



2021
BEST
Communities
for **MUSIC**
EDUCATION



Brought to you by The **NAMM**
Foundation®

2021

Best Communities for Music Education
and SupportMusic Merit Award

Congratulations!



The NAMM Foundation has recognized your community for its commitment to music education with a Best Communities for Music Education (BCME) or SupportMusic Merit (SMMA) Award. Please see the list of all districts and schools that are receiving an award this year on The NAMM Foundation website.

We encourage you to participate in a Best Communities celebration event. The following tips offer ways to celebrate the award; download, print, share and start planning an award presentation today!



About the Best Communities for Music Education (BCME) Award program?

Best Communities for Music Education (BCME) is a signature program of The NAMM Foundation that recognizes and celebrates school districts and schools for their support and commitment to music education and efforts to assure access to music for all students as part of a well-rounded education.

The Best Community for Music Education Award (BCME) for school districts and the SupportMusic Merit Award (SMMA) for individual schools offer opportunities to increase awareness and support for music programs. This year, the program celebrates its 22nd year of honoring schools and districts across the country.

A variety of nationally known organizations act as advisors for the Best Communities for Music Education program. These include:



Americans for the Arts



National Guild For Community Arts Education



League of American Orchestras



Yamaha Corporation of America



The Mr. Holland's Opus Foundation



Young Audiences



Music for All



Save The Music Foundation



Music Teachers National Association



Celebrate Your Community

Participating in a BCME or SMMA award presentation is a great way to celebrate your community's commitment to music education and raise awareness about music making offerings for all children. NAMM staff (Samantha Prince at samanthap@namm.org) can assist with local media contacts; we encourage you to work with district or school communications personnel to coordinate media outreach about the award and/or a celebratory event.



April-June

- **Congratulate your district or school:** Contact the BCME or SMMA designee in your community, including your school music program contacts, as applicable, to congratulate them and offer to assist with an award presentation. A great venue for this is during a spring concert, music festival or Spring Board Meeting.
- **Presentation:** Download and customize the BCME presentation certificate [educator-resources/bcmetoolkit](#)
- **Tell A Story:** Consider including a quote from a student or teacher about the impact that music has had in school and in their own lives. Also consider alumni who were deeply impacted by music. Remember that people are drawn to human interest stories.
- **Add visuals:** Include the best photo(s) or a link to video(s) taken of your music program and participants.
- **Tell us what you did:** Contact The NAMM Foundation staff and share your story so they can include in their monthly newsletter and website blog post.

The day that a school or district wins a NAMM Foundation award is a great day for that school music program, and indeed the whole community that supports it. This isn't just about great music, this award recognizes the dedication of the teachers, the tireless support of administrators, the involvement of parents, and the engagement of students. It truly takes an entire community to achieve the greatness this award recognizes.

RANDY SHAYLER
President & CEO
Zeswitz Music



Photo Credits: Rob Davidson



Maximize Your Social Media Outreach

Use social media to communicate the unique aspects of the program and your relationship with the community and beyond.

Consider the following:

- Announce the Certificate Presentation
- Post Photos
- Share Student/Parent/Administrator Testimonials
- Use the Official Hashtag: **#BestCommunitiesforMusicEducation**



Recommended Social Media Posts

@NAMMFoundation named [district or school] a 2021 Best Community for Music Education! We couldn't be prouder. **#BestCommunitiesforMusicEducation**

[Town] has been awarded as one of the nation's Best Communities for Music Education by **@NAMMFoundation!** We think strong music programs make strong schools. Do you agree? **#BestCommunitiesforMusicEducation**

We're all singing today, because **@NAMMFoundation** just named [district or school] as one of the nation's Best Communities for Music Education. **#BestCommunitiesforMusicEducation**

We presented a [BCME/SMMA] certificate to [district or school] for their commitment to music education for all students! **#BestCommunitiesforMusicEducation**

Awesome news: [District] has been recognized as one of the Best Communities for Music Education in the U.S.! Thanks, **@NAMMFoundation**. **#BestCommunitiesforMusicEducation**

We are celebrating [school] for receiving a SupportMusic Merit Award. Thanks **@NAMMFoundation**, for supporting great music ed. **#BestCommunitiesforMusicEducation**

Thank you for promoting the Best Communities for Music Education Award!

Have Questions? Please Contact:

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