

HEARING BEFORE A SUBCOMMITTEE OF THE COMMITTEE ON APPROPRIATIONS

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SERVICES, EDUCATION, AND RELATED AGENCIES

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Tuesday, April 23, 2002.

NAMM: INTERNATIONAL MUSIC PRODUCTS ASSOCIATION

WITNESS

JOE LAMOND, PRESIDENT AND CEO, NAMM: THE INTERNATIONAL MUSIC  
PRODUCTS ASSOCIATION AND ELMO MONSTER, SESAME STREET MUPPET

Mr. Regula. Okay, Mr. Cunningham, I understand you'll  
introduce our next witness.

Mr. Cunningham. Well, I'm going to introduce the friend of  
Elmo. Mr. Joe Lamond is President and Chief Executive Officer of  
International Music Products Association. What do they do? They  
basically create more music makers worldwide. Mr. Lamond oversaw  
a number of innovative programs including Sesame Street Music  
Works, a joint initiative with Sesame Workshop that focuses on  
music among children.

The Einstein Advocacy kit, which is an extraordinary  
information package that brings music and brain research  
together to show how music does help with children. The  
expansion of the Weekend Warrior program which is designed to  
bring baby boomers--I don't know what effectiveness that  
has, Joe--but back to active music making. He's got a partnership  
with the Smithsonian Institute, lasting partnerships with  
Disney, Miramax, Proctor and Gamble, Texaco, VH1 Save The Music,  
Grammy Foundation, Carnation as well as a host of others.

And they're here to bring the message that music plays a  
role in intelligence and wellness, not only of children but  
everyone else. I know all of us have our own personal stories. I

listened to music before every mission when I went into combat in Vietnam, just to learn how to focus.

Mr. Monster. Wow. [Laughter.]

Mr. Cunningham. Music has brought tears and laughter to all of us. Joe and Elmo, we welcome you to the Committee. You can have more than the traditional five minutes if the Chairman will let you.

Mr. Monster. Well, thank you.

Mr. Cunningham. I yield back, Mr. Chairman.

Mr. Lamond. Thank you, Mr. Cunningham. Thank you, Mr. Chairman and members of the Subcommittee.

I am Joe Lamond from NAMM: The International Music Products Association. I'd like to first introduce my co-witness, Elmo Monster.

Mr. Monster. Elmo's testifying on Capitol Hill. Elmo's so nervous. What does Elmo do?

Mr. Lamond. Why don't you start by introducing yourself, Elmo?

Mr. Monster. Okay. Elmo is Elmo. Thank you.

Mr. Lamond. Very good job, Elmo.

Mr. Monster. Elmo's been practicing all morning. And all day, too.

Mr. Lamond. Elmo and I met through a music education outreach program with Sesame Workshop.

Mr. Monster. That's right. Mr. Joe taught Elmo lots of stuff about music.

Mr. Lamond. Why don't you show us some of the things you've learned?

Mr. Monster. Elmo learned all kinds of things about music, like anyone can make music. The whole world is full of music. And best of all, Elmo learned how to dance to music like this.

[Demonstrating.]

Mr. Monster. This is Elmo's favorite. [Laughter.]

Mr. Lamond. We also learned that Elmo looks pretty darned good in Armani, don't you think?

Mr. Monster. Yes. Elmo got this from Barney's.

Mr. Lamond. Thank you, Elmo.

NAMM is an international, not for profit organization made up of nearly 8,000 manufacturers and retailers of musical instruments and music products. NAMM members range from small,

family owned music stores that you can find in every town to large instrument manufacturing companies and publishing houses. These companies make and sell the instruments that allow people to make music.

And just like any other in the business community, NAMM members understand that a quality education is the primary means of preparing our young people in the business world and success in life. Like parents everywhere, we are committed to making sure no child is left behind.

Mr. Monster. And no monsters.

Mr. Lamond. And no monsters left behind either, Elmo.

Mr. Monster. Good.

Mr. Lamond. We have the best education system in the world, but we all know that there are some serious challenges. Our part of the solution is based on what we know best and where our passion lies, which is in music. In our own lives and in the experiences of the children we reach every day, NAMM members have seen first hand the power of music to touch the soul and lift a struggling child to great heights. There is a growing body of scientific research that attests to this power. Study after study is demonstrating an unmistakable connection between music education and success in school.

Mr. Monster. Yes, music helped Elmo learn the alphabet. If it wasn't for the ABC song, Elmo would be lost, people. Hello.

Mr. Lamond. Research indicates that music education dramatically enhances a child's ability to solve complex math and science problems. Scientists believe that there is a link to literacy skills as well. Students who participate in music programs score significantly higher on standardized tests, while at the same time developing self-discipline, communication and teamwork skills. They are also less likely to be involved in gangs, drugs or alcohol abuse, and have better attendance in school.

Mr. Monster. Elmo is in the music program, and Elmo isn't in a gang. No. Elmo's not in a gang.

Mr. Lamond. Let's keep it that way.

In addition to controlled scientific settings, this effect is replicated in classrooms all over the country. For example, in 1999, Public School 96 in East Harlem was one of the lowest performing schools in the State of New York. Only 13 percent of

the students were performing at grade level in reading or math. Eighteen months after the music program was restored, 71 percent of the students were performing at grade level. Attendance is sky high, and the school is now a model turnaround school for the city of New York. The principal, Victor Lopez, attributes this astounding success to the restoration of the music programs through the efforts of one of our partners, VH1's Save The Music Foundation.

We were able to save the music in PS 96. But what about the other schools? We are very concerned about the loss of school music programs throughout the country. Only 25 percent of all eighth graders have the opportunity to participate in a music class, according to the most recent Department of Ed studies. When we were in school, that figure was close to 100 percent.

We must make certain that all children, especially those at risk, will be given opportunities to reap the benefit of music education. For these children, if music education is not offered in school, they will likely never receive it and will be at a disadvantage throughout their academic lives.

Mr. Monster. Boy, that would be terrible, Mr. Joe.

Mr. Lamond. Yes.

Mr. Monster. Elmo doesn't know what he'd do without music.

Mr. Lamond. Well, NAMM and its partners are working on a two-pronged approach to give every child a chance to make music.

Mr. Monster. Oh, good.

Mr. Lamond. First, since education is essentially a local issue, we need to help inform local decision making. We intend to do this with more science based research on the link between music education and learning, so that parents, teachers and local officials can make the best case for funding school music programs. We are seeking \$1 million for the International Foundation for Music Research for the purpose of funding this research.

The second part seeks to provide immediate help to children. We are seeking \$1 million to support VH1 Save The Music Foundation's efforts to provide instruments to schools where there is no access to music learning. In the education arena, I can think of no other initiative that can do so much for so many children with so small an investment.

So how will you measure the success of this investment? You will know the answer when you look into the eyes of one of your littlest constituents playing their violin with pure joy, devotion and a sense of accomplishment.

Mr. Monster. Elmo plays the violin.

Mr. Lamond. And you will know it when you see their parents swell with pride during their first orchestra concert.

Mr. Monster. Elmo's parents swell with pride when they hear Elmo sing.

Mr. Lamond. And mark my words, you will see it in the soaring test results and attendance records of the schools to whom you have given the simple gift of music.

Mr. Monster. Elmo scored a 1550 on his SATs. All because of music, yeah! Oh, okay, Elmo made up that one. [Laughter.] Elmo just wants you nice Congress people to please, please, please, oh, please give the kids the gift of music, please?

Mr. Lamond. I hope the Subcommittee will support our modest request. Thank you very, very much for your time and consideration.

Mr. Monster. Yes, thanks, House Labor Subcommittee. Elmo loves you. Thank you. Thank you.

[The prepared statement and biography of Mr. Lamond follow:]

[GRAPHIC(S) NOT AVAILABLE]

Mr. Regula. Elmo, why is music so important that you came all the way here from Sesame Street to talk to our Committee today?

Mr. Monster. Music is a big part of Elmo's life. Elmo uses music all the time to sing and dance and learn and even to remember stuff. Like the time Elmo had to remember what to buy at the store. Elmo remembers it with music like this, "Elmo needs a little Swiss cheese, needs some frozen broccoli, and he needs a jar of pickles now." See, that's why music is so important to Elmo. [Laughter.] Elmo's not making a mockery of this place, no. It's very important.

Mr. Cunningham. We've got a hostile witness. [Laughter.]

Mr. Monster. No, Elmo's not hostile, he's just a monster.

[Laughter.]

Mr. Regula. Elmo, what is the best part about making and listening to music?

Mr. Monster. Well, music really helps Elmo express how Elmo feels. Like if Elmo's happy, Elmo plays hip-hop. If Elmo's sad, Elmo plays the blues. And if Elmo's feeling extra saucy, Elmo likes that word, saucy, Elmo plays show tunes like this:

"Elmo's pretty, oh, so pretty, that the city gave Elmo this key, House Committee, can't you see how Elmo be. La, la. La, la." That was terrible. But Elmo loves music.

Mr. Regula. Elmo, if you could be any musical instrument, which one would you be?

Mr. Monster. Boy, that's a hard question. Elmo loves all kinds of musical instruments. Maybe a harpsichord, a glockenspiel. Wait, wait, Elmo got it--Elmo would be a drum set. Because then Elmo could lay down his fat beats like this, phhtt, phhhtt, phhtt. Oops. Elmo just got spittle all over the House floor. [Laughter.]

Mr. Regula. That's why we have those white cloths on the table today.

Mr. Monster. It doesn't help.

Mr. Regula. Elmo, how can Congress help you and all your friends?

Mr. Monster. Boy, you have a really bassy voice. It's nice. [Laughter.]

It's nice. That's not funny. Elmo spent all his life listening to and playing and loving music. That's because music is in Elmo. Music is Elmo. And Elmo knows that there is music in Elmo's friends all over the country. But some of them just don't know it yet. They don't know how to find their music. So that's why Elmo needs Congress to help. Please, Congress, help Elmo's friends find the music inside them. Thank you. And Elmo loves you very much.

Mr. Regula. And my grandchildren love you, too, Elmo.

Mr. Monster. Ah, get out of here. [Laughter.]

Mr. Regula. Mr. Cunningham, do you have any questions for our witness today?

Mr. Cunningham. Elmo, you have one person I think I'd be remiss, actually, two. Mrs. Bell in San Diego, California, her husband started Taco Bell.

Mr. Monster. Really? You mean that little chihuahua?

Mr. Cunningham. Yes. It should have been a Jack Russell. But they have donated scores of money through their foundation to enhance music in the Encinido Union School District in San Diego. There's groups like that. We want to thank you on this Committee, as well as Mr. Lamond, who's a musician himself, for appearing before us.

Music does have an important part in life. All of us have cried at funerals, we get tears in our eyes at the Star Spangled Banner. I do believe that it enhances a child's education.

When I mentioned I flew in combat, I listened to music. Music has a rhythm to it. And whether you're flying an airplane or what, that rhythm helps in the functions. So I think if they even did some studies on outside of education, athletes, things like that, I think they'd find it very rewarding.

Thank you, Mr. Lamond.

Mr. Monster. Thank you very much. From all of us at Sesame Street, we thank you. You're very important to us.

Mr. Regula. Well, thank you for coming, Elmo. You have an important message, and I know you have a great friend here in Mr. Cunningham.

Mr. Monster. Yes. Thank you.

Mr. Regula. Thank you, Mr. Lamond.

Okay, the Committee is adjourned.

Hearing on Appropriations for 2003 Before the Subcomm. on the Departments of Labor, Health & Human Services, Education, and Related Agencies of the H. Comm. on Appropriations, 107th Cong. (Apr. 23, 2002) (Statement of Joe Lamond, President and CEO, NAMM, the Internat'l Music Products Assoc.; and Elmo Monster, Sesame Street Muppet).