



Note From Joel

ADVERTORIAL • AUGUST 2020 • NAMM.ORG

Music Retail Is Back-to-School

As a family-owned, full-service music dealer, the back-to-school season is critical for our core business.

We pride ourselves on serving the needs of students, parents and educators, providing support and care to our school music programs. The goal for every child to learn and grow with music is also one of our best opportunities to advance our industry and achieve our vision of a more musical world.

I know that many of you have similar businesses, rooted in school music education as a matter of values and bottom line. Of course, the current global health-crisis poses unique challenges and opportunities for all of us music dealers. As community retailers, it is our duty to inform and assist throughout these trying times.

Luckily, we're not alone. Our global trade association, NAMM, has been working with governments, nonprofits and other industry leaders to advocate for school-music funding and provide resources to better serve our communities.

Likewise, as retail continues to evolve, NAMM U education is a valuable resource for our industry to go "back-to-school." In the time of COVID-19, we collectively believe that music programs are more vital than ever, given their ability to foster community and support the social and emotional well-being of students.

Joel Menchey

NAMM Vice-Chair • CEO Menchey Music Service, Inc.

Fall 2020 Guidance for Music Education

The mission of the National Association for Music Education (NAME) is to advance music education by promoting the understanding and making of music by all. The National Federation of State High School Associations (NFHS) provides leadership for the administration of high-school based activities, emphasizing health and safety to develop leaders and increase opportunities for all. In the time of COVID-19, we collectively believe that music programs are more vital than ever, given their ability to support the social and emotional wellbeing of students and their ability to foster community.

This document provides practical guidance for PreK-12 schools as administrators and music educators seek to provide meaningful music instruction for students of all ages and grade levels during the COVID-19 pandemic. In this unique time, music educators are modifying their practices not only in teaching, but in classroom orientation, cleaning, spacing and management. It is understood that, as trained professionals, music educators want to offer the very best instruction so all students can learn and grow in their knowledge, understanding, and love of music. This guide asserts that music educators can still do that, but also acknowledges that *how* we deliver teaching may be different than in the past.

By maintaining access to safe and meaningful music-learning, music educators will continue to support the artistic, academic, social and emotional development of students, schools, and communities across the United States.

To that end, the two most important things to bear in mind about **Fall 2020 Guidance for Music Education**:

1. The guide does not purport to replace or contradict the guidelines issued by the Centers for Disease Control (CDC) or your state or local public health departments regarding the timing or protocols for how schools should operate in our new normal of education.
2. There is no expectation that all schools in all states and districts will or should follow every recommendation included here. Every state is handling the pandemic differently and those differences may even vary district to district. Perhaps your school will return to classes and you will be able to restart your music program in a very similar way as in the past. Conversely, you may initially be conducting your classes entirely through a virtual platform. Either way, this guide seeks to support you.



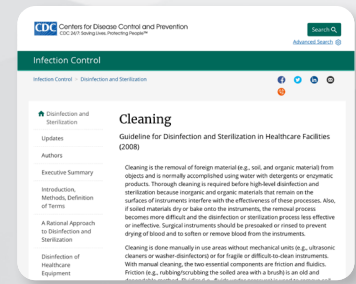
Fall 2020 Guidance for Music Education

NAMM collaborated with NAFME and NFHS on a document, which provides practical guidance for administrators and music educators to provide meaningful music instruction for students of all grade levels during the COVID-19 pandemic.



Instrument Cleaning Guidelines

In guidance with the Center for Disease Control (CDC) and National Association for Music Education (NAfME), these guidelines help rental stores and school music programs effectively clean instruments.



NAMM
Advocacy Summit

The NAMM Advocacy Summit

Held "virtually" for the first time in its history, the summit empowered our members to advocate at the state, local and federal levels for issues near and dear to our hearts and businesses.



Scientific Research

Tracking the aerosol activity of COVID-19 within different instrument groups will increase our understanding of how to space out ensembles and give parents peace-of-mind, as they consider hybrid and digital back-to-school options.



On-Demand Ideas

NAMM U continues to provide on-demand and live webinars, detailing methods for virtual lessons and ensembles, as well as critical retail strategies, ranging from marketing and sales to financial best practices.

For all NAMM and NAMM Show updates, visit:

namm.org

believe in music

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#NAMMSHOW

Music retailers, educators, advocates and all those that believe in the power of music education will unite, both in-person and virtually, to ensure every child has the opportunity to learn and grow with music.

Registration Opens October 2020

namm.org/safe-and-sound