



Resources that engage the latest iPod generation trend: Great Classical Music

WCPE Radio, August 14, 2007

URL: <http://www.pr9.net/teens/schooltime/6118august.html>

Free Assistance Offered to Educators of At-Risk Youth

PR9.NET August 14, 2007 - Wake Forest, N.C. - General Manager Deborah S. Proctor of WCPE, TheClassicalStation.Org, announces the bundling of WCPE's extensive online resources to assist in elevating student performance for all grade levels. The WCPE resources at <http://www.theclassicalstation.org> provide free, easy-to-access tools for use by primary, secondary and home-school educators.

In the UCLA Americans for the Arts publication, Monograph, James S. Catteral's article discusses how arts education makes a tremendous impact on the developmental growth of every child and has proven to help level the learning field across socio-economic boundaries.

The YouthARTS Development Project, a joint venture by the U.S. Department of Justice, Americans for the Arts and the National Endowment for the Arts, finds that arts education has a measurable impact on at-risk youth in deterring delinquent behavior and truancy problems. In addition, youth who engage in after school and summer arts programs targeting delinquency prevention show an increase in overall academic performance.

In response, WCPE is promoting its free online resources:

Classical Facts & News:

A WCPE website feature offering the latest classical music headlines, composer biographies, music terminology references, a music/world events timeline, as well as classical music games and quizzes.
http://theclassicalstation.org/classical_facts.shtml

Driven by the success of film scores for blockbuster movies like Lord of the Rings and Harry Potter, classical music listenership is on the rise among the iPod generation. According to Nielsen SoundScan, 2006 worldwide classical music sales were up a whopping 22.5 percent over 2005.

Listening alone is not enough, The National Arts Education Public Awareness Campaign reports, young people who participate in the arts three days each week/ at minimum three hours a day/ for at least one full year are:

- Four times more likely to be recognized for academic achievement
- Three times more likely to be elected to class office within their schools
- Four times more likely to participate in a math and science fair
- Three times more likely to win an award for school attendance
- Four times more likely to win an award for writing an essay or poem

To meet the minimum criteria and achieve the beneficial results, arts education needs to be a priority for parents, educators and extracurricular program directors.

Educator Testimonials:

Barbara in Midland City, Alabama:

"I am a Remediation Teacher at a local high school. Your classical station has been a positive element in promoting a conducive environment for profound learning!!!"

Student Testimonials:

Andrew in Bellaire, Texas:

"I just wanted to let you all know that you have a great station and the signal is great all the way in Texas. I am a high school student and listen to you all everyday while I study. Just wanted to let you guys know you are doing a great job and the music is fantastic!"

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About WCPE Radio

With a 30-year history, WCPE is a non-commercial, 100 percent listener-supported, independent station dedicated to excellence in Great Classical Music, 24 Hours A Day. Community-minded business underwriters and foundations are among the 150,000 listeners in the North Carolina broadcast area. Other radio stations and cable television systems can rebroadcast Great Classical Music, 24 Hours A Day. WCPE is one of the first public broadcasters to stream on the Internet. WCPE is heard worldwide on the Internet in multiple formats, including the next generation IPv6. Because WCPE receives no tax-derived support, the station conducts two on-air fundraising campaigns and two major mail-out campaigns per year to raise needed operating funds. Quarter Notes, the WCPE Program Guide, is published four times a year as a means to enhance appreciation and understanding of classical music.

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