

NAMM
Foundation®

**CONSIDER
A CAREER
IN MUSIC!**



The NAMM Foundation

Charitable arm of NAMM (National Association of Music Merchants), the global trade association for the music products industry.



Our Commitment

Remove **systemic barriers** to music-learning and music career pathways.

Invest in bold solutions that create more music makers, workers, consumers, and **healthy musical communities**.



Global Grantmaking



500,000+ Impacted

Museum of Making Music



25,000+ Visitors Each Year

Awards & Scholarships



204 Recipients



\$127,000+ Scholarship & Award Dollars

Economic Impact of Music

A close-up photograph of a DJ's hand resting on a turntable. The hand is positioned over the tonearm and stylus. The turntable is black with various controls and buttons. In the background, there are out-of-focus lights in shades of blue, pink, and red, suggesting a nightclub or concert setting.

Power of music
education &
business
partnerships

US is home to the world's biggest music market ...and it starts in the classroom

music publishing

streaming

sound/lighting

teaching

musicians

instrument manufacturing

instrument retail/repair/making

concert production

many others



U.S. MUSIC INDUSTRIES: JOBS & BENEFITS



PENNSYLVANIA

\$4.9B GDP Contribution
107,737 Employment



1.5X
TOTAL TO DIRECT
VALUE-ADDED RATIO



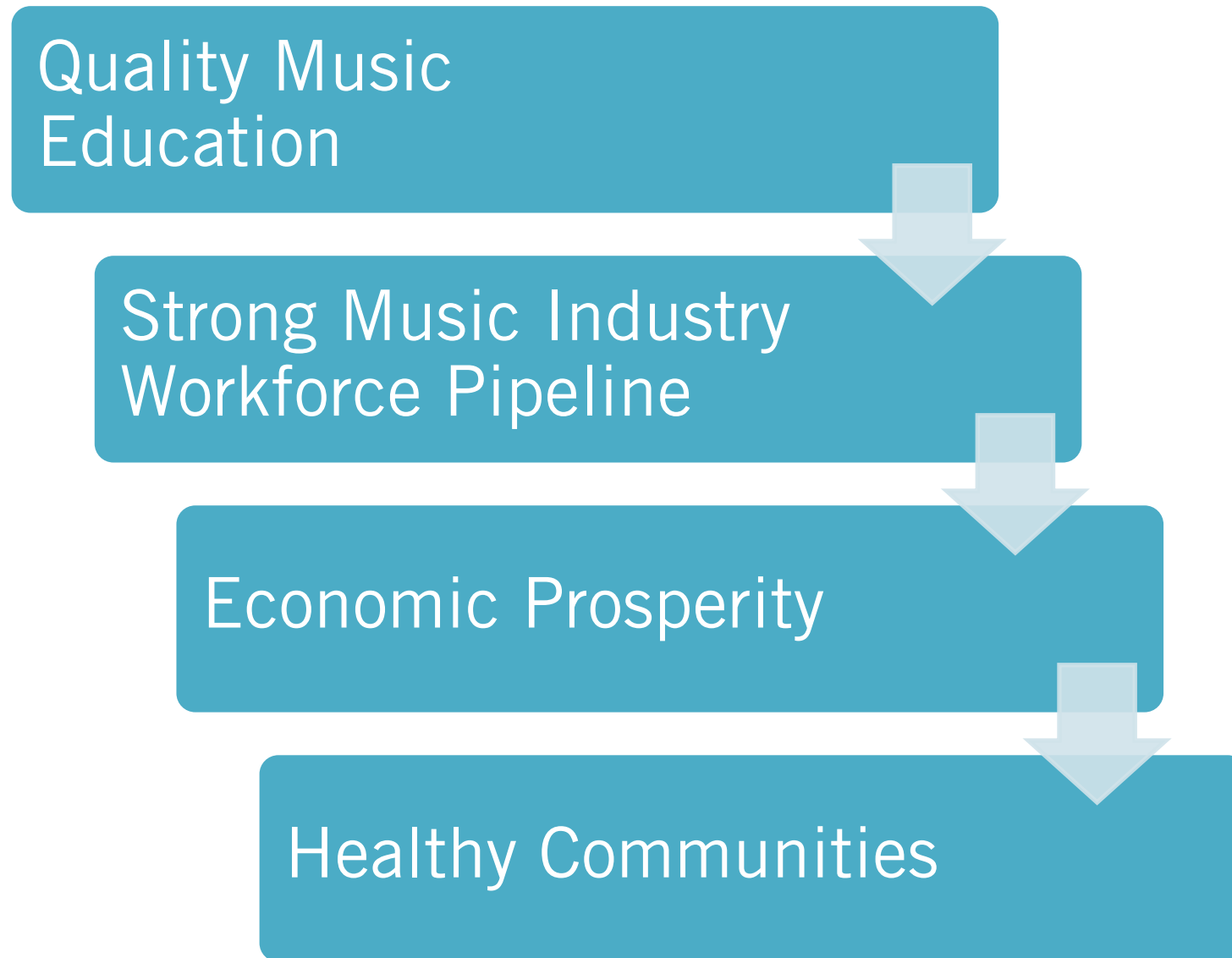
The Music Industry in Pennsylvania is a national leader in driving state GDP

6th in the Nation

SUMMARY STATE DATA

	GDP Contribution)	Employment	Establishments
California	\$39.5 Billion	430,814	71,905
Florida	\$7.6 Billion	170,082	21,857
New York	\$19.8 Billion	202,933	20,878
★ Pennsylvania	\$4.9 Billion	107,737	11,398
Tennessee	\$5.8 Billion	61,617	5,402
Texas	\$6.9 Billion	125,311	4,502

Quality Music Education has Economic Benefits



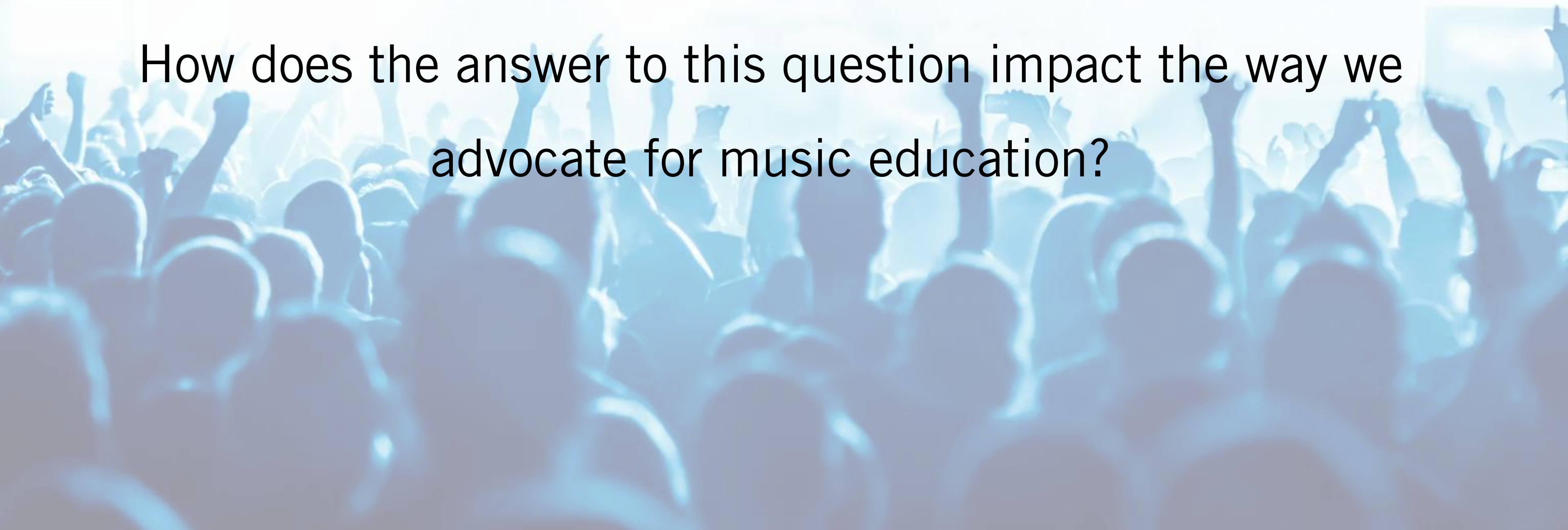
Why This Information Matters

- Retains talent within the music industry workforce
- Illustrates economic impact
- Fosters collaboration among educators, nonprofits, and businesses
- Strengthens student recruitment for music programs
- Demonstrates music as a workforce development pathway for students
- Drives advocacy and policy in support of music education
- Informs guidance counselors and career advisors about music industry opportunities
- Provides reassurance to families about music career for their children
- Builds intentional pathways into music industry careers

Is music an art form or a trade?

Both?

How does the answer to this question impact the way we
advocate for music education?



NAMM
Foundation®

**CONSIDER
A CAREER
IN MUSIC!**



Start a Conversation

NAMM Foundation

CONSIDER A CAREER IN MUSIC!

Combine a Passion for Music into a Fulfilling Career

A career in music includes hundreds of viable choices in addition to the traditional performer and teacher pathways. Music and the creative industries—including pro-audio, event technology, and more—are dynamic and constantly expanding. Explore the NAMM Foundation's *Consider a Career in Music* initiative online.

NAMMFOUNDATION.ORG/CAREERS-IN-MUSIC

NAMM Foundation

CONSIDER A CAREER IN MUSIC!

NFHS

NAMMFOUNDATION.ORG • ARTSADVOCACY.NFHS.ORG

TEACH MUSIC

teachmusic.org

CAREERS IN THE MUSIC INDUSTRY

Advance Events Coordinator
Artist Relations • Audio Engineer
Booking Agent • Brand Manager
Business Manager • Club-Suit
Creator • Club-Spin Tracker
College Professor • Commercial
Playlist Curator • Concert
Promoter • Conductor • Copyist
Cross-Cultural A&R Manager
Data Jockey • Activities
Director • DJ • Documentation
Ethnomusicologist • Event
Security • Events Manager
Instrument Repair and Restoration
Tech • Instrument Sales Associate
Lighting Designer • Luthier
Lyricist • Marketing Manager
Mastering Engineer • Media
Host • Memo Designer • Merch
Wearables Designer • Metadata
Repair Tech • Multimedia Marketer
Blogger • Coach • Critic • Industry
Consultant • Music Educator
Photographer • Policy Advisor
Poster Artist • Publisher • Retailer
Therapist • Video Director
Videographer • Writer • Musician
Nonprofit Program Director
Piano Tuner • Playlist Coder
Product Designer • Project
Manager • Promotion Manager
Publicist • Record Producer
Recording Artist • Recording
Engineer • Recording Studio
Manager • Road Rep
Royalties Consultant • Session
Musician • Social Media Manager
Social Media Music Strategist
Software Designer • Song
Monitor • Stage Designer • Stage
Manager • Streaming Consultant
Talent Agent • Talent Buyer • Tour
Manager • Venue Manager • Video
Game Composer • Vocal Coach
VR Designer • Web Designer

CONSIDER A CAREER IN MUSIC!



NAMM Foundation

CONSIDER A CAREER IN MUSIC!

NAMM Foundation

CONSIDER A CAREER IN MUSIC!

CAREERS IN MUSIC

Hundreds of choices—in addition to the traditional paths of performance and teaching—can provide life-long, secure, and rewarding careers in music.

RECENT ARTICLES

April 16, 2024
[MORE TO START, FEWER TO QUIT-APRIL'S TIPS TO HELP GROW YOUR MUSIC PROGRAM](#)

Scholarship Opportunities to Support Career Path

April 1, 2024
[The NAMM Foundation Celebrates 25 Years of Best Communities for Music Education](#)

CONSIDER
A CAREER
IN MUSIC!

Resources



nfhs.org

NAMM
Foundation®



nammfoundation.org

TEACH MUSIC



teachmusic.org



NAMM
Foundation®

**CONSIDER
A CAREER
IN MUSIC!**

Q & A



NAMM
Foundation®