



## Do Something to Save the Music Presents: Battle For The Bands



### THE BIG IDEA

DoSomething.org and the VH1 Save the Music Foundation have teamed up to mobilize young people to advocate for music education through their Battle for the Bands campaign. In 2010 the partnership inspired over 90,000 kids to advocate for music education and raise awareness among thousands more. The 2011 program hopes to build on this success and get over 100,000 teens involved in local advocacy projects, and a national video contest.

### WHY IT MATTERS

Music programs are fighting for survival during these challenging economic times. Despite the proven fact that students who participate in music programs have better test scores, lower drug-use rates, lower drop-out rates, more success in college, and more involvement in their communities, music and arts education programs are at risk. DoSomething.org and the VH1 Save The Music Foundation's Battle for the Bands, encourages students to become informed, proactive arts advocates in their communities.

#### Benefits of music education:

- Students with coursework/experience in music performance and music appreciation scored higher on the SAT: students in music performance scored 57 points higher on the verbal and 41 points higher on math, and students in music appreciation scored 63 points higher on verbal and 44 points higher on math, than did students with no arts participation.
- In an analysis of U.S. Department of Education data on more than 25,000 secondary school students, researchers found that students who report consistent high levels of involvement in instrumental music over the middle and high school years show "significantly higher levels of mathematics proficiency by grade 12."
  - This observation holds regardless of students' socio-economic status.
  - Differences in those who are involved with instrumental music vs. those who are not is more significant over time.
- Secondary students who participated in band or orchestra reported the lowest lifetime and current use of all substances (alcohol, tobacco, illicit drugs).
- Students at risk of not successfully completing their high school educations cite their participation in the arts as reasons for staying in school.
- The College Board identifies the arts as one of the six basic academic subject areas students should study in order to succeed in college.

Let's give teens a chance to fight for their music education and their right to succeed!

### HOW IT WORKS

#### Teens take action by:

- 1) Advocating in their local community (i.e. presenting at school board meetings, circulating a petition, creating posters on the importance of music, etc)
- 2) Creating music videos with their rock bands, school music groups, garage bands (whatever!) that showcase the importance of music education and share them with their friends to raise awareness

#### Judges review teen projects based on:

- 1) Number of people involved in projects
- 2) Strength of the argument to save music education
- 3) Creativity of video or projects
- 4) Efforts to raise awareness



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### Top videos and projects receive:

- 1) Up to \$5000 in grant funding for their school music program
- 2) Up to 10 concert tickets for participants
- 3) Fun prizes like Fender Guitars, Rock Band video games, etc.

The Grand Prize video entry wins a trip to New York City to perform at the Do Something Awards kickoff event. The Grand Prize advocacy project wins a VH1 News and VH1.com feature story on their work.

Do Something, in partnership with the VH1 Save the Music Foundation will create a mash-up PSA of the best videos, and a presentation of the top projects, to present to representatives on Capitol Hill, in Washington DC ensuring that the youth voice has a seat at the table.

### TIMELINE

**Feb 3** – Promotional Kick-Off on Super Bowl Fan Jam

**March 1** – Campaign launch

**March 1-April 15** – Campaign Runs

**April 15-29** – Judging Phase

**May 2** – Winners Announced!

**May 23rd** - Grand Prize Winning band performs at Do Something Awards Kick-Off

### GET INVOLVED!

1. Learn more and sign up to participate at [www.dosomething.org/SaveTheMusic](http://www.dosomething.org/SaveTheMusic)
2. Text "BATTLE" to 30644 for more information via text message
3. Got questions? E-mail [battle@dosomething.org](mailto:battle@dosomething.org)