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THE HEALING MAGIC OF MUSIC

by Rachel Clevenger, PhD

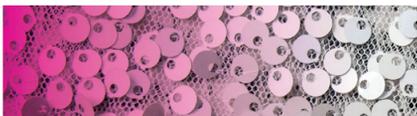
In the 1992 novel *The Evening Star*, the sequel to *Terms of Endearment*, Larry McMurtry details Aurora Greenway's golden years, as she lays loved ones to rest and works to raise her grandchildren. In her final weeks of life, the once vibrant and feisty Aurora is confined to a bed, where she enjoys losing herself in her favorite music with her great grandchild, a boy who loses Aurora before he is old enough to remember her in the traditional sense.

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by Lisa Gibbs, Ed.D.

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THE HEALING MAGIC OF

MUSIC

**MUSIC CARRIES MEMORY
—IT'S BEYOND WORDS**

by Rachel Clevenger, PhD

In the 1992 novel *The Evening Star*, the sequel to *Terms of Endearment*, Larry McMurtry details Aurora Greenway's golden years, as she lays loved ones to rest and works to raise her grandchildren. In her final weeks of life, the once vibrant and feisty Aurora is confined to a bed, where she enjoys losing herself in her favorite music with her great grandchild, a boy who loses Aurora before he is old enough to remember her in the traditional sense.

Years later, as a young man, he hears the same music; though he doesn't understand why he reacts as he does, he's moved to tears when the song plays. He knows he lost something precious, but he is buoyed by each note, knowing something precious was captured in the melody.

Music carries memory in that way—it's beyond words.

Music Therapy

In Beverly Merz's "Healing Through Music," she describes a surprise awaiting her outside the doors of the clinic when she arrived for a mammogram, a string quartet that played so beautifully that she had nearly forgotten

why she was there by the name they called her name.

Sharing music in hospital corridors is just one of the tools used by music therapists. They also help patients recover speech after strokes, which I know because my daughter had a music therapist while in the hospital.

Music therapists are musicians who understand how music evokes emotional responses in order to stimulate thinking or relax and heal. The research shows that music therapy improves medical outcomes and overall quality of life, reducing pain and anxiety.

We also know music therapy, when tested with patients with acute and chronic pain, helps to decrease the perception of pain (reducing the amount of pain medicine needed), helps with depression, and gives people a sense of control over their pain.

Additionally, music can improve the quality of life for patients with dementia. Because our ability to engage with music remains intact even as the disease progresses, music therapy helps patients recall memories, reduces their agitation, assists with communication, and even improves coordination.

It can also restore lost speech. Merz writes, "Because singing ability originates in the right side of the brain, people can work around the injury to the left side of their brain by first singing their thoughts and then gradually dropping the melody."

As my daughter is relearning words after a stroke, she will often sing the words before saying them. I'm so grateful that my family's long connection to show choir meant we constantly had music playing.

Voiceprints

Voiceprints are a set of measurable characteristics, based on the physical configuration of a speaker's mouth and throat, that uniquely identify a person—they can be expressed as a mathematical formula and be depicted in a graphical representation. They are unique enough, in fact, that voiceprints can be used to authenticate identity.

The Voices of Those We Love

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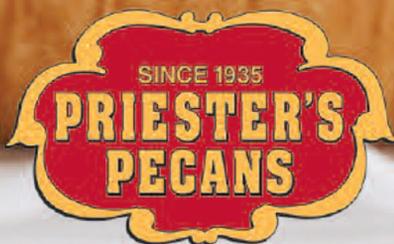
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Music therapists are musicians who understand how music evokes emotional responses in order to stimulate thinking or relax and heal. The research shows that music therapy improves medical outcomes and overall quality of life, reducing pain and anxiety.

A common explanation is that because we not only hear our own voice while talking, we receive sound transferred by our ears (externally by air conduction), but also transferred internally through our bones, which delivers rich, low frequencies not included in air-conducted vocal sound. This is why your recorded voice sounds higher to you—and different than you expect.

Dr. Silke Paulmann, a psychologist at the University of Essex, explains, “I would speculate that the fact that we sound more high-pitched than what we think we should leads us to cringe as it doesn’t meet our internal expectations; our voice plays a massive role in forming our identity and I guess no one likes to realize that you’re not really who you think you are.”

However, while we may not enjoy the sound of our own voices, we adore the voices of those we love, finding comfort even in their humming. To our ears, their voices have a pure and melodic quality, which is unmatched and irreplaceable. That’s one reason we grieve so deeply when we know we can’t hear a loved one’s voice again.

Lift Every Voice

What may be most amazing about music, and show choir specifically, is how we keep creating something new and beautiful year after year—we keep creating these new experiences using the same instruments: human bodies, instruments, sheet music, lighting and special effects, staging and sound options, costuming, and creativity.

As my daughter, Cassidy Clevenger, stated in an earlier piece that she wrote for this magazine: “Novelty is a powerful tool and should be used with intention. On the other hand, a good design will give the audience enough room to make their own decisions about the point of a production. As a general rule, audiences would prefer to make their own assumptions than be spoon-fed a message. Exceptional designs will use all elements of a production to impact the audience emotionally though subtle nuance.”

As we all should, Cassidy recognizes that each person—each and every voice—is part of the overall design. Recognizing the beauty of that message is where show choir excels again and again.

ABOUT THE AUTHOR: Dr. Rachel James Clevenger earned her M.Ed. degree from Mississippi College.

After finishing her PhD in Composition and Rhetoric, she taught and served as the University Writing Center Director for Birmingham-Southern College and University of Alabama at Birmingham.

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REINVENTION

by Lisa Gibbs, Ed.D.

Consider the word reinvention. What does that mean in the context of the higher education community? In particular, what does reinvention mean in the pandemic affected world of higher education, the world where a year ago private colleges and universities moved to online coursework and closed dormitories, cafeterias, libraries, and gathering places such as student centers and fitness centers. Performing arts, sports, and recreation activities were cancelled. Institutions managed to complete the academic year, albeit with many adaptations and revisions.







Juilliard School, New York, NY

The summer was a time for revising and adapting. Campus leadership worked diligently with state and local health departments to implement protocols for safely reopening campus. Faculty revised syllabi and curricula to suit the virtual learning space, and to suit smaller in-person class sizes and distancing. Facilities management revised cleaning and sanitizing practices, cleaned ducts and upgraded air filter systems, created signage such as to direct foot traffic, and installed plexiglass and hand sanitizer stations in certain high traffic areas. Campus health services developed and activated protocols for testing, quarantine, contact tracing, and treatment. Many institutions welcomed students back to campus in the fall of 2021 with these and other rigid safety protocols in place.

The summer was also a time for reinvention. Reinvention goes much deeper than revising and adapting existing procedures. Reinvention means finding new ways of doing which comes from new ways of thinking.

The Juilliard School, in hard hit New York City, NY, determined to reinvent the 2020-2021 academic year. President Damian Woetzel asked the Juilliard community this question: "What valuable things might we do now that we wouldn't ordinarily focus on?" Fourteen working groups with faculty and staff from all departments were established. Students, medical



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and engineering experts, and the local community were asked to provide input via surveys and consultations. Two non-negotiable commitments guided the process: community safety, and the integrity of the educational experience. The recommendations of these groups became the Covid-19 Academic Plan for the Juilliard School.

Continuing Hybrid Mode

Because many of the summer activities that Juilliard students typically take part in were cancelled, the school took advantage of the opportunity and elongated the fall semester. Summer Term 2020, a new six-week optional summer term with online only instruction, was included in fall semester tuition. Both for-credit and non-credit courses were offered, and many students chose to use the time to get ahead on their coursework and to stay engaged and connected with the campus community.

The remainder of the fall semester was divided into three 7-week blocks. Block 1 was fully online. Students could schedule time in dance studios, drama classrooms, and music practice rooms as needed and as available per campus guidelines. Block 2 phased in on-campus classes and performances. Since safety protocols worked and cases did not increase over prescribed limits, for Block 3 the campus was able to continue the hybrid mode.



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Facilities

Facilities management consulted outside experts to assess and make recommendations so the school could meet its goal of high safety standards. As a result, every classroom, teaching studio and rehearsal room was evaluated to identify capacity under social distancing guidelines. Improvements were made in ventilation systems and touchless mechanisms were added to or replaced bathroom fixtures. Inoperable windows were repaired and regular cleanings and sanitization was increased. Stairwells were given new paint and better lighting in an effort to cut down on elevator usage. Carpets were replaced, wireless thermostats and air purifiers installed, and HVAC automation systems were upgraded. Improved audio and video components enhanced the free livestreaming of performances from campus venues. These improvements and others reinforce the new ways in which Juilliard delivers high quality education to students.

Dance/Drama/Music Reinvented

The Juilliard School specializes in the performing arts of dance, drama, and music. These fields typically require person-to-person

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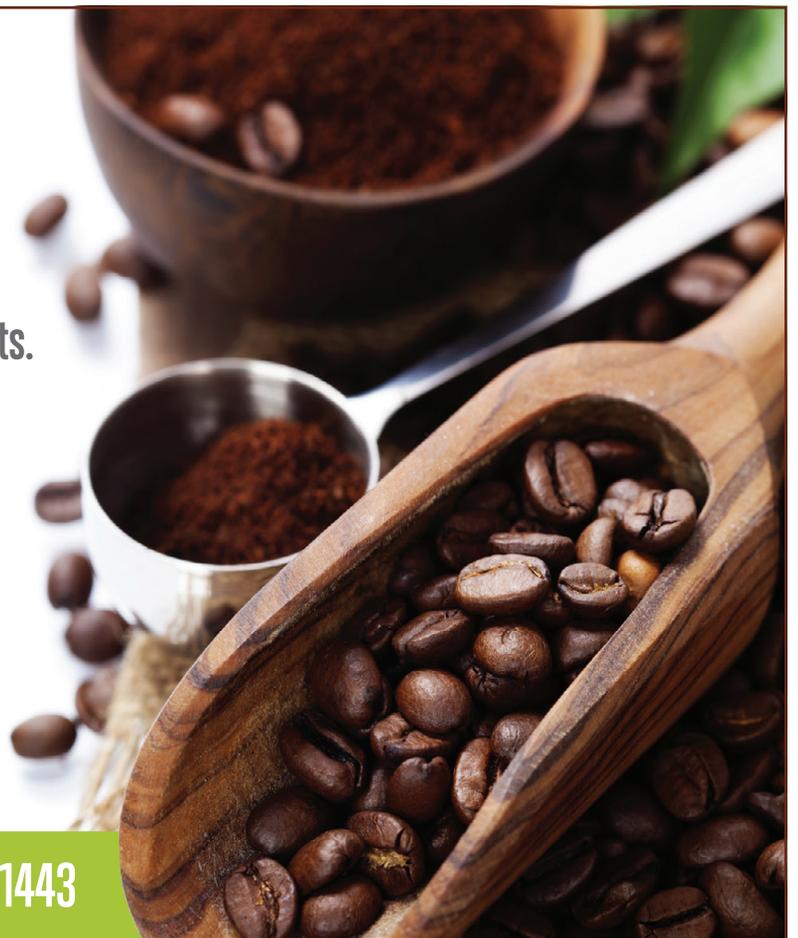
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physical interaction and in some cases specific equipment. The faculty and students focused on the reinvention of typically face-to-face courses and performances. As part of that effort, the school provided students and faculty with a credit to purchase equipment such as webcams, portable lighting, marley squares, ethernet cables and more.

In the Dance Division, students were challenged to take what would have been a live stage production and make it digital. One student choreographer took notice of “how beautiful outside was and how that could really just be another layer in the video, so I changed and had to figure out locations that made sense to film.” A dance that was originally designed for the stage was reinvented for film and was enhanced by the choice of various outdoor settings and camera angles.

As part of the goal to continue excellence in educating, the Drama Division reinvented how actors perform together while separated by the pandemic. Matching props, green screens and Ethernet cables were sent to students around the world. Distance allowed for a deeper study of the text and Zoom backgrounds depicted scenery, such as Norwegian fjords, that can be difficult to express on a physical stage.



A photograph of a theater stage with blue lighting. The stage is illuminated with bright blue lights, and the ceiling is also lit with blue lights. The stage is empty, and the audience seats are visible in the foreground. The text "STAGING CONCEPTS" is overlaid on the right side of the image, with a logo consisting of three white arrows pointing right. Below the logo, it says "A Trex® Company". The text "TRANSFORM YOUR THEATER" is overlaid in large white letters across the center of the image. Below that, it says "Providing social distancing solutions for your venue" and "www.stagingconcepts.com · 763-533-2094".



The Music Division also addressed the challenges of virtual learning and performing for group events such as orchestra. Students studying how to conduct an orchestra made silent videos of themselves conducting a specific concerto. The student instrumentalists recorded themselves playing their parts based on the cues from the conductor. This resulted in a learning experience quite unlike that of in-person situations and likely made a deeper impact on those involved.

As the saying goes, you can't reinvent the wheel. The pandemic has shown us that you can reinvent higher education. Private colleges and universities, such as the Juilliard School, are opening their vision to see what valuable things can be done now that may not have been thought of before.

ABOUT THE AUTHOR: PUPN staff writer Lisa Gibbs earned her Ed.D. in Higher Education Administration in 2018. She is an advocate for arts, particularly dance, in education and for increasing the financial well-being of artists through financial education.

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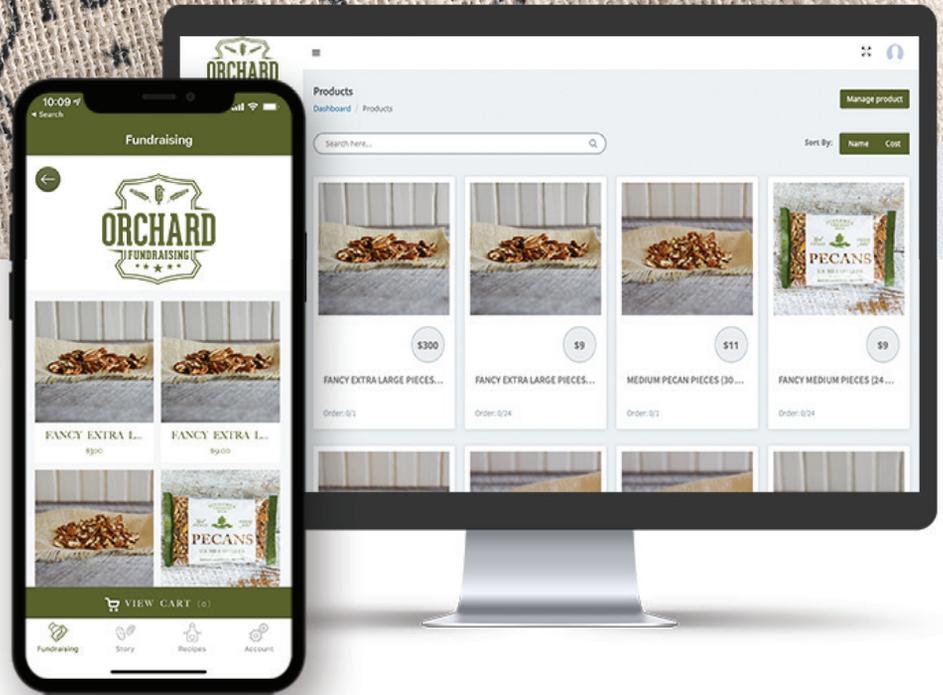
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Aron Wimberly from Schermer Pecans explains, "We wanted to develop an innovative platform for fundraisers. Orchard fundraising allows customers to sell Schermer Pecan products through this online platform. This platform creates a shareable link that makes sharing your fundraising information quick and easy. No need for brochures anymore, just share the link on your social media. Friends and family can use your link to purchase products and the funds go straight to the desired bank account."

Wimberly continues, "We've shared the idea with many different organizational groups who are looking for new way to fundraise. Many organizational leaders are eager to learn about what is to come from this platform. We offer the ability to add their own products, which is even more exciting."

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Aron Wimberly can be reached at aron@schmerpecans.com or by calling 1.800.841.3403. Contact Orchard at info@orchardfundraising.com, call 833.850.8324, or visit www.orchardfundraising.com



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Deborah J. Nelson has a BFA degree in Fashion Design and founded Satin Stitches® in early 1978 after being employed for 5 years, as a Fashion Designer/Patternmaker at a "high-end" woman's apparel company in Minneapolis. Performance costuming became a passion, along with striving to beautifully and proportionally fit performers of ALL sizes and shapes.

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www.schoolspiritcoffee.com

School Spirit Coffee uses only the highest quality Arabica Beans from Central and South America. All coffee products are roasted specifically to your order at our Roastery, Creative Coffees, and guaranteed to be roasted fresh within days of delivery! Since 2005, School Spirit Coffee has been providing a quality product with private label packaging at a great price to help raise funds for school groups and civic organizations.

The idea for School Spirit Coffee came to owner Debbie Hohman as a result of her school spirit and frustration with typical fundraisers. As an active booster mom for fifteen years, with two wonderful daughters, Debbie has helped organize and sell all the typical fundraising products—candy, nuts, wrapping paper, candles and the list goes on and on. Because of the high cost and low quality, often the items were difficult (or embarrassing) to sell to family and friends. If you are looking for an easy fundraiser that incorporates great products with your private label at a competitive price, give us a call at 800-570-1443 or submit a request form from the contact page of our website. We would appreciate the opportunity to help you have a fantastic fundraiser.



PRIESTER'S PECANS

www.priesters.com

Priester's Pecans is a family-owned company specializing in delicious, old-fashioned, farm-fresh gifts like pecan desserts, pecan candies, cakes, and bulk pecans. As we have served as pecan suppliers and candy makers for over 7 decades, our Gourmet Pecan Pieces, Gift Tins, and Candies have delighted countless families.

It is our pledge to you that we will only ship the newest, freshest crop of pecans available to you and your gift recipients. At Priester's Pecans, we want you to be satisfied with every purchase. If any item does not completely delight you, we will be glad to honor our 100% Satisfaction Guarantee. Our ordering process is user-friendly, fast & efficient. We have organized our fundraising program into as few steps as possible, so you can spend more time raising funds and less time with forms and paperwork.

The advantages of Priester's Fundraising Program are significant. Pecans are versatile; you can use them as ingredients to cook and bake with, as a snack item, as a topping on desserts, ice cream and breakfast foods.

Additionally, pecans last, unlike fruit or other perishable food items; if stored in the proper environment pecans can be kept a year or longer. Pecans are also affordable to the consumer and profitable to the fundraiser. Priester's name recognition is second to none, and we have a 100% satisfaction money-back guarantee.

Priester's makes it easy with our "No Hassle Fundraising Program" so fundraising has never been easier, more fun, or as profitable. Call us at 800-277-3226 or visit our website today to get started!

SCHERMER'S PECANS

www.schermerpecans.com

Harvested from Georgia orchards that have been in our family for over 70 years, our pecans are always hand selected and fresh shelled. We take pride in our pecans from start to finish; we plant and care for the trees, shell the pecans, and candy the delicious varieties.

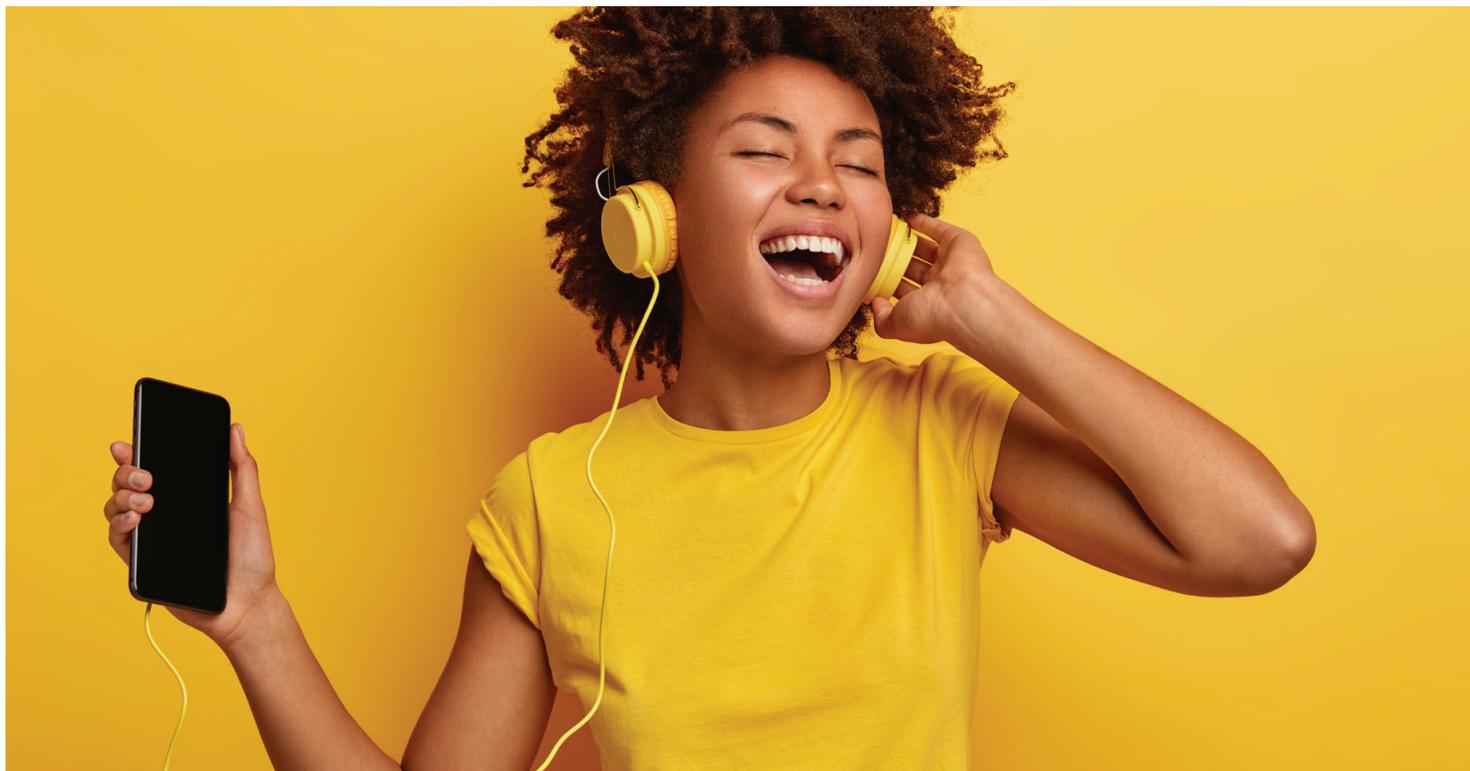
Schermer's Pecans offers a healthy and delicious option, a fundraiser you can feel good about! In a nutshell, here's how it works: First, call, email, or download our easy app to sign up.

Then, choose from 5 candied flavors, glazed, dark chocolate, chocolate, cinnamon glazed and caramel clusters. You can get fresh and natural pecans available in 16 ounce halves, 16 ounce extra-large, and medium pieces, or 12 and 16 ounce small and medium pieces. You can pre-sell or have cases on hand to sell. Profits range from \$2.25-\$3.45 per bag / \$55-\$75 per case.

We offer free shipping in the continental USA, no money up front with approved credit, and 30 days to pay. We will mail you printed order forms to use for selling, or—to make it even easier—you can use our new app to set up your sellers with a link they can share with friends and family on social media or for door-to-door selling.

More about the app: "Orchard" is an innovative fundraising platform that is changing the way your organization can raise money. With its mobile platform, Orchard allows fundraising organizations to present, order, and track their fundraising sales and shipments in real-time online. Orchard is built to elevate fundraising activity and results in an easier and engaging manner.

ARRANGERS



BREEZE TUNES

www.breezetunes.com

Garrett Breeze is a media composer and arranger living in Nashville, TN. He is known primarily as an arranger for many of the top competitive show choirs throughout the United States and travels regularly in that role as a clinician and adjudicator. In addition to his choral work, Garrett frequently writes for high profile media projects including film, television, video games, and corporate media. He holds a bachelor's degree in Media Music from Brigham Young University and a master's degree in Commercial Composition and Arranging from Belmont University.

We are proud to have supplied music arrangements to more than 110 choirs throughout the United States and Canada, contributing to over 86 championship wins to date! Breeze Tunes Productions specializes in creating high-quality, competitive arrangements tailored to fit your choir's show design, skill level, and budget! You can search our full catalog of previously arranged titles from our site. To order a new custom arrangement, license a previously arranged title, or to book Garrett for a clinic or workshop with your choir, you can just fill out the contact form on the site, and he will respond within 24 hours: <https://breezetunes.com/contact>.

MUSIC ARRANGEMENT SERVICES

www.showchoirmusic.com

In the late 1980's, Jeffrey Bowen began arranging for competition show choirs as extra work. During the 1990's, the arranging grew into full-time work and was established as Music Arrangement Services. In 2012, the company became incorporated as Music Arrangement Services, Inc. with the same concept of providing high-quality competition arrangements as well as ensuring the legal licensing of each and every title.

Arrangements have been purchased by schools in over 35 states and several European countries and Australia. Music Arrangement Services, Inc. provides quality Show Choir arrangements to competition Show Choirs all over the country. With hundreds of titles to its credit, directors will be able to see the wide variety of styles created to make your show choir sound the best!

Music Arrangement Services, Inc. can assist in all licensing and arrangement permissions to ensure the legality of making copies for your rehearsals! Currently, there are hundreds of titles on file that have been created over the decades, including original pieces by Jeffrey Bowen that have been purchased by show choirs around the country.

SHOWCHOIRSTOCK.COM

www.showchoirstock.com

ShowChoirStock.com—the only website that sells nothing but show choir arrangements you can purchase and use immediately!

We sell high quality stock arrangements at affordable prices that DON'T need any further licensing! That's right—you'll never have to go through the extra hassle and expense of using a third party company in order to perform the music you buy from ShowChoirStock.com.

Professionally produced rehearsal tracks for every chart! Dozens of brand new arrangements every year! Several complete show packages available at a 10% discount!

Can't find a song that's right for your show? Contact us to see if we can license and add your desired title to our catalog—or have a custom-written original song created just for your group!

We accept credit cards as well as purchase orders, so don't miss a beat—order, download, and start rehearsing your music in minutes!

ShowChoirStock.com—the only online catalog just for show choir!



FAME/SHOW CHOIR NATIONAL CHAMPIONSHIPS

www.fameproductions.com

For over twenty years, FAME has produced national show choir competitions and today is the clear leader in producing professional level events for the nation's best show choirs.

Three essential philosophies are woven into the foundation of each of our events: encourage innovation, inspire creativity, and reward excellence.

The Show Choir National Championship Series was developed to provide a "true" national champion!

Six qualifying events take place in Hollywood, Orlando (two weekends), New York, Chicago, and Branson. The top three mixed and top two single-gender show choirs from each world class division at each event will be invited to participate in the National Show Choir Finals the last weekend in April.

In addition, qualified groups that have not competed at one of the qualifying events "may" apply to compete at the Show Choir National Finals. Learn more about the upcoming events by visiting www.showchoirs.org.

productionsmag.com

MANHASSET SPECIALTY STANDS

www.manhasset-specialty.com

The Manhasset Specialty Company began in 1935, when inventor and musician, Otto Lagervall, dissatisfied with the quality of the existing music stands and their inherent problems and shortcomings, set out to develop a better music stand. He succeeded in developing the initial Manhasset® music stands.

Over the years, new stands and various accessory products have been added to the Manhasset® line, and countless improvements have been made to the manufacturing processes. Today at Manhasset, we continue working to research and develop new and unique products to fit the needs of musicians of all ages, as well as to improve upon what has always been the finest quality line of music stands available.

The Manhasset Specialty Company is an "Employee Owned" business—all of us care about the company and our products, and take great pride in what we produce. We value very highly our company's reputation and are strongly committed to continuing our "Tradition of Exceptional Quality." From our full line of music stands to our innovative accessories that answer our customers' needs, at Manhasset we are continuing in our efforts to bring you the very best.

PEAK PERFORMANCE TOURS

www.peakgrouptravel.com

Performance tours can be really stressful if not properly planned. Your group deserves an inspiring performance-filled adventure with comfortable and dynamic performance spaces we have pre-screened.

PPT has been helping schools plan comprehensive performance tours by reducing the stress and amping up the FUN for over 20 years.

Planning a group tour can be overwhelming, but Peak Performance Tours will guide you every step of the way; from concept to completion in co-designing the right program based on your performance and entertainment goals.

Whether you want to participate in a Music Festival, perform publicly, or participate in a workshop, Peak can provide you with a proposal for destinations in the USA and beyond. For over 20 years, we have planned trips for clients with groups of all styles and size.

From a live street performance to a Broadway workshop, these tours are designed to give you and your group a broad range of personal and local performance opportunities.

Contact us today for your customized performance tour by calling 215-598-8690 or 800-220-0165.



The top show choir competition in America for America's top show choirs!

2019 NATIONAL CHAMPIONS

GROSSE POINTE SOUTH HIGH SCHOOL THE POINTE SINGERS & CAROLL HIGH SCHOOL SELECT

FAME



The Show Choir National Finals, held May 4, 2019 at the Genesee Theater in Chicago, presented the annual **Aspire Awards** to the following industry professionals:

- | | |
|----------------------------|--|
| Lifetime Achievement Award | Shelley Johnson |
| Vocal Vanguard | Aaron Childress (Huntington North HS) |
| Visual Vanguard | Jarad Voss |
| Best New Director | Kay Dick (Chelsea HS) |
| Best New Choreographer | Joynell Carr |
| Best Arranger | Nick Brockcamp |
| Best Costumer | Gail McInnis Productions |
| Spirit of Service | Damon Brown (Thirst Project) |
| Most Promising New Program | Milard North HS Infinity (Megan Tantillo) |
| Best Regional Competition | Sing ALL About It (Sioux City East HS, WI) |
| | Thomas Hales, director |

Be sure and submit your vote for the 2020 Aspire Nominees beginning Feb. 1! Log onto www.showchoirs.org and select ASPIRE to vote.

2020 DATES & LOCATIONS

- | | |
|------------------------------|-------------|
| FAME New York | March 5-8 |
| FAME Orlando | March 12-15 |
| Show Choir America (Orlando) | March 19-22 |
| FAME Chicago | March 26-29 |
| FAME Branson | April 2-5 |
| FAME Hawaii | April 15-19 |
| Show Choir National Finals | April 25 |

www.fameproductions.com

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