

BIENNIAL MEMBERSHIP REPORT
for the period 2008-2009

for presentation to the 33rd IMC General Assembly
Tunis, October 21-22 2009

You are kindly requested to complete and return this report to the Paris Secretariat not later than September 21st 2009. In order to facilitate the compilation of activity reports, we strongly recommend that the document does not exceed 6 pages.

PART I: YOUR ORGANISATION

0. Which category of membership in IMC does your organisation belong to?

- National Music Council
 International Music Organisation
 Regional Music Organisation
 National/Specialized Organization

1. Name of organisation: NAMM, the International Music Products, Association

2. Board of Directors/Executive Committee:
[name, role within Board, name of organization(s) that the Board member represents or is affiliated with]

Tom Schmitt, Chairman NAMM
Chairman and CEO
Schmitt Music

Kevin Cranley, Vice Chairman
Vice Chairman
Willis Music

Larry Morton, Treasurer
President
Hal Leonard Corporation

Mark Goff, Secretary NAMM Executive Committee
President/Owner
Paige's Music

Joe Lamond
President and CEO
NAMM

3. Membership

Total number of members: 9000

Composition of membership

Number of institutional members:

Number of individual members:

Other members (specify): individual business and corporate members

As per your estimation, how many persons does your organisation represent?
350,000 +

For international and regional music organisations: In which world regions do you have members?

(X) Africa (X) Americas (X) Arab World (X) Asia/Oceania (X) Europe

4. Activities carried out since the last IMC GA (October 2007)

Please list your activities related to

a) advocacy and policy making

NAMM engages members with federal and state law-making entities to assure that education policies and laws support equal access and opportunity for all children to learn music. NAMM is currently active in the re-authorization of national education policy and laws to assure that music education is identified as part of the core academic curriculum in U.S. public schools. NAMM facilitates the SupportMusic.com Coalition – a national grassroots effort that seeks to motivate people in local communities and regions to support access to music education and assure that local funding for education provides opportunities for all children to engage in music learning. NAMM produced the “SupportMusic Community Action Kit” that serves as a guide for local communities to support music education and create and sustain access for all children. The complete advocacy toolkit is downloadable at www.SupportMusic.com. NAMM hosted a broadly publicized conversation with US Secretary of Education Arne Duncan, the U.S. chief education minister, on Aug 18, 2009. This live conference call and web-streaming event was attended by over 2000 people; an audio recording and transcript are available at www.supportmusic.com

b) Research

Through the NAMM Foundation, a supporting philanthropic organization of NAMM, music research is supported under several program areas. “Sounds of Learning” research efforts explore the impact of music education within the formal educational setting for grades K-12. Fifteen studies have been funded under this initiative. “Sounds of Living” supports research about the impact of active participating in music making outside of formal educational settings for people across the life span. Studies in this area include exploration about the role of music in health and wellbeing. A third music research area supports scientific work that seeks to explore the cognitive, biological and neurological basis of music making across the life span. Research by the NAMM Foundation seeks to contribute to an expanding body of knowledge that explores the role of music in the human condition. Research can also inform public benefit messaging about active participation in music and advocacy efforts. NAMM and the NAMM Foundation have provided new research about the role and impact of music education to the Obama Administration, (U.S. Department of Education, White House Committee on Arts and Humanities, National Endowment for the Arts).

c) presentation or production (conferences, recordings, live performances, festivals, competitions, etc.)

- NAMM presents two global music products trade-only shows: The NAMM Show, presented each year in January in Anaheim Ca. has the participation of 85,000 manufacturers, retailers and distributors. Recent trade shows took place on January 15-18, 2009 in Anaheim, CA and July 17-19, 2009 in Nashville TN. Plans are underway for the NAMM Show, January 14-17 2010 in Anaheim CA. Members of IMC are cordially invited to be guests of NAMM; please contact Mary Luehrsen at Maryl@namm.com to receive an invitation

d) other

5. Publications since the last IMC GA

a) printed periodicals (indicate periodicity)

NAMM produces an e-newsletter (Digital PlayBACK) twice each month; a quarterly printed news magazine, an annual report, and MUSIC USA, a summary report outlining commercial activity in the music products market – this report also includes summaries of commercial activity from several international partners

b) electronic newsletters (indicate periodicity) – see above

c) books

d) audio-visual material

e) studies, surveys, etc.

f) website – info available at namm.org; nammfoundation.org; supportmusic.com

6. List of projects envisaged for 2010-2011 - SEE ATTACHED

Please list your activities related to

a) advocacy and policy making

During this time of economic instability, NAMM is supporting community level engagement with music and is promoting the importance of music education for every child. NAMM also continues to advance the commitment of law makers, policy makers and education budget decision makers on federal state and local levels for access to music education for all children. In partnership with MENC, the national music education association, and NAMM will support the presentation of concerts by music students from U.S. schools at the U.S. Department of Education. NAMM will continue to facilitate the SupportMusic Coalition and to expand this network of international, national, regional and local organizations to advance grassroots advocacy for music education. NAMM annually hosts a delegation of its members for a week of advocacy training and meetings with members of Congress about the education reform and the need for continued policies and legislation to advance access to music education. NAMM will facilitate state level advocacy efforts in targeted states in the next 18 months.

b) presentation or production (conferences, recordings, live performances, festivals, competitions, etc.)

At the core of NAMM's mission to serve the music product industry are music products trade shows that take place twice a year (January and July). NAMM is honored each year to host many U.S. based and international non profit music service organization and music educators. Member of IMC are encouraged to contact NAMM (Maryl@namm.org) to explore ways that a connection to this music products association can advance a shared mission of creating more opportunities for people everywhere to learn and make music.

c) information services:

ongoing per #5 above; NAMM will engage in expanding electronic communication services to its members

d) research

The NAMM Foundation will summarize and disseminate research information from its funded programs; will likely prepare an e-publication for global dissemination

e) other

PART II: YOUR INVOLVEMENT IN ACTIVITIES OF IMC AND ITS REGIONAL MUSIC COUNCILS

7. Did (will) your organisation send a representative to participate in events and conferences organised by IMC and its regional music councils?

X World Forum on Music: X 2007 2009

Meeting of the African Music Council (2008)

IMC/COMTA seminar (Porto Alegre, 2009)

EMC annual conferences: 2008 2009

EMC conference "Music on Troubled Soils" (Jerusalem, 2008)

IMC/EMC seminar (Pomaz, 2009)

other (please specify):

8. Use of IMC website facilities

Have you visited the new IMC website www.imc-cim.org?

() YES (X) NO

Have you registered on the website in order to access the MEMBERS CORNER?

() YES (X) NO

Have you used any of the features available for members (post event, post news)?

() YES (X) NO

Have you used the forum facilities on the website?

() YES (X) NO

When did you last visit the website?

Is there a link from your organisation's website to the website of

() IMC () EMC

9. IMC Reports to members

Do you receive the reports of the IMC President to members?

(X) YES () NO

Do you find these reports helpful?

(X) YES () NO

Do you share the information with your members?

() YES (X) NO

10. Did you disseminate information coming from IMC and Regional Music Council's to your constituency?

Newsflashes from IMC and Regional Music Councils

Newsletters from IMC and Regional Music Councils

IMC MUSIC WORLD NEWS

EMC Magazine Sounds in Europe

Reports of the IMC President

X using other ways of disseminating information, e.g.: Periodic news updates from IMC; access for global network and IMC info

11. Do you indicate your membership in the IMC and/or a regional music council (RMC) in your communication tools?

Letterhead: () IMC membership () RMC membership

Website: () IMC membership () RMC membership

Email footer: () IMC membership () RMC membership

Publications: () IMC membership () RMC membership

12. Have you participated in projects coordinated by the IMC or a regional music council? Please specify. N/A

13. Have you participated in cooperation projects with other IMC members?
Please specify, both the projects and the partners. N/A
14. Have you approached the IMC, or a regional music council or any IMC member for any assistance or cooperation? Please specify. N/A
15. Which membership benefits have you valued the most during the past two years?
Please rank them in increasing order, (1) being the most valued benefit.
- Be part of the peak body of music in the world
 - Networking opportunities with IMC members
 - Receive informational email bulletins and newsflashes
 - Opportunity to participate in initiatives of IMC and Regional Music Councils
 - Opportunity to receive support in own advocacy activities
 - Opportunity to take a part in guiding the direction of IMC advocacy and activities
 - Visibility on the website of IMC and/or Regional Music Councils
 - Priority for contracts for cooperation projects with IMC and Regional Music Councils
 - Preferential rate for participation in events of IMC and Regional Music Councils
 - Stand for election to Boards of IMC and Regional Music Councils
 - Stand for election to IMC commissions
 - Voting rights