

## OUR WORK

Started in 2009 by middle school teachers in Los Angeles, California, Music Notes blends education and fun to create an unforgettable experience for students of all ages. We combine hip hop with our teaching experience to create high energy songs, music videos, and concert experiences that promote various aspects of education.

## OUR BACKGROUND

Music Notes began with a focus on middle school math. Demand from fellow teachers online led to a library covering STEM-related topics for kindergarten through high school students. Our collection has now expanded to address the whole child, addressing topics like academic motivation, character development, and physical health.

We have traveled the country hosting school assemblies, including Math Concerts, Testing Prep Rallies, Motivational Concerts, and Anti-Vaping Presentations. We also facilitate songwriting workshops, which empower students to take ownership of their learning. Some of the songs created in our workshops have even developed into full music videos. In addition to our work with students, thousands of teachers have attended our professional development trainings or educator conference workshops.



## BY THE NUMBERS

150+ songs

135 music videos

1,000,000+ Youtube views

100,000 students at Music Notes concerts

**STUDENT SERVICES AIMED AT YOUTH ENGAGEMENT THROUGH MUSIC**

**SONGWRITING WORKSHOPS TO TARGET PRIORITY SUBGROUPS**

**INTERVENTION AND CESSATION SERVICES AVAILABLE**



## OUR TUPE-RELATED EXPERIENCE

- **Alameda County Office of Education** – provided keynote presentations and facilitated songwriting workshops at 2020 Teens Tackle Tobacco conferences and 2021 Action Changes Things virtual conference
- **Hemet USD** – facilitated songwriting workshops and recorded anti-smoking music video at multiple high schools
- **Los Angeles County Office of Education** – hosted in-person and virtual school assemblies and facilitated songwriting workshops at numerous middle and high schools throughout county; provided keynote presentations and facilitated songwriting workshops at 2019 Youth Advocacy Leadership conferences
- **Los Angeles USD** – provided keynote presentations and facilitated songwriting workshops at 2019 TUPE conferences; provided closing performance at 2020 TUPE conferences; hosted virtual assemblies for numerous schools
- **Orange County Department of Education** – facilitated songwriting workshops and recorded anti-smoking music video at multiple high schools
- **San Diego County of Education** – provided keynote presentations and facilitated songwriting workshops at 2020 Teens Kick Ash conference
- **San Mateo County of Education** – hosted virtual school assemblies and facilitated virtual songwriting workshops at numerous middle and high schools throughout county; assisted in planning and production of countywide PSA contest

## WATCH VIDEO CLIPS OF OUR TUPE-RELATED WORK AT WWW.MUSICNOTESONLINE.COM/ANTI-TOBACCO-SERVICES



**ayy.\_itz.\_sabrina** Nicotine is not friendly it's deadly u think it's cool and you think it's friendly but jokes on you it's deadly  
 10h Reply

Reply to **ayy.\_itz.\_sabrina...**

**chords\_king** 🔥🔥 Good stuff bro  
 1d Reply

**tunaiprettyt** I LOVE this!!!!!!  
 1d 1 like Reply

Heyyy, Its Sienna I'm One of the 6th Graders u talked to todayyyy Jus wanted to let u Kno that The principal of la mesa's name is Michelle Kranz !! What you guys are doing is great and so motivational. I hope you can continue influencing Kids in Such a positive way. !! 🇺🇸

So I'm the kid who kept saying "WAVE CHECK" and before u guys came I was failing and it was all cause I had my head strapped around pens and weed and then I gpt caught and it helped me out so much and I ty for coming to our school and to give me another reason to no smoke at all and no2 I have bs in my grades I'm not late I dont get in trouble anymore and going to that I have lost some of my closest friends I basicly called them my bruddas but I changed and I would see what they led me to how

I changed anr now I don't talk to them I guess I switched up but I could now be my self amd be happy so ty for coming it was dope lmao we were all talking about it at lunch

I really enjoyed you guys coming to my school all I wanna say is thank you for teaching us why is tabacco bad for your lungs. And you guys did an awesome job thank you I appreciate it

Thank you so much, that really means a lot to us! We love making music and doing what we do, but it means so much to know awesome students like you appreciate it. Hope you're making good, healthy choices. And remember, you can always reach out to us if you ever need anything!



**lupe\_guzman9** When u guys coming back ?  
 2d 2 likes Reply

**dani\_z @la.\_la909 @oof\_its\_xio @evegomez099** sorry for ruining the performance I almost cried cuz I hate being in front of people, if it wasn't for me you guys would've done way better 🥺  
 2d Reply

**brian.\_sk8** I go to that school 🔥🔥  
 2d 1 like Reply

**itz\_jordan29** Yeah we litt 🔥🔥 ill never take a hit 🙏  
 2d Reply

Reply to **itz\_jordan29...**

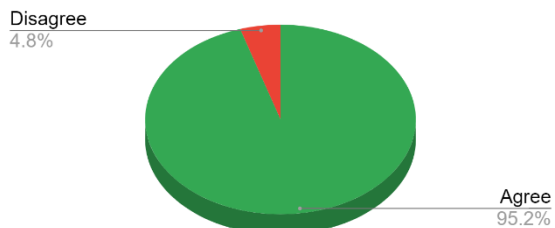
**la.\_la909** 🙏 best time i had at school  
 2d Reply



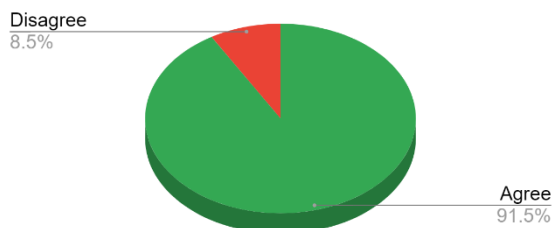
## OUR RESULTS

Data collected from student surveys completed following virtual assemblies throughout the 2020/2021 school year

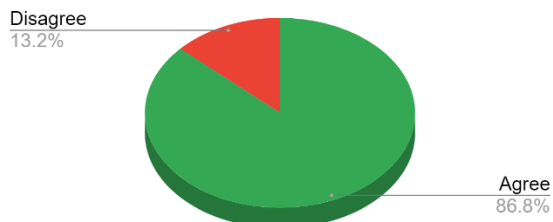
During this presentation, I learned something about the negative effects of vaping (or confirmed something I knew).



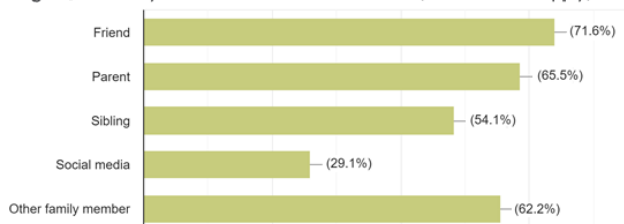
Following this presentation, I am motivated to share information on the negative effects of vaping with people I know.



Following this presentation, I am motivated to learn more about the negative effects of vaping.



If you agree, who will you share this information with? (Check all that apply)

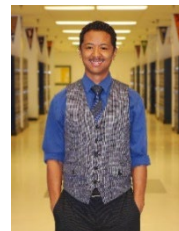


## OUR TEAM

### Jimmy Pascascio - Co-Founder, Video Director

Jimmy Pascascio, co-founder of Music Notes, has always enjoyed being behind a camera. As a kid, he used his dad's camcorder (usually without his dad knowing it) to make videos with his best friend. When he became an English teacher, he started teaching a video production class during his homeroom period. It was at this time that Jimmy first heard LaMar Queen's "Slope Intercept" song. Not knowing exactly how he would do it, he offered to help LaMar make a music video for the song. Since then, he has worked with Music Notes artists as well as his own students to create educational music videos that are creative and engaging. His videos have received multiple awards, including the Digital Voice Award from the Los Angeles County Office of Education and the Videos in the Classroom award from KLCS.

Jimmy earned his B.A. in Psychology and Religious Studies from U.C. San Diego, Masters in Elementary Education from Loyola Marymount University, and Masters of Arts in School Administration from California State University Northridge. He taught middle school English for 10 years and served as a high school intervention coordinator for 6 years.



### LaMar "Mr. Q-U-E" Queen - Co-Founder, Artist



LaMar Queen, co-founder of Music Notes, is an artist at heart. He wrote his first song when he was in 7th grade! When he became a teacher, he found a way to combine his love of music with his passion for education. Answering a challenge from his first group of students, LaMar wrote his song "Slope Intercept" in 2007. Since then, he has worked tirelessly to provide his students and students across the country with music that not only sounds good, but teaches as well. He has garnered several awards for his unique approach to education, including being selected as the Outstanding Math Teacher by the Gates Foundation and Viacom as part of the Get Schooled initiative. He has also received honors from the City of Carson as well as the City of Los Angeles for his work in the community.

LaMar earned his B.S. in Elementary Education from Grambling State University where he served as the Director of Education for the Grambling chapter of the NAACP. He taught middle and high school math for 10 years.

### David "Mr. D" Landix - Artist

David Landix began working with students at LA Academy Middle School in 2001. After taking an interest in a group of kids that would rap during their lunch breaks, he decided to try writing some raps of his own. Once he tapped into this previously undiscovered talent, David began creating songs and mixtapes. Then, with the support of Jimmy Pascascio and LaMar Queen, David wrote his first educational rap album, Deometry. David is inspired by the teachers he had the pleasure of learning from as a child who always used a wide variety of methods to teach. He sees his music as another tool for teachers to use as they continue to inspire their students.

David earned his B.S. in Mathematics Education from California State University Dominguez Hills. He currently teaches 9th grade math at Locke High School.



# SCHOOLWIDE ASSEMBLY

Revamped for the 2021/2022 school year, our anti-vaping concert builds on our established TUPE work with updated information and a new focus on youth advocacy. Using the theme “Time For Some Action”, this concert features songs and videos targeting tobacco-use prevention and education about smoking and vaping. Includes information on marketing tactics used by companies to target teens, such as new products, flavors, and product placement in music videos. Concert also explores ongoing changes in local, state, and federal regulations surrounding age and flavor restrictions.

## TARGET AUDIENCE

General student population, middle school (virtual and in-person), high school (virtual)

## OUTCOMES

Reinforce schoolwide and districtwide TUPE initiatives through high-energy, engaging format



### OPTION 1

\$1,500

Pre-recorded virtual concert

45 minute runtime

Can be streamed asynchronously by students or teachers at any time on day scheduled

Up to six Zoom Meet and Greet day of assembly. 15-minute Meet and Greet accommodate up to 100 participants, students can ask Music Notes artists questions about information presented.

### OPTION 2

\$1,750

Pre-recorded virtual concert

2 segments, 30 minutes each

Can be streamed asynchronously by students or teachers at any time during week scheduled

Up to six Zoom Meet and Greet week of assembly. 15-minute Meet and Greet accommodate up to 100 participants, students can ask Music Notes artists questions about information presented.

Same content as Option 1, plus bonus content focused on creating service learning projects based on information shared during concert

### OPTION 3

\$2,500

Live, in-person concert

45 minutes per assembly

Two assemblies per school (same day); school selects morning or afternoon time slot

Same instructional content and videos as Option 1, with live song performances

*Note: price excludes travel*

Hosting a youth conference? Contact us to learn about our keynote presentations.

# SONGWRITING WORKSHOP

Music Notes artists facilitate workshops with students to create songs promoting and reinforcing schoolwide or districtwide TUPE initiatives. Workshop includes instructional component with Music Notes artists and students exploring information on the dangers of tobacco use and vaping followed by student groups working together to create TUPE songs.

New for the 2021/2022 school year, participants can enter their song into the statewide Music Notes TUPE Song Contest.

**TARGET AUDIENCE**

Priority subgroup or student leaders (up to 30 students per cohort), middle or high school

**OUTCOMES**

Student cohorts create a collection of songs aligned to tobacco education initiatives that can be performed in class or at schoolwide events

**OPTION 1**  
**\$3,500**

Virtual, conducted over Zoom

Approximately 30 students per cohort, two cohorts per workshop

60 minutes per session, two sessions per day (with two cohorts), three days total

**OPTION 2**  
**\$4,950**

In-person at school site

Approximately 30 students per cohort, two cohorts per workshop

60 minutes per session, two sessions per day (with two cohorts), three days total

*Note: price excludes travel*

**AVAILABLE ADD-ON SERVICE – STUDENT MUSIC VIDEO – \$3,450**

Selected group from songwriting workshop works with Music Notes artists to create a professional-level audio recording and music video for their student-developed song using the Music Notes Mobile Recording Studio.

**TIME REQUIRED**

2-hour audio recording session last day of workshop; 2-hour video recording session next day

**OUTCOMES**

Student recording session provides purpose and context for students participating in song writing workshops. Professional-level music video provides school with shareable, student-developed project to highlight student work and reinforce TUPE initiatives in engaging, relevant format.



# SERVICE LEARNING PROJECT

Following a Songwriting Workshop or concert, Music Notes artists facilitate Service Learning Project planning sessions with students to plan student-driven TUPE projects or activities. Students develop youth advocacy skills as they brainstorm ideas for sharing TUPE-related information with their peers and community with the goal of promoting change and action.

**TARGET AUDIENCE** Middle or high school students in established youth advocacy group; attended Music Notes concert, participated in songwriting workshop, or completed other TUPE-focused curriculum

**OUTCOMES** Student cohorts create anti-tobacco initiatives and activities centered around student-created songs that are implemented schoolwide, in the community, or across social media.



## OPTION 1 \$1,750

Virtual, conducted over Zoom

Approximately 30 students per cohort, two cohorts per workshop

60 minutes per session, two sessions per day (with two cohorts), two days total

Students leave with concrete idea for implementing a TUPE-focused Service Learning Project

## OPTION 2 \$2,950

In-person at school site

Approximately 30 students per cohort, two cohorts per workshop

60 minutes per session, two sessions per day (with two cohorts), two days total

Students leave with concrete idea for implementing a TUPE-focused Service Learning Project

*Note: price excludes travel*

# PSA CONTEST PRODUCTION

New for the 2021/2022 school year, let Music Notes help put together an unforgettable PSA contest for your district or county. We can produce a video for your final awards ceremony, featuring a Music Notes concert to help draw attendance to the virtual event. Or bring Music Notes in for the planning stages and we'll collaborate with student leaders to plan the entire contest and event from beginning to end.

## TARGET AUDIENCE

High school youth advocacy group for planning sessions; district or countywide for contest

## OUTCOMES

Student leaders develop youth advocacy skills as they implement district or countywide contest to promote TUPE education. Contest helps to support and promote TUPE education on a large scale and awards ceremony provides culminating event for district or countywide TUPE efforts.



### OPTION 1

**AWARDS CEREMONY VIDEO  
PRODUCTION**  
\$3,950

Production of video to be shown  
for virtual awards ceremony

30-45 minute video includes Music  
Notes song performances, student  
videos announcing winners, and  
highlights from student entries

### OPTION 2

**AWARDS CEREMONY PLANNING  
AND VIDEO PRODUCTION**  
\$8,950

Production of video to be shown  
for virtual awards ceremony

30-45 minute video includes Music  
Notes song performances, student  
videos announcing winners, and  
highlights from student entries

(4) 60-minute planning sessions  
with student leadership group

Planning sessions focus on  
promoting awards ceremony and  
planning content for ceremony

### OPTION 3

**CONTEST AND AWARDS  
CEREMONY PLANNING AND  
VIDEO PRODUCTION**  
\$14,950

Production of video to be shown  
for virtual awards ceremony

30-45 minute video includes Music  
Notes song performances, student  
videos announcing winners, and  
highlights from student entries

(10) 60-minute planning sessions  
with student leadership group

Planning sessions focus on  
promoting PSA contest, soliciting  
and judging entries, promoting  
awards ceremony and planning  
content for ceremony



study guides for the musical minds.

**Music Notes LLC**  
3401 E Wilton St. #302  
Long Beach, CA 90804

## Order Form

### Customer Information

Name:	
Organization:	
Address:	
Phone:	
E-Mail:	

### Order Information

Item	Quantity	Unit Price	Total Price
		Sub Total	
		Sales Tax	
		Shipping	
		Total Amount Due	

