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The GRAMMY Foundation: Maintaining America's Rich Cultural Heritage

The GRAMMY Foundation (formerly known as the NARAS Foundation), is a non-profit arm of the Recording Academy whose mandate is to bring attention to the value of music and arts education and the preservation of America's rich cultural legacy. Their efforts were recognized nationally by former U.S. Secretary of Education Richard Riley when he stated, "By helping students discover and appreciate music and the arts, organizations like the GRAMMY Foundation are opening up new opportunities in education for America's young people."

Between each GRAMMY and Latin GRAMMY Awards telecast, the Foundation, in partnership with the Recording Academy, implements educational and preservation programs and services designed to cultivate understanding, appreciation and advancement of music and the arts for all ages. Its signature program, the Leonard Bernstein Center for Learning (LBC), prepares teachers to use the arts and the artistic process to reinforce teaching and learning in all subjects. Termed Artful Learning™, this school reform design, based on seven years of intensive collaboration and field research with leading educators and researchers, was developed to strengthen education and form a lifelong love of learning in all students. New American Schools (NAS) recently endorsed the LBC as its first and only arts-based school reform model, and the model is being implemented in many schools across the nation.

An early childhood initiative, targeting newborns to age three, is the Smart Symphonies program. Smart highlights the importance of interaction between parents, children and music. Since its launch in 1999, more than five million CDs of GRAMMY-winning classical music have been distributed to moms and babies around the world. The second CD edition of Smart Symphonies began distribution in November 2000 and stresses the importance of active participation in music.

Elementary students benefit from the GRAMMY Concerts for Young People, which introduce elementary school children to different genres of music through interactive multimedia concerts. In addition, GRAMMY Signature Schools have recently expanded and will recognize and reward elementary schools that provide a comprehensive music program for our young children.

Reaching beyond the classroom, the Foundation established a long-term partnership with Experience Music Project's Electric Bus. The Electric Bus is a 10,000 square-foot mobile, interactive and educational music museum which incorporates the teaching methodologies of the Leonard Bernstein Center for Learning. EMP and the Foundation are collaborating to create middle school, high school and college level music-inspired curricula, as well as unique programming including teacher workshops and artist demonstrations. The Electric Bus 2001-02 tour kicks off during GRAMMY Week and will travel to more than 25 cities throughout the year.

In addition, the Foundation has partnered with the *Music in High Places* television series where music's top stars journey to some of the earth's most mystical and historically rich locations. Curriculum projects and related activities based on *Music in High Places* encourage teachers and students to explore world culture. Many music celebrities also sit on the Foundation's Artist Committee, a stable of artists who support music and arts education by sharing their names and time to work with children in a meaningful way.

To complement their educational activities, the Foundation has implemented an array of archive and preservation programs, including the introduction of the National Recording Preservation Act of 2000 which was drafted and negotiated with the Library of Congress and which has been passed and signed into law. Other archive and preservation programs include the Living Histories program, which documents the work of key recording industry professionals and visionaries, and Music on Film, which chronicles information about historic music performances captured on film or video. The Foundation also produces the GRAMMY Gateway, available at GRAMMY.com, a nexus of reliable information about recorded sound featuring editorials and pre-screened links to information about the music business, professional organizations, preservation and audio technology.

GRAMMY Foundation programs are supported by individual contributors, sponsors and by the generosity of the Recording Academy and partnering record companies through the annual GRAMMY Nominee CD. For more information on the GRAMMY Foundation or to receive applications for any of its programs, write to them at the GRAMMY Foundation, 3402 Pico Boulevard, Santa Monica, CA 90405, send an e-mail to grammyfoundation@grammy.com, or call 310.392.3777.