

SOUND-OFF

Quarterly news from Education Through Music

1,000 Students Participate in 2013 ETM Festival

Celebrating the musical accomplishments of students enrolled in ensemble programs at partner schools, the 2013 ETM Festival, held Wednesday, June 5, 2013, brought together over 700 students from ETM partner schools to perform, and another 300 students who came to listen to the performances. The event was held at Marcus Garvey Park, at 122nd Street and Mount Morris Park West in Harlem.

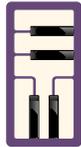
This is the second year for the event, and this year's participating schools included PS 43, PS 48, PS 68, PS 72, PS 76, PS 121, PS 169, MS 529, and St. Clare, all in the Bronx. St. Ann School in Manhattan also participated.

Students showed their school spirit, with many students wearing bright school colors. Throughout the three hours of performances, students cheered as other schools took to the stage. The event provided students in lower grades the opportunity to hear complex pieces that they would be learning in coming years.

"Without the foundation skills taught in the general music classroom, none of the performances would be possible," said Pete Pauliks, ETM's Director of Programs. "Violinists wouldn't recognize dynamics, bassists wouldn't understand musical structure, percussionists wouldn't be able to count rhythms, and most of the ensemble members would not even be here."

The festival ended with singer and songwriter Peter Cincotti taking to the stage with a surprise performance of "Crocodile Rock." Students were

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Students from The Bennington Band from P.S. 76 were a musical force at the ETM Festival, with their bright yellow shirts and their polished musical skills.

Photo: Jason Atkinson

thrilled to hear a professional musician perform, and Cincotti was surrounded by excited students at the end of the Festival, with several students requesting autographs.

With the success of this year's event, Education Through Music is looking to expand the event next year.

"The ETM Festival motivates students to continue to learn," said Pauliks. "The festival is a great way to keep the whole school community engaged in music education, and to celebrate the great results of the program at the end of the school year." 

Quality music education for all children

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ETM Launches New Summer Music Academy

On July 8th Education Through Music (ETM) kicked-off its first ever Summer Music Academy! The ETM Summer Music Academy provides current partner school students in fourth through eighth grade with a low-cost opportunity to continue their musical learning. The month-long day camp was held Monday through Thursdays at MS 529 One World Middle School in the Bronx, and culminated in a showcase performance on August 1st. The event included an appearance by Ms. Universe Olivia Culpo, who opened the performance.

The Summer Music Academy held two daily sessions serving approximately 50 students. For the morning session, students attended orchestra, band or guitar ensemble. While the afternoon session was optional it offered students the chance to participate in musical theater, a choral ensemble or guitar lessons. The afternoon session was added for enrichment purposes, to build on students' musical knowledge and interests, and as a consideration to parents' preference for a full-day option.

The Summer Music Academy component keeps students engaged and fosters continuity in their learning experience. ETM anticipates the Summer Academy will become an annual event—integral to students' growth and development within the program. The Summer Music Academy will help students make a smooth transition back into their school's ensemble in September. The goal is for the music day camp to build on the general music program's foundation and enable students to build the confidence, enthusiasm and skills needed to lead and assist their peers—making their school ensembles stronger in the process.

ETM has also partnered with the Usdan Center for the Creative and Performing Arts since 1998 to provide scholarships to ETM partner school students to attend their summer camp. With the Summer Music Academy and the Usdan partnership ETM offers a greater number of students the opportunity to continue to engage in musical activities throughout the summer. 🎵



ETM Summer Music Academy students with ETM Board Member Richard Bernstein. Students performed a medieval-themed performance as part of ETM's new Summer Music Academy held in July.

Leading Schools with Grace: ETM Catholic School Principal Profiles

For retiring St. Clare's principal, Janice Desmond, the decision to partner with Education Through Music emerged from a desire to build a stronger school community. "I wanted to create an atmosphere of joy and establish a positive rapport with the parent and outlying communities," says Desmond. "The school concerts have brought life to the school...and created more of a community. Parents love to come into school for these events. Our concerts are often standing-room only."

Desmond first learned about ETM while the principal at Blessed Sacrament. At the time, she was searching for a music teacher when she sought advice from ETM Executive Director Katherine Damkohler, who invited Blessed Sacrament to join as a partner school. In 2005, when Mrs. Desmond became the principal at St. Clare's in the Bronx she was adamant about bringing the music program with her, stating: "I feel in my heart that music education is very important for the development of the child. Regardless of their abilities, it is important for [their] emotional intelligence..."

As principal, Desmond witnessed the music program "electrify the school community." Students through engagement in music class have become "much more enthusiastic in their approach to learning," says Desmond. Parents are also appreciative of the program, and often comment on how "delighted [they are] that students are learning to play

instruments." Working closely with ETM staff and faculty, Mrs. Desmond has helped to support and build the school's orchestra program. Although she's retiring Desmond hopes "the orchestra will continue to grow alongside the school's general music and choral programs."

At Blessed Sacrament, retiring Principal Imelda Engel, has continued to nurture the music program that first began under Desmond's tenure. Principal Engel has been "very supportive of the ETM program," says ETM Field Supervisor Meryl Cullom. "She made sure to schedule and take part in our academic teacher professional development sessions with her entire staff," Cullom adds. Blessed Sacrament is one of ETM's oldest partnerships. The longevity and success of this music program is due in part to Engel's work bringing in key stakeholders to promote music education.

Like Principals Desmond and Engel, Principal Frances Acosta is a veteran principal and arts education advocate. Principal Acosta, who has been principal at St. James-St. Joseph in Chinatown since 2009, drew from her own background as inspiration for partnering with ETM. Acosta, who credits the arts as a driving force in her life, majored in art and photography at Lehman College, taught dance at a prior school, and has sung in choirs. In fact, Acosta first entered the education system interested in teaching the arts. Acosta's admiration for the arts led her to prioritize it as school administrator: "I have always been a big advocate of the arts and I decided that if I ever ran a school that it would be a major component of the school's educational program."

According to Acosta, "Children need access to the arts for a complete education. It is important for the arts disciplines—like music—to not be an 'extra' or 'special,' but part of an academic routine." Sharing this belief with ETM staff and faculty has led to

success at St. James-St. Joseph, and provided an outlet for students to showcase "what they can do and what they have learned."

In January, the New York Roman Catholic Archdiocese named St. James-St. Joseph as one of 24 schools slated for closing for the 2013-14 school year. Acosta recognized that the music program kept students engaged, even during the last half of the year, despite the bad news. While Mrs. Acosta is sad to end her partnership with ETM she believes "it is a relationship for life. Education Through Music will always be with me."

ETM thanks each of you for your dedication and service to the students of New York City! 🎵



St. Clare's students are all smiles at the 2013 ETM Festival.



Blessed Sacrament students learn to play the recorder.

ETM wishes Principal Acosta all the best on her next endeavor as she will be overseeing a faith-based afterschool program providing tutoring, mentoring and community services, and hope Principals Desmond and Engel enjoy their retirement. ETM appreciates the tireless efforts of these three great educators to ensure that New York City students have access to a well-rounded education inclusive of music.

The 2013 ETM Festival

The annual ETM Festival was held at Marcus Garvey Park on Wednesday, June 5th. The event showcased ETM partner school performances.



Band students from P.S. 48 in the Bronx showed their school spirit in bright blue shirts, and their exceptional musical performance.





ETM's Director of Programs Peter Pauliks welcomes students to the 2013 ETM Festival.



Music teacher Tom Conti directs orchestra students from P.S. 169 in the Bronx.



Above: Students from P.S. 48 do a group cheer before they take to the stage.

Left: Hundreds of students attended the events from ETM partner schools. The Bennington Band from P.S. 76 stood out in their bright yellow shirts.



Professional Jazz Musician Peter Cincotti ended the ETM Festival with a solo performance for students.

Photos: Jason Atkinson

New ETM Publicity Campaign to Hit NYC Streets

In the spring, Education Through Music launched a new Public Service Announcement (PSA) campaign to help raise the public profile of our work to provide quality music education to all students. As part of this year's PSA campaign, street banners will be up in the month of September. The banners are scheduled to be placed near Lincoln Center, Carnegie Hall, and in Little Italy. 📺



Education Through Music's new PSA campaign features students playing instruments against bright, colorful backdrops.

Thanks to Coty and Michael Castaldo for sponsoring the banners.

ETM Launches Mileage Drive Donate Your Frequent Flyer Miles!

Education Through Music is excited to announce a new partnership with Mileage. Through Mileage ETM is launching a frequent flyer miles collection drive in an effort to double the number of students we serve through our partner school program. This is a great way for supporters to get involved in a no-cost way: you won't have to pay any fees to transfer the miles to ETM thus making a significant impact on ETM programs free of charge!

Your pledge can help us to reinvest money spent on travel

costs into our core programs and initiatives. At the end of our mileage drive, ETM can redeem the miles for travel or convert it into a monetary donation to fill programming gaps.

It's simple and easy – pledge to donate your unused frequent flyer miles on any of Mileage's partner airlines including American Airlines, Alaska Airlines, Delta, United, US Airways and Virgin America, and make a difference. 📺



**Go to
mileage.org/etmonline
to donate miles**

In Memoriam

ETM friend, supporter and Advisory Committee member Peter Flanigan died on July 29, 2013 at the age of 90. Mr. Flanigan was a high level official in the Nixon administration. He was also a passionate advocate and supporter for education, and he had served as chairman of the Alliance for School Choice.

Mr. Flanigan served as a valued member of ETM's Advisory Committee since 1991, and we are grateful for his service. 📺

Is your company or business interested in partnering with ETM to support music education?

Please contact us to discuss ways you can support Education Through Music: media@ETMonline.org

ETM Partner School PS 48's Melissa Salguero Wins Big Apple Award!

This year the New York City Department of Education (DOE), in collaboration with The Fund for Public Schools and Lincoln Center, launched the inaugural Big Apple Awards to recognize teacher excellence across the city. Melissa Salguero, a general music and band instructor at Education Through Music (ETM) partner school PS 48 in the Bronx, was selected as one of eleven teachers for her outstanding service and commitment as an arts educator.

ETM has partnered with PS 48 since 2010 when ETM first placed Ms. Salguero there as a general music teacher. As part of our model, ETM recruits, hires and trains qualified music teachers like Ms. Salguero, and places them at partner schools to implement and develop a skills- and standards-based curriculum. A great fit at PS 48, Ms. Salguero was hired by the DOE to the full-time

school staff in 2012 – exemplifying the potential of the ETM model and benefits of music education on school communities.

Ms. Salguero was chosen as the recipient of the Big Apple's Lincoln Center-sponsored Arts Teacher Award after a rigorous application process consisting of a community nomination, principal recommendation, personal essay and classroom observation. On June 11th, Ms. Salguero was honored by Mayor Bloomberg and Schools Chancellor Dennis M. Walcott at the Big Apple Award Ceremony held at Gracie Mansion. She was awarded a \$3,500 classroom grant to help deepen her work. She will also serve as a program ambassador for the upcoming school year and participate in ongoing dialogue regarding excellence in the classroom. Congratulations, Ms. Salguero and PS 48! 

New Members Join ETM Board

Two new members joined the ETM Board of Trustees at the June meeting.

Richard Bernstein, Executive Vice Chairman of commercial real estate firm Cassidy Turley, was the 2013 ETM Gala Honoree. He has been a tireless advocate for music education. Richard credits music with providing a work ethic and a foundation for success in his life. Music and music education has affected everything in Richard's life, from his professional success to the way he greets each day by practicing the piano each morning.

Steven Williams is a partner in the corporate department of Paul, Weiss, Rifkind, Wharton & Garrison LLP and a member of that firm's Mergers and Acquisitions Group and of its Investment Management transactions practice. A lifelong musician, Steven began studying percussion and performing at age 5 in the New Jersey public school system. 

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FOOTBALL
player and
a tuba
PLAYER,
because I feel that my talents should
spread out in whatever direction I go. ”

