

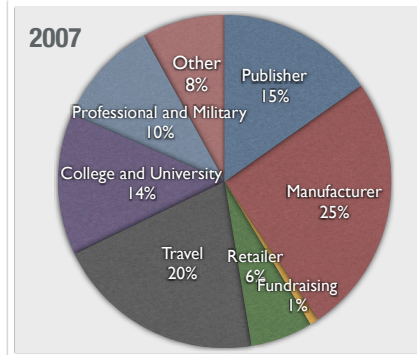
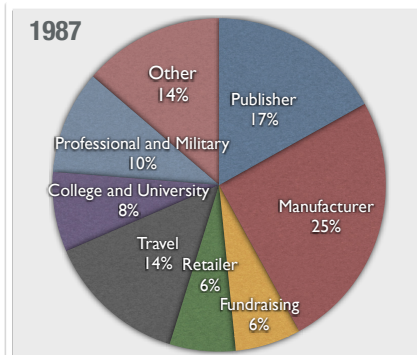
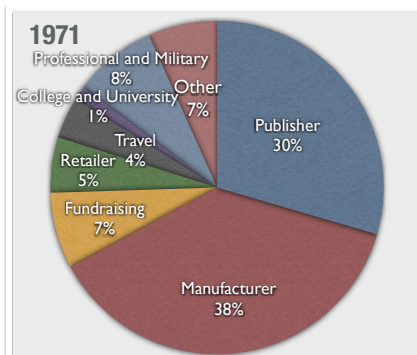
A Content Analysis of Exhibitors at the Midwest Band and Orchestra Clinic from 1959 - 2007

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Abstract

This study examined the relationship between music industry and music education through the classifications of exhibitors at the Midwest Band and Orchestra Clinic from 1959 - 2007. Researchers used a sample of exhibitors at four-year intervals beginning in 1959, the first year exhibitors were included in the Midwest Program. The sample included 2,134 exhibitors participating in the event over the 48 year time frame examined. Results showed the emergence of 8 classifications of exhibitors based on existing categories. The most prominent classifications were in the areas of music publishing, music product manufacturing, and travel services. Analysis showed the most significant growth in the percentage of exhibitors at each conference to be in the area of travel services. This study highlights potentially troubling relationships between music industry and music education as the most growth in exhibitor representation has been in areas that are not directly related to classroom music instruction. This may be an indicator that travel is becoming as significant an area in which music programs spend their budgets as musical instruments and published music. Additional analysis found significant relationships between unemployment and number of exhibitors present at the event and percentage of exhibitors in the fundraising and travel services categories.

Percentage of Exhibitors by Classification



Classifications of Exhibitors

Classification	Sub-Categories
Publisher	Music Publishers
Manufacturer	Instrument Manufacturer, Music Merchandise, Stage Equipment, Uniforms/Clothing/Accessories
Fundraising	Fundraising
Retail	Music Retail
Travel	Travel Services, International Tourism, Festivals/Competitions/Camps
Higher Education	College/University
Professional Groups	Military Organizations, Performing Organizations, Professional Associations, Music Journals
Other	Audio/Video Services, Photography, Software/Technology, Other, Unknown

Sub-categories were adopted from the Midwest Clinic Exhibitor Registration Contract. Classifications were made by combining like categories. Categories with small exhibitor representations were combined into the Other classification.

Number of Exhibitors by Classification

Year	Publisher	Manufacturer	Fundraising	Retailer	Travel	College and University	Professional and Military	Other
1959	30	14	4	9	0	0	0	8
1963	36	36	8	11	0	0	4	13
1967	45	50	9	10	3	1	10	16
1971	44	56	11	8	6	2	12	10
1975	49	53	10	11	13	3	10	19
1979	39	53	12	10	17	2	11	13
1983	30	38	15	12	13	14	14	12
1987	37	55	14	14	30	17	22	30
1991	43	71	16	15	47	37	24	25
1995	43	68	4	18	33	43	21	20
1999	56	87	4	22	61	35	31	25
2007	53	88	3	21	71	48	36	28

Method

Programs for the years 1959, 1963, 1967, 1971, 1975, 1979, 1983, 1987, 1991, 1995, 1999, and 2007 were examined.

Sample included 2,134 exhibitors analyzed into 19 categories established by the Midwest Clinic Exhibitor Registration Contract. These categories were then combined to form 8 classifications that served as the basis of analysis. Categorization was verified by a second researcher using a random sample of 25% of the overall exhibitors. Agreement between researchers was 96.3%.

About the Midwest Clinic

The Midwest Band and Orchestra Clinic began in 1930 through discussions between Dr. Albert Austin Harding, director of bands at the University of Illinois and Paul E. Morrison, President of the Illinois School Band Association (Zajec, 1996). The clinic experienced rapid growth and finally became known as the Midwest International Band and Orchestra Clinic in 1946.

From its inception, the Midwest Clinic's goal was to bring "music directors into contact with not only the best published music, but also with new and established teaching techniques, and the latest products and services for the music educator" (The Midwest Clinic, n.d. History). This event highlights a strong partnership and relationship between music education and music industry, evidenced by the founders: publisher, Neil Kjos; music retailer, Howard Lyons; and educator, Hubert Estel Nutt of the VanderCook College of Music.

While the conference was originally intended to address the changing culture of bands in the United States following World War II, it has now become one of the largest conferences in the field of instrumental music education and one of the most significant professional development events for band and orchestra directors throughout the world.

Relevant Literature

Relationship Between Music Industry and Music Education
Koza, J. (2006). "Save the Music?" Toward Culturally Relevant, Joyful, and Sustainable School Music. *Philosophy of Music Education Review*, 14(1), 23-38. doi:10.1353/pme.2006.0006
Koza, J. E. (2002). A Realm Without Angels: MENC's Partnerships with Disney and Other Major Corporations A Realm Without Angels: MENC's Partnerships with Disney and Other Major Corporations, 10(2), 72-79. doi:10.1353/pme.2002.0009

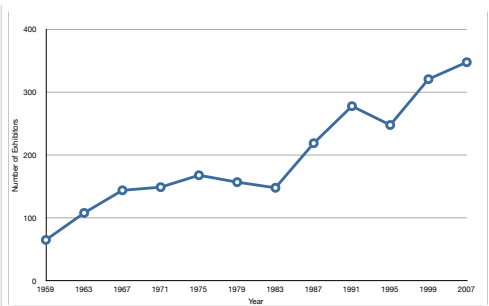
Conferences
Jacobs, N. A., & McFarlane, A. (2005). Conferences as learning communities: some early lessons in using "back-channel" technologies at an academic conference - distributed intelligence or divided attention? 317-329.
Price, H. E., & Orman, E. K. (2001). MENC 2000 National Biennial In-Service Conference: A Content Analysis, 49(3), 227-233.
Price, H. E., & Orman, E. K. (1998). MENC National Conferences 1994-1998: A Content Analysis. *Update: Applications of Research in Music Education*, 18(1), 26-32.

Midwest Clinic
The Midwest Clinic. (n.d.). History. In *The Midwest Clinic: An International Band and Orchestra Conference*. Retrieved January 18, 2013, from <http://www.midwestclinic.org/midwest-clinic-history.htm#UCmiaw05-5>
Zajec, V. W. (1996). *The first fifty years: Midwest international band and orchestra clinic*. Dallas, Texas: Taylor Publishing Company.

Analysis & Implications

- Relationship between exhibitors and music educators is mutually beneficial showing industries that benefit from and support music education
- Number of classifications represented has increased in both number and diversity of industries over the duration of study
- Notable increase in exhibitors with products or services not directly related to classroom instruction: travel services, fundraising, other
- Highest level of growth over course of study was in the area of travel services
- Notable relationship between economic indicators and exhibitor participation; particularly in the areas of travel services and fundraising
- Need for additional examination of music industry and music education relationship

Number of Exhibitors



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