environment. It was also found that in a school environment, math performance increased with musical participation.

Dunlap, Illinois, is among the towns that have cut its music education programs. With a median household income of \$78 thousand, over \$20 thousand more than the state average of

\$57 thousand, Dunlap can be considered an affluent town. Washington is certainly at risk of becoming victim to budget cuts with their median \$67 thousand per household income.

PRIMARY RESEARCH:

Primary research consists of two surveys. The intention of the surveys is to measure whether or not parents and music boosters who attended The Musical Benefit understand the importance of musical education. The first survey was given to parents with children in the music education class as well as music boosters at Washington Middle School. Music boosters are people within a community, often parents of students or community members, that believe that music education is just as important as other subjects. Music boosters often donate money, supplies and other items, such as their time, to encourage and facilitate the growth of music programs for students. The second survey will be given to attendees of The Musical Benefit.

PLANNING:

- GOAL: To raise awareness about the importance of music education in schools and how cutting these programs are not in the best interest of the children.
- OBJECTIVES:
 - Output
 - Release two press releases to major news outlets in the Washington and Peoria areas, one went three weeks before the event, on March 20th, and the other one week before, on April 3rd.
 - Create two visual materials for the event and disperse throughout both communities by April 3rd.
 - Impact
 - (Informational) Bring awareness of how important music is to a child's development. - April 10th

- (Attitudinal) Persuade parents that music programs are vital to the overall educational growth children in Washington Middle School.
- April 10th
- (Behavioral) Influence school board members and districts in Washington, Illinois, that are considering cutting its music programs to reconsider. - April 10th

- AUDIENCES

- Primary - Families with middle school aged children

- The Henosis Group felt that the families of the students would be the target audience because they see first hand what music can do to help their children. Also, the parents can put pressure on the administration to make a change. The children would be able to show their parents how vital music is to their lives, the parents would understand that the administration should not cut the programs, the administration would, potentially, redistribute money to save music programs as much as possible.

- Secondary - Teachers and administration

- Teachers are on the front line of education. They can attest to the effectiveness and resonance of music education and the day-to-day development of a child.
 - The campaign is targeting school administrators as secondary audiences because they are instrumental in making decisions on whether or not cutting music programs is necessary. Though they don't get a vote since they are the ones being voted in, they can influence the final decisions in their school district. They need to know just how important music is in the daily curriculum of their students.

- STRATEGIES/TACTICS USED

- Press releases sent out to area newspapers, radio, and television

- Handout was constructed to give to the parents and administration on the benefits and importance of music education.
 - Flyers were posted around the Contemporary Arts Center and other coffee shops and areas around Peoria and Bradley University.
- KEY MESSAGES
 - Music education is important in that it makes children smarter. (See Appendix II)
 - Cutting the music education programs from schools greatly deprives the children from getting the benefits of them. (See Appendix II)
 - Not all families have access to private music instructors so in-school learning can be vital for the students.
 - Getting the information to the community that students not only need music but thoroughly enjoy playing and performing it too is essential.

EXECUTION:

- Brought together The Rhythm Kitchen and Washington Middle School
- Sent first press releases out to local media on March 20th to raise awareness of the upcoming event, including time, place, and why the recital was being held
 - Print - Pekin Times, Peoria Journal Star, and Washington Courier
 - Television - WMBD news station
- Sent second press release to the same media outlets to reiterate the event information
- Created visual aids to give the attendants of the event to help understanding the purpose of the campaign; these were placed on the tables at the function and the flyers were also hung around the Rhythm Kitchen
 - Flyers with event information
 - Fact sheets with information about the benefits of musical learning

- Setlist with the order of the performers

EVALUATION:

- Output Objectives

- The press releases created for The Musical Benefit were picked up by two print news outlets the Washington Courier and the Pekin Daily Times. The Musical Benefit was also televised by WMBD before and after the event.
- Three visual materials were created for The Musical Benefit and the event. Flyers, a set list and fact sheets were on the tables of the Rhythm Kitchen on the night of the event. Attendees of the event were exposed to all materials and had the opportunity to read them.
- \$412 were raised at The Musical Benefit, and were donated to the Washington Tornado Relief Fund at Washington Community Bank.

- Impact Objectives

- (Informational) Through Survey 1, the parent's expressed an awareness of how important music in schools is to their child's educational development - April 7th
 - They understood the importance of their children learning music in school.
- (Attitudinal) Through Survey 2, parents expressed they would like to keep music in schools and would vote towards keeping the program in Washington- April 10th
- (Behavioral) Survey 2 showed that the parents would vote to keep musical education in Washington Middle School - April 10th

CONCLUSION:

The Musical Benefit campaign was used to raise awareness in Central Illinois that students in grade school need music in their school curricula to optimize their growth and development. As proven in the secondary research, learning an instrument is an advantage for students and aids in their brain development. The Henosis Group strived to prove that no matter how low funds may get music is still a vital part of a student's skill set, the same as math and science. Not only do the students get a better learning experience, but they enjoy the music too.