



JOIN THE WORLDWIDE CELEBRATION OF MUSIC!



## Table of Contents

- 1** What is Make Music Day?
- 2** How to Get Involved
- 3** Public Relations Timeline
- 4** How to Engage the Media
- 5** Resources
  - Press Release/Media Advisory Template
  - Recommended Social Media Posts
  - Questions

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@MakeMusicDay

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Foundation®

## 1 What is Make Music Day?

### What is Make Music Day?

Make Music Day is an annual celebration that occurs each June 21, when people in more than 800 cities around the world make music together on the summer solstice.

In 1982, Jack Lang and the staff of France’s Ministry of Culture created a new kind of musical holiday they called Fête de la Musique, which means both “festival of music” and “make music!” They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops. Everyone was invited to join and play music, or to host performances, wherever they were. The Fête has turned into a national music-making holiday in France every June 21, on the summer solstice. According to surveys, almost 8% of the country—5 million people—have played an instrument or sung in public for the Fête de la Musique.

Today, Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities. And Make Music Day is spreading quickly in the United States.

### Why join Make Music Day?

Make Music Day brings joy, inspires creativity, and transforms communities. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; lets amateur musicians share their passion and gain confidence; and gives established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and “Mass Appeal” events, invite everyone to join—even if they’ve never picked up an instrument before in their lives.

And for those whose life’s work is to create more music-makers, it’s the perfect opportunity to spread the message of musical participation. Over the years, Make Music Day has earned hundreds of millions of media impressions, including coverage from:



THE WALL STREET JOURNAL. The New York Times

AP Associated Press

By hosting Make Music Day events, music instrument retailers and manufacturers can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it yourself.

### Who Participates in Make Music Day?

Currently, plans are underway by local organizers in 800 cities in 120 countries to hold official, citywide celebrations of music on June 21 with free, openly accessible concerts, music lessons, and participatory performances. Many others in smaller communities – including music stores – are planning their own events on June 21 and organizing music events for their neighborhood, for their block, or for their parking lot.

In 2018, 65 cities in 31 U.S. states will join the celebration and many cities and landmarks will turn orange (pictured right, Niagara Falls). You can find links to participating cities and ways to get started at [makemusicday.org](http://makemusicday.org).



## 2 How to Get Involved

### Does Your City Have a Local Music Day Chapter?

Visit [makemusicday.org](http://makemusicday.org) to find a list of official Make Music Day cities

If your answer is...

**YES**

**CONNECT LOCALLY**



#### 1. Introduce yourself to your local organizer.

They are there to help promote your event, coordinate it with others nearby, and secure permits (if required). Find their website and contact info at [makemusicday.org](http://makemusicday.org).

Aside from hosting a Make Music Day event of your own, consider:

- Offering to serve on the local Make Music Day organizing committee and host meetings in your store.
- Providing materials or equipment for Make Music Day events.
- Reviewing options for your company logo to be visible as part of a Make Music Day event.



#### 2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. If you have a sidewalk in front of your store, or a parking lot, front porch or a nearby park, these can be great options.



#### 3. Register your location on the local Make Music Day website.

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you or tell you what to do next. If you want to use a large public space, check in with the organizer first to see what's available.

If your answer is...

**NO**

**CONNECT NATIONALLY**



#### 1. Introduce yourself to the national Make Music Day organization.

If your community does not have a local Make Music Day branch, you can still be included in relevant national promotions. Email Aaron Friedman at the Make Music Alliance ([aaron@makemusicday.org](mailto:aaron@makemusicday.org)) with a few sentences about what you're interested in doing for Make Music Day.



#### 2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. We suggest choosing a location on private property where permits are not a concern. You can also think about partnering with a local school, community center, library, park, or church and using their space.



#### 3. Register your location on the national Make Music Day website.

Visit [makemusicday.org/cities/other/](http://makemusicday.org/cities/other/) and fill in your event information. Don't worry if you don't have all the details confirmed yet – you can always make updates later.

**2** How to Get Involved Continued

**You are now ready to plan your event!**

**Ideas for Make Music Day Events:**

- **Invite your customers or community groups to participate in a public, hands-on, music-making event at your business or at a local park.**
  - Host a drum circle
  - Teach first-time musicians how to play the ukulele or harmonica
  - Host a guitar strum-along for customers and community members
- **Host a day of outdoor concerts/showcases/open mics for the lesson-taking students in your community.**
  - If you're in an area with a local Make Music Day organizer, reach out to them for help promoting your event to musicians and media all over the city
  - Host a jam session: Invite customers, their friends, your employees, and the community as a whole to bring their musical instruments to your business for a Make Music Day jam session.
- **Host a concert or a battle of the bands.**
  - Invite a school chorus, church group, or other community band to perform at your business. If you register with your local Make Music Day website, you can find local musicians on the "match-making" site and invite them to perform at your location.

• **Case Studies: Videos from NAMM Members**

Music retailers and suppliers around the country have found their own creative ways to make an impact with Make Music Day. Check out these short videos to hear their stories.

Click  to watch the video



**Thad Tegtmeyer**  
from Sweetwater Sound  
on starting up Make Music  
Fort Wayne



**Alex Ordonez**  
from Alfred Music on  
creating guitar and  
ukulele events



**Miriam and Mike Risko**  
from Risko Music on starting  
up Make Music Ossining



**Tim Spicer**  
from Spicer's Music on  
bringing the community  
together with Sweet Home  
Alabama



**Jyotindra Parekh**  
from Rice Music House  
on starting up Make Music  
Columbia

For advice and more information on getting involved, contact Aaron Friedman at [aaron@makemusicday.org](mailto:aaron@makemusicday.org).

### 3 Public Relations Timeline

Hosting a **Make Music Day** event is a wonderful way to make music in your community and to raise awareness that music making is for everyone. For tips, media contact details and more information, contact Samantha Prince at [samanthap@namm.org](mailto:samanthap@namm.org)

Sample Make Music Day Project Timelines – jump in at any time!



- a) Create a Save the Date message and start thinking about the type of event you'll hold and who will manage it.
- b) Decide on the resources needed to have a successful event: Most Make Music Day events have a homegrown, grassroots feeling – don't feel that you need to rent a huge stage in order to have a successful event.
- c) Make contact with a nearby Make Music Day city organizer, if available in your area.
- d) Download Make Music Day logos available on [makemusicday.org/media](http://makemusicday.org/media) to promote June 21 activities.
- e) Post! Begin using social media channels, newsletters, your website, etc., to publicize your event participation to your customers, clients, and social media followers.



- a) Create marketing collateral to promote your event. Post fliers in your business windows and promote the event(s) on your website. If you are registered on a local Make Music Day city website, download the customized PDF posters for your event.
- b) Customize the press release templates (see Section 5) for your event and email it to local TV, radio, blogs, newspapers, entertainment weeklies, local business and trade publications. Follow up with the key publications/writers by telephone in order to make sure it was received, and to answer any questions.



- a) If you have not already, customize the press release that works best for your store or event and send it to your local newspaper, radio and TV stations editor or photo editor by email.
- b) Call local media to make sure they received your release and invite them to come to your business or event on June 21 to take a photo of your customers making music. Emphasize that the event is part of an international celebration of music making for both amateur and professional musicians, and how playing music benefits people of all ages.
- c) Agree on a specific time that the photographer or reporter will come to your store or event on June 21 to cover your event. Make sure that the editor is aware of all the event details (date, time, location).
- d) Designate a spokesperson to answer questions from the media.

## 4 How to Engage the Media

### Maximize your social media outreach

Social media is a wonderful way to share your Make Music Day event with your local area community, media outlets, and beyond. Consider the following:



- Announce the event: A simple announcement on a social media platform, featuring the event logo and why you participate in Make Music Day has the opportunity to be seen by thousands of people. [Download all assets here](#). Don't forget to invite local media to cover your event.



- Share photos of your event: Share photos, including attendees of all ages participating in your Make Music Day event and encourage participants to do the same. Pass around a sign-in sheet to capture names and email addresses of participants, and share photos you captured with them after the event. These photos have the chance to create excitement for community members – the more photos the better!



- Video: Video is a powerful medium to story tell and only takes a smartphone with camera. Consider talking to employees, music school students, and other participants about the event, what participation in Make Music Day means to them, and/or what they like most about Make Music Day in a series of short videos on your social media platforms.



- Ask your employees to participate! See what creative, musical ideas can be shared through social media posts, videos, and images.

**With all social media posts, please use the hashtag #MakeMusicDay.**

### Share resulting media coverage with the community



- Share media coverage via newsletters, affiliated websites, and social media.



- Frame news articles and display them prominently throughout your business.



- Post the Make Music Day logo ([found here](#)) on all websites and in email signatures.



- Continue to share news about your Make Music Day event with your local area media through social media, email updates, a letter to the editor of your local paper, or similar.

### Conduct Follow-Up Publicity



- Send a few of your best event photos via email to the local media. Include the name of your business and the event, the date and occasion, a short description of the action in the photos, and any identifying information for those featured in the photos.



- Share images and press coverage with the participants who gave their email addresses. Thank them for coming, and invite them to come back again next year!

**For any questions or tips on engaging the media, please contact Samantha Prince at [samanthap@namm.org](mailto:samanthap@namm.org).**

## 5 Resources: Press Release Template

Use this template to announce your participation in Make Music Day



### <Insert Name of Company> Celebrates Make Music Day with <Event>

-<Town/community name> participates in global celebration of making music on the longest day of the year-

<CITY>, <State> (<Date>)—<Name of Company> joins the Make Music Day <If there is a local Make Music City event in your area, mention it here as well> celebration with a <Insert brief event description> on Thursday, June 21, 2018. Make Music Day is a one-day event where free, live musical performances, opportunities to make music, and other musical events take place around the world on the longest day of the year. Musical festivities in <city/town> are part of a global celebration of music making in over 800 cities inspired by France’s Fête de la Musique.

<Name of Company> invites everyone from professional musicians to people who have never picked up an instrument to join in the global music celebration by attending <event.> <Insert details about event, place, time it begins and ends, and what participants can expect to see/hear/do.>

<Insert “QUOTE” from company spokesperson about Company’s participation in Make Music Day and how making music positively affects community.>

Music has been shown to strengthen social connectivity, reduce stress, lower blood pressure, stimulate memory, and is integral to a well-rounded, enjoyable life. By participating in Make Music Day, <Company> and <Town/Community> encourage every form of music making.

National Association of Music Merchants (NAMM) members and partners from coast to coast, including <Company>, will open their doors, joining in their communities’ celebrations of Make Music Day. June 21 is the perfect day to stop in to a local music store for some gear or to go out and play – whether it’s for the first time or the thousandth.

### <Company contact information>

#### About <Company>

#### About Make Music Day:

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in 800 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, more than 65 U.S. cities are organizing Make Music Day celebrations, encompassing thousands of concerts nationwide. Make Music Day is presented by The NAMM Foundation, and coordinated by the Make Music Alliance. For more information, please visit [makemusicday.org](http://makemusicday.org).

###

Please visit [MakeMusicDay.org/Media/Event-Toolkit](http://MakeMusicDay.org/Media/Event-Toolkit) to download

## 5 Resources: Media Advisory Template

Use this template to announce your specific event and participation in Make Music Day



**<Company> Celebrates Make Music Day with <Event>**

*<Free Event> brings global day of music to <town/community name>*

**WHAT:** <Company> opens its doors for <event> in celebration of Make Music Day, a global event taking place in over 800 cities around the world. <Insert detail sentence about event (mention performers, music-making opportunities, etc).> Make Music Day is a day of music open to all in the streets, businesses, parks, and wherever people feel like playing or listening. <Company's event> joins other events worldwide as communities come together in celebration of music and the countless benefits that making music brings.

**WHO:** <Company, Company tagline if needed, any involved community partners (for example, local performers, band, children's group)>

**WHEN:** Make Music Day, Thursday, June 21, <TIME span>

**WHERE:** <Location, address, city>

**WHY:** <Company> celebrates Make Music Day, giving community members of all ages, creeds, and musical persuasions the chance to experience the joy of making music together. <Insert simple sentence about Company's commitment to music, the benefits of music, and service to the community>

By establishing one specific day each year, June 21, to celebrate music, <company> encourages both amateur and professional music making, and empowers individuals to seek out ways to celebrate music in their community.

**WHAT ELSE:** For more information about <Company Event>, please contact <Phone, web address, etc.>

<Company Contact Information>

### About <Company>

#### About Make Music Day:

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in 800 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, more than 65 U.S. cities are organizing Make Music Day celebrations, encompassing thousands of concerts nationwide. Make Music Day is presented by The NAMM Foundation, and coordinated by the Make Music Alliance. For more information, please visit [makemusicday.org](http://makemusicday.org).

###

Please visit [MakeMusicDay.org/Media/Event-Toolkit](http://MakeMusicDay.org/Media/Event-Toolkit) to download

## 5 Resources: Recommended Social Media Posts



Official hashtag: **#MakeMusicDay**

### Make Music Day Social Media Accounts

Connect with Make Music Day on Social Media:

**Facebook:** facebook.com/makemusicday

**Twitter:** twitter.com/makemusicday

**Instagram:** instagram.com/makemusicday



#### For Facebook:

Join us on 6/21 for Make Music Day when we'll **INSERT EVENT DESCRIPTION.**

Music unites. Join the movement! **#MakeMusicDay**

*\*For image, share your music day event flyer*

Rejoice, connect, and inspire through the power of music! Join us on Thursday, 6/21 to celebrate

**#MakeMusicDay** **<link to your event>**

*\*For image, share inspirational music image*

Save the date! **#MakeMusicDay** is Thursday, June 21... Tune your instruments and get ready to make a joyful noise with us! **<link to your event>**



#### For Twitter:

**#MakeMusicDay** is June 21 —join us & 800 cities around the world to make music **<link to your event>**

Music unites us. Join the movement **#MakeMusicDay** **<Link to your event>**

Come out & play at **<your event>** on the longest day of the year! **#MakeMusicDay** **<link to your event>**

Rejoice, connect & inspire through the power of music! Thursday, 6/21 at **<@your business/event>**

**#MakeMusicDay**



#### For Instagram:

“Join us on June 21st for **#MakeMusicDay**. **<Information about your event>**. Music unites. Join the movement! **<link to your event>**”

“Today is **#MakeMusicDay!** Come out and play at **<your event>! <link to your event>**”

**Click here to find a variety of social media assets, including images from previous events, available for use on Instagram, Facebook, and Twitter.**

## 5 Resources: Questions?



### Websites:

**Make Music Day:**  
[makemusicday.org](http://makemusicday.org)

**Social Media Assets:**  
[makemusicday.org/media](http://makemusicday.org/media)

### Social Media Accounts:

#### Make Music Day:

 Facebook: [facebook.com/makemusicday](https://facebook.com/makemusicday)

 Twitter: [twitter.com/makemusicday](https://twitter.com/makemusicday)

 Instagram: [instagram.com/makemusicday](https://instagram.com/makemusicday)

#### NAMM:

 Facebook: [facebook.com/nammorg](https://facebook.com/nammorg)

 Twitter: [twitter.com/namm](https://twitter.com/namm)

Official hashtag: **#MakeMusicDay**

### More Questions?

#### Contact:

Make Music Alliance - **Aaron Freidman**

[Aaron@MakeMusicDay.org](mailto:Aaron@MakeMusicDay.org)

NAMM Public Relations - **Samantha Prince**

[SamanthaP@NAMM.org](mailto:SamanthaP@NAMM.org)