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The second official day of the FIJM AG was a real working highlight and the humble wrighter of this notes honestly hopes to see more days like this in the times ahead. ***"Attirer les jeunes au concert hors du contexte scolaire: le defi du renouvellement de l'auditoire"*** has been an on-going program and doubtful question of the JM related to the audience building and raising the level of cultural and musical conciousness of the youngsters.

The trend of using methods not related to the formal school education has been also examined in the recent years by many international organizations including such as the EU DG XXII and the CoE Youth Directorate thus setting their own guidelines and recognizing the methods of the non-fomal education as priority programs for the youth activities beyond the year of 2000. Similar approach to the topic was also given by the UN Youth Forum accordingly the UN Youth Summit in Braga, Portugal 1998.

Under the facilitation done by Claude Micheroux - Belgium, the three presenters. e.g. Mrs Ninette Babineau - Arts Education Consultant, Mr. Raymond Bisha - Promotion and Marketing Manager of NAXOS of Canada and Miss Claire Ringlet - JM de Liege, focused on the current experiences of the three respectfully different types of organizations and accordingly different approaches towards the implementation of the Workshop's topic. ..

... The three presentations including the brain-storming that followed had one single idea behind - search for new audience - educate and affect the peoples cultural conciousness through music. Although not using the same methods, they obviously should arrive to the same conclusion - music organizatons, artists and their presenters should find the ways to deepen the connections with the audience and with the community from where in fact the audience origins. To create the basis and start to build up generations which shall musically revive one after another, and creating by that a basis for the survival of both the organizations and the audiences.

This is actually where we should follow and find the links between the potential sponsors, the presenters and the artists - by creating the audience so important for our own survival thus reaching our common goal – targeting wider and wider range of people and reaching deep into the cultural needs of the communities.

One must never forget the grassroots and as they change affected by the common daily things, we must create our own processes of evaluating both the work done through the activities and the reaction of the public audience. What they want and how they want it presented should be the first criteria helping our out-of-school activities grow and adapt to the concrete needs of the audience, first of all to the growing generations.

I believe the delegates had the opportunity of evaluating the work of the JM de Liege and presentations for children done through the project «L'Orchestre a la portée des enfants» thus concluding the importance of the direct contact between the artists and the music with the children and accordingly their parents bringing the sence of joint efforts and active participation of the audience to the stage performance.

The round-table discissions taking place afterwards in the working groups mainly focused on presentation of the current activities of the JMI member sections in the field of audience building.

Those activities, for example, vary from completely developed and systematically engaged plans of action, to complete ground zero in some other cases.

An idea was also brought to include famous persons to the presentations, furthermore, placing in focus the generation 9 - 15 in age terms, especially when young people start experiencing independence and social life outside the family, tending to mix and identify with certain styles and movements, leaving the family and creating their own way of behaviour outside the family and school traditional values.

Since tending to belong to a group or situation whereas a community e.g. a common identity feeling is created, the role of JM should focus upon the creation of such an environment where the youngsters shall share that kind of common identity both with the other youngsters and the performers.

Furthermore, the youngsters should be also given the opportunity of active participation in the realization of their ideas - remember, it is not important what we want, but what they need - so one of the basic criterias for the success of those projects must be the active involvement of the youngsters on all levels - as idea developers, performers and audience. Jeunesses Musicales should become one of the facilitators of the ideas of the youth through the music.

A concern was raised regarding the situations where music education is not even part of the regular school systems - in this cases, the role of the Jeunesses Musicales and its 'out of school activities' becomes even bigger and more responsible, even calling upon lobbying the directly involved governmental structures to change such situations.

That is why the importance regular coordination and exchange of experiences and ideas in the field of audience building should become one of the JMI activities, if not even one of the priorities for the forthcoming period.

Following the meeting on school concerts held in Paris and the conclusions of this Workshop, more and more JM sections are getting interested in the organization of educational and social programs for youngsters thus acknowledging their importance for the promotion of the main JM ideas. Thus the audience building shall become one of the most important future activities of the Jeunesses Musicales!