

How To Start A Studio Help From NAMM

As of late, music dealers have rediscovered the value of music education as a means of selling product. Having been somewhat remiss in the boom times of the seventies, dealers are once again realizing that an active in-store teaching program not only helps sell product, but can also be a great cash flow generator.

While everyone currently accepts the merits of an in-store teaching program, actually establishing one is a different story. Starting a studio from scratch is no easy task, and up until now, there have been few places to turn for guidance.

However, with the introduction of NAMM's "Business of Education" manual, retailers have access to a comprehensive reference source that details every aspect of running a studio. Proven methods of hiring teachers, developing compensation plans, attracting students, and fostering community relations are all extensively covered in an easy to read format.

In addition, the volume contains reproductions of successful retailer ads to attract students, ready to use

forms for maintaining student records, and informative case studies. Rather than dwelling on questions of proper music pedagogy, NAMM's volume speaks directly to the questions of how to successfully operate an in-store music studio.

For retailers starting a studio from scratch, or for those who already have an operation in place, NAMM's new volume will provide a wealth of information.

The price for this guidebook is a mere \$60 for non-members and \$30 for NAMM members. A small price to pay for a text that answers just about every conceivable question about how to establish a music studio.

Music education has never been an easy task; it requires time, patience, and a strong commitment. However, thanks to the work of NAMM, the task of getting started has been made a lot easier.

For more information concerning NAMM's new educational manual, contact Dr. Ray Williams, NAMM, 500 N. Michigan Ave., Chicago, Ill. 60611.

Computers And Music Potential And Pitfalls

An interesting development at the NAMM show was the introduction of numerous musical products that were either computer driven or boasted computer interface capabilities. Given the burgeoning growth of the personal computer industry and the ease with which computers can be harnessed to musical applications, it is a safe bet that computers and music will become increasingly intertwined in coming years.

One intriguing musical computer application is in the realm of music education. A number of firms exhibiting at the NAMM show displayed software designed to teach ear training, basic keyboard skills, and theory and harmony. These products are all deserving of praise and undoubtedly will eventually serve as excellent teaching tools. However, to put these products in proper perspective, they should be viewed as tools to augment, rather than replace, traditional music education.

Computer-aided music education holds the potential for attracting new people to the world of musical participation. But to realize this goal, retailers cannot abandon their educational programs. Computers, like easy-play organ features and video instruction tapes,

do not allow the retailer to abdicate his responsibility to help his customers learn to play.

This is a roundabout way of saying there is no free lunch. Computers can be wonderful tools. For them to be successful in the realm of music education, some fundamental, "no-tech" elements are necessary: trained teachers, a means of recruiting and rewarding students, and a strong commitment to education. With this type of backing, computer-aided music education could be a great boon to the entire industry. Without it, its contribution will be nominal.

Brian T. Majeski
Editor