



GRAMMY FOUNDATION

## **Member Outreach Information**

- **Who do I contact at my local High School?**
  - Start with the school music teachers. Remember, there is usually an instrumental (orchestra) teacher AND a choral teacher, so you may need to present to more than one. You may need to contact the school principal before speaking with teachers.
  - School Newspaper instructor, Journalism instructor, or School TV Channel director (GRAMMY Camp offers a Music Journalism track).
  - Guitar teacher, photography teacher, or any other music industry related class, club or organization. Ask the teachers what other programs their school offers.
  - Speak briefly with the teacher and ask permission to visit the class and pass out the entry form and/or sign-up sheet.
  
- **What do I say to the students?**
  - Present the GRAMMY Foundation's mission:
    - To recognize excellence in music among high school students and programs
    - To expose students to the various careers in music and provide information on how they can prepare.
  - Tell a brief history about yourself and how you became a member of the Recording Academy.
  - Describe the GRAMMY Foundation programs (include brief testimonials, see attached sheet for more detailed info).
    - GRAMMY Camp (mention the availability of financial aid)
    - GRAMMY Jazz Ensembles (focus on performances, scholarships, and the trip is free)
    - GRAMMY Signature Schools (gear toward teacher)
    - GRAMMY Foundation Mini-Grants (gear to students -- focus on cash awards plus trip to the GRAMMYS in February 2009)
  
- **How do I connect students and teachers with the GRAMMY Foundation?**
  - Give students and teachers the tools they need to get involved
    - Pass out the GRAMMY Camp/GRAMMY Jazz Ensembles entry form and/or sign up sheet.
    - Instruct interested students to complete and return them to you.
    - Answer any general questions students or teachers might have about program requirements
    - Direct everyone to [www.grammyintheschools.com](http://www.grammyintheschools.com) for more information or email [areyounext@grammy.com](mailto:areyounext@grammy.com), or call 1-800-423-2017 ext. 8682.
    - Have students write down any questions you can't answer with name and contact info and a GRAMMY Foundation Staff member will respond.
  
- **Before you leave...**
  - Collect the students' entry forms and/or sign-up sheets! Fax completed forms to: (310)392-2188 or mail them to GRAMMY Foundation Attn: Are You Next, 3402 Pico Blvd., Santa Monica, CA 90405
  - MAKE SURE to get each teacher's email address so you and the GRAMMY Foundation can follow up.
  
- **After your visit:**
  - Contact the GRAMMY Foundation to let us know how your visit went and ask any questions you have that might have come up.
  - Follow up with teachers and thank them for their time and attention. You can refer them directly to the Foundation for any specific questions they have regarding our programs, the application process, financial aid, deadlines, etc...



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## **GRAMMY Foundation Programs**

**GRAMMY Camp** is a two-week residential summer camp for high school students with a focus on the music industry. Hosted in Los Angeles at the University of Southern California Thornton School of Music and taught by top music professionals from multiple disciplines, GRAMMY Camp provides an immersive experience in various music industry careers including:

- Instrumental Performance
- Singer/Songwriter
- Electronic Music Production
- Music Journalism
- Concert Promotion
- Audio Production & Engineering

“The GRAMMY Camp experience has facilitated me to grow in and with the love of music, and to learn important details about music and the industry. It truly has been a delight to work with individuals that share the same passion for music that I do. We have learned to cultivate our individual talents from learning techniques from amazing instructors, then developing those techniques on our own and lastly learning together and from each other.” – 2008 GRAMMY Camp Singer/Songwriter, Scottsdale, AZ

“It is truly incredible to be here. This opportunity is something that doesn't exist in high-school classrooms... I even got to go to a Fall Out Boy concert on assignment. I love GRAMMY Camp and I'm learning so much about journalism, concert promotion and production, and music as a whole.” –2008 GRAMMY Camp Concert Promotion track participant, Los Angeles, CA

“Coming from a small area in North Carolina, there are only a handful of kids I know who have the same talent and drive to pursue a career in music. Meeting other students with the same love of music bolsters my own. So far the GRAMMY Camp has been an amazing experience that has widened my knowledge of and passion for music.” – 2008 GRAMMY Camp Guitarist, Concord, NC

Financial Aid is available, and in past years 80% of those who applied have received some sort of financial aid. Apply before October 22, the early entry deadline and receive 10% off tuition!

**GRAMMY Jazz Ensembles** selects and rewards top high school instrumentalists and singers with a week filled with once-in-a-lifetime opportunities to travel with all expenses paid to the host city of the GRAMMY Awards to rehearse, perform, and record. Performance venues include local jazz clubs, the prestigious GRAMMY Nominee Reception and other GRAMMY Week event locales.

“I've been so lucky to have had this opportunity to make some really cool friends, play great music, go to the GRAMMY awards and have the most exciting week of my life!” -2007 Gibson/Baldwin GRAMMY Jazz Ensembles Trombonist; Huntington Station, NY

Over \$2 million in college scholarships offered to the Ensembles from the GRAMMY Foundation's college partners: Berklee College of Music, USC Thornton School of Music, The New School for Jazz and Contemporary Music, and Manhattan School of Music.

**GRAMMY Signature Schools** – Underserved music departments can receive cash grants based on need through the Enterprise Award! As the GRAMMY Awards signifies excellence in recording, Signature Schools also honors outstanding public high school music programs. Receive \$1,000 to \$10,000 in cash grants!

“The GRAMMY Award money was used to update the hardware and software in our Computer/Keyboarding Lab in the new High School Music Wing...Thank you again for this award!” – 2007 GRAMMY Signature Schools Recipient; Edina, MN

“We were informed by the district that as a result of the excellence of our chorus and drama programs, and as a result of our recognition by the GRAMMY Foundation, the school board has approved a project to create a 400 seat auditorium, and a 2600 sq. ft. chorus/drama classroom and rehearsal space. This award has definitely impacted our district. I'm so excited!!” – 2007 GRAMMY Signature Schools Enterprise Recipient; Chesnee, SC

**NEW PROGRAM!!!! GRAMMY Mini-Grants** – high school students can receive \$500 to \$2500 to make a difference in their community through music. Students choose a cause they care about, which could include music or music education, create a project they want to complete that doesn't require any adults, and receive funding to complete the project. Top 5 winners also receive a trip to the GRAMMY Awards.