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FOR IMMEDIATE RELEASE

RYTMO to Utilize NAMM Oral History Collection in Curriculum

Anaheim, CA. March 17, 2023 – NAMM (National Association of Music Merchants) has announced they will provide access to NAMM’s Oral History Library to be used in conjunction with RYTMO’s (Reaching Youth Through Music Opportunities) newly-revised curriculum. This new collaboration means low income/disenfranchised youth and agencies working in association with RYTMO will have access to a wide variety of interviews conducted by NAMM over the last two decades.

Along with core topics such as music theory, songwriting and performance, RYTMO’s revised curriculum features invigorating subjects like: The History of Music from the Renaissance Period to Copyrights Made Understandable, Publishing/Licensing, Marketing Your Music and How to Build a Home Studio. One of the most exciting additions to RYTMO’s curriculum is the supplemental Career Profiles section which showcases interviews with industry professionals and provides a realistic view of working in specific roles within the music industry. NAMM’s Oral History Program will grant RYTMO students access to over 22 years of 5,000-plus interviews that preserve the rich history of the industry through first-person accounts from professionals in music products, pro audio, live sound, entertainment technology, artists and more. These interviews shed light on how an eclectic mix of music professionals have uniquely impacted the music industry worldwide and include artists like Stevie Wonder, Brian Setzer, Chick Corea, Spencer Davis, Paul Shaffer (David Letterman’s Band Leader), Tito Puente, and many others.

“I am so pleased that the NAMM Oral History Collection will inspire the next generation of music makers and industry leaders,” shared Dan Del Fiorentino, Associate Director and Music Historian. “Mentorship comes in many forms, and RYTMO’s students will benefit from the words of wisdom and timeless advice found in these interviews as they navigate their careers.”

Contributors to the RYTMO curriculum include: Berklee City Music Network, NAMM, The Kennedy Center Archives, The Barclay Theater, Heavy Hitters Music Publishing, Boston University Libraries, Media Law Group, Fort Hayes MEC Ohio, The National Assoc. of Professional Band Instrument Repair Technicians, Music Across Borders, Studio 770, The Pacific Symphony, and Vibrant Minds Charter School in Anaheim CA.

“Having access to the Oral History Library is very exciting. The educational value from the personal stories that contributed to the library is the foundation of where we are today musically,” said Mike Anderson, Executive Director of RYTMO.

About RYTMO

RYTMO (Reaching Youth Through Music Opportunities) is a 501c-3 non-profit after-school program designed for youth who demonstrate musical, technical and business potential in music and/or the arts and who desire a career in the music industry. Since opening in 2003, RYTMO has provided a positive, creative and professional environment for under-served youth with low incomes to express and develop their musical talents, attain greater personal achievement and gain fundamental occupational skills for the music industry. Many RYTMO students have gone on to start their own record labels and video and audio companies, perform live shows, produce music for themselves or other artists and have song placements on radio or television.

About NAMM

The National Association of Music Merchants (NAMM) is the not-for-profit association with a mission to strengthen the \$17 billion music products industry. NAMM is comprised of 15,000 global member companies and individual professionals. NAMM events and members fund The NAMM Foundation's efforts to promote the pleasures and benefits of music and advance active participation in music-making across the lifespan. For more information about NAMM, please visit www.namm.org.