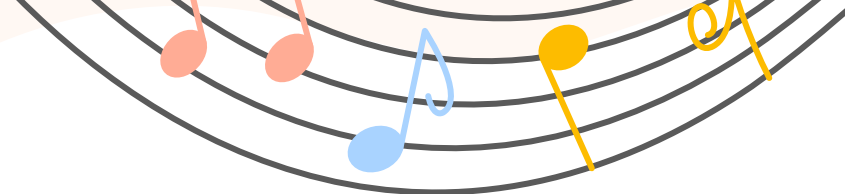




# Make Some Noise!

Advocating for your music program

Amanda Clark





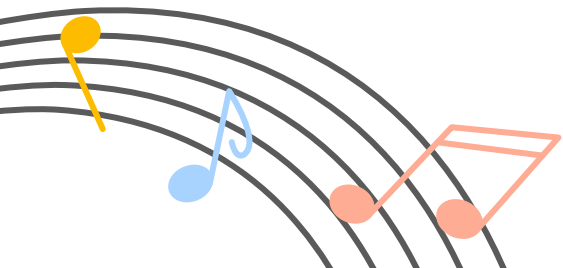
01

# Introductions



# Amanda Clark

[amanda.clark@fineartscouncilata.ca](mailto:amanda.clark@fineartscouncilata.ca)



ART. DANCE. DRAMA. MUSIC. & BEYOND.

The ATA  
Fine Arts  
Council 

# CREATE. COLLABORATE. CONNECT.

The Fine Arts Council  
is your backstage pass.  
Come join us.

PD • COMMUNITY • RESOURCES • SUPPORT



[fineartsata.ca](https://fineartsata.ca)

ATA FINE ARTS COUNCIL PRESENTS

# ARTS ELEVATED

## CONFERENCE 2026



**FRIDAY - SATURDAY**  
OCTOBER 16-17, 2026



**CALGARY, AB**  
ST. JOHN CENTRE FOR ARTS AND CULTURE

**REGISTRATION OPENS APRIL 15**

[fineartsata.ca](http://fineartsata.ca)

The ATA  
Fine Arts  
Council



**KEYNOTE: NINA MEEHAN**

Award-Winning Director & Playwright  
2x TEDx Speaker

[@fineartscouncilata](https://twitter.com/fineartscouncilata)



The ATA  
Fine Arts  
Council

# DEMYSTIFYING SCORE STUDY FOR BAND

JOLENE WONG

TUE, MAR 24, 2026

ONLINE  
\$5  
(FOR FAC MEMBERS)



ART. DANCE. DRAMA. MUSIC. & BEYOND.

The ATA  
Fine Arts  
Council

# SOUND CHECK, 1-2!

A FUN & PRACTICAL GUIDE TO SCHOOL  
SOUND SYSTEMS

AARON WICKS

TUE, APRIL 7, 2026  
7-8PM

ONLINE  
\$5  
(FOR FAC MEMBERS)



ART. DANCE. DRAMA. MUSIC. & BEYOND.

The ATA  
Fine Arts  
Council

# YOUR BRAIN ON ART

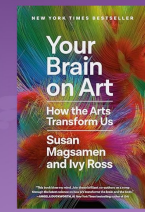
BOOK STUDY AND ONLINE DISCUSSION

We will send you the book in the mail.  
Read it at your own pace and then join the  
online discussion May 26<sup>th</sup>. Door prizes for  
discussion attendees.

Limited spots available. Cost covers the online session  
and the book at a discounted price.

TUE, MAY 26, 2026  
7-8PM

ONLINE  
\$20  
(FOR FAC MEMBERS)



ART. DANCE. DRAMA. MUSIC. & BEYOND.



# Plan and Goals

**02**

**Communication  
and  
Transparency**

**03**

**The power of  
Visibility**

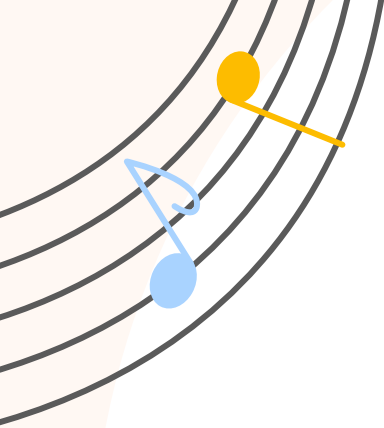
**04**

**Building  
Partnerships**

**05**

**Everyday  
Advocacy  
Strategies**








# Think Pair Share

**TURN TO A NEIGHBOR AND SHARE ONE CHALLENGE YOU  
FACE ADVOCATING FOR YOUR PROGRAM**



This is why I teach   
**music**

...not because I expect you to major in music,  
not because I expect you to play or sing all your life,  
not so you can relax,  
not so you can have fun,

but so you will be human,  
so you will recognize beauty,  
so you will be closer to an infinite beyond this world,  
so you will have something to cling to,  
so you will have more love, more compassion,  
more gentleness, more good

in short, more **life**.

– author unknown



02

# Communication and transparency



# Communication and Transparency



**What do  
Administrators  
care about?**



**Frame what  
you say**



**It's all about  
the DATA**



**Parents/  
Guardians**



**Decision-  
making**

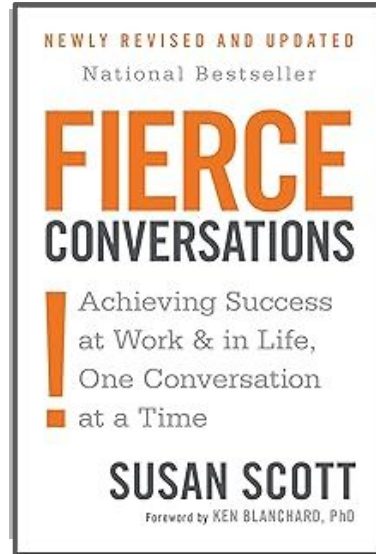


**Students**



# Recommended book

- Overcome barriers to meaningful communication
- Expand and enrich conversations with colleagues, friends, and family
- Increase clarity and improve understanding
- Handle strong emotions-on both sides of the table





03

# The power of Visibility

# The power of Visibility



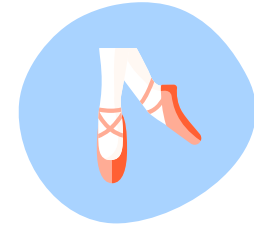
**Involve  
Admin**



**Perform**



**Socials**



**Culture**

What is the attitude  
towards the arts in  
your school?

04

# Building partnerships



# Building Partnerships



**Community  
Events**



**Festivals**



**Clinicians  
and guests**



**Performances**



**Grants**



**05**

# Everyday Advocacy Strategies





# Everyday moments

# Practical Advocacy Strategies

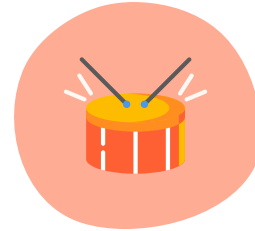


**Email  
signature**

Resource list

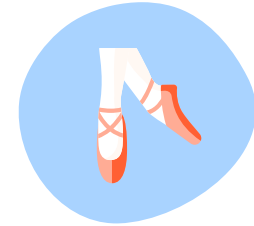


**Bulletin  
boards**



**Newsletters**

Concert pamphlet



**T-shirts**

# Create your own email signature



# FOUR CORNERS

1



**Limited**

Budget or  
resources

2



**Lack of**

Admin support

3



**Difficulty**

Reaching parents  
or community

4



**Student**

Confidence or  
participation

# Final Thoughts



# Thanks!

Do you have any questions?

[amanda.clark@fineartsata.ca](mailto:amanda.clark@fineartsata.ca)

[www.fineartsata.ca](http://www.fineartsata.ca)



CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon and infographics & images by Freepik

ART. DANCE. DRAMA. MUSIC. & BEYOND.

The ATA  
Fine Arts  
Council 

# CREATE. COLLABORATE. CONNECT.

The Fine Arts Council  
is your backstage pass.  
Come join us.

PD • COMMUNITY • RESOURCES • SUPPORT



[fineartsata.ca](https://fineartsata.ca)