

the artist s guide to success in the music busine Reference

The artist?s guide to success in the music business

Breaking into the music industry is an exciting yet challenging journey. With countless aspiring artists vying for recognition, understanding how to navigate the complexities of the music business is essential for turning your passion into a sustainable career. This comprehensive guide offers actionable insights, practical strategies, and expert tips to help artists succeed in today?s competitive landscape.

Understanding the Music Industry Landscape

Before diving into specific tactics, it?s important to grasp the current state of the music industry. The digital revolution has transformed how music is created, distributed, and consumed, offering both opportunities and challenges.

Key Trends Shaping the Industry

- **Digital Streaming Dominance:** Platforms like Spotify, Apple Music, and Amazon Music have become primary channels for music consumption.
- **Social Media Influence:** Artists use platforms like TikTok, Instagram, and YouTube to build fanbases and promote their music.
- **Indie Artist Empowerment:** Technology has lowered barriers to entry, allowing independent artists to produce and distribute music without major label backing.
- **Data-Driven Marketing:** Analytics enable targeted promotion and better understanding of audience preferences.

Understanding these trends allows artists to tailor their strategies for success effectively.

Building Your Brand and Identity

A compelling brand identity is fundamental for standing out in a crowded marketplace. It helps attract fans, industry professionals, and potential collaborators.

Developing Your Unique Artist Persona

- **Define Your Genre and Style:** Know what kind of music you make and what makes it unique.
- **Create a Visual Identity:** Develop a logo, color palette, and aesthetic that reflect your music and personality.
- **Craft Your Narrative:** Share your story, values, and inspirations to connect emotionally with your audience.

Consistency Is Key

- Maintain visual and thematic consistency across all platforms.
- Regularly update your content to keep fans engaged.
- Stay authentic to your voice and style.

Producing High-Quality Music

Quality production is essential to capture attention and establish credibility.

Investing in Your Sound

- **Work with Experienced Producers:** Collaborate with professionals who understand your genre.
- **Focus on Songwriting:** Craft memorable melodies and compelling lyrics.
- **Prioritize Sound Quality:** Use good recording equipment and mixing techniques.

Releasing Music Strategically

- Plan releases around seasons, holidays, or events for maximum impact.
- Use pre-save campaigns to generate buzz before release.
- Distribute through multiple platforms to reach wider audiences.

Effective Marketing and Promotion

Promotion is vital to grow your fanbase and attract industry attention.

Leveraging Social Media

- **Create Engaging Content:** Share behind-the-scenes, live performances, and personal stories.
- **Engage with Fans:** Respond to comments, hold Q&A sessions, and foster community.

- **Use Paid Advertising:** Target specific demographics to expand reach.

Building a Website and Email List

- Maintain an official website with your bio, music, tour dates, and contact info.
- Collect email addresses to send newsletters, exclusive offers, and updates.

Securing Media Coverage

- Send press kits to bloggers, radio stations, and music journalists.
- Utilize platforms like SubmitHub or SubmitMusic to pitch your work.
- Participate in interviews, podcasts, and live sessions.

Networking and Industry Relationships

Building connections can open doors to collaborations, gigs, and industry support.

Attending Industry Events

- Music festivals, conferences, and workshops are ideal for meeting professionals.
- Be prepared with your EPK (Electronic Press Kit) and business cards.

Collaborating with Other Artists

- Co-writing songs can expand your reach and improve your craft.
- Feature on each other's tracks to tap into new audiences.

Working with Managers, Agents, and Labels

- Seek professionals who share your vision and have a good track record.
- Negotiate fair contracts and understand your rights.

Monetization Strategies

Generating income from your music involves multiple revenue streams.

Streaming and Digital Sales

- Distribute your music through aggregators like DistroKid, TuneCore, or CD Baby.
- Encourage fans to stream and purchase your music.

Live Performances and Tours

- Book local gigs to build experience and income.
- Plan tours strategically to maximize exposure and profit.
- Use live streams and virtual concerts to reach wider audiences.

Merchandising

- Create branded merchandise such as t-shirts, posters, and physical copies.
- Sell merchandise online and at shows to diversify income.

Licensing and Sync Opportunities

- License your music for commercials, films, and TV shows.
- Partner with licensing companies to explore placements.

Legal and Business Considerations

Protecting your work and understanding your rights are crucial steps.

Registering Your Music

- Join performance rights organizations like ASCAP, BMI, or SOCAN.
- Register your songs to ensure you receive royalties.

Understanding Contracts

- Read all agreements carefully and consider consulting a music lawyer.
- Negotiate terms that protect your rights and future earnings.

Managing Finances

- Keep detailed records of income and expenses.
- Set aside funds for marketing, touring, and future projects.

Continuous Growth and Adaptation

The music industry is ever-changing, and staying adaptable is key.

Learning and Skill Development

- Take courses in music production, marketing, and business management.
- Seek feedback and continually refine your craft.

Tracking Metrics and Analytics

- Use platform analytics to understand your audience and what content resonates.
- Adjust your strategies based on data insights.

Staying Inspired and Persistent

- Set realistic goals and celebrate small wins.
- Maintain your passion and resilience through setbacks.

Conclusion

Achieving success in the music business requires a combination of artistic talent, strategic planning, and relentless effort. By understanding industry trends, building a strong brand, producing quality music, executing effective marketing, cultivating industry relationships, and managing your business wisely, you can carve a sustainable path in the competitive world of music. Remember, persistence and adaptability are your best allies?keep refining your craft, stay connected with your audience, and never stop striving toward your musical dreams.

The Artist's Guide to Success in the Music Business is a comprehensive roadmap designed to help musicians navigate the complex and often challenging landscape of the modern music industry. Whether you're an emerging artist just starting out or an established performer seeking to elevate your career, understanding the nuances of the music business is essential. This guide aims to

demystify the process, offering strategic insights, practical tips, and actionable steps to help you achieve sustainable success.

Understanding the Modern Music Industry

The Evolving Landscape

The music industry has undergone significant transformation over the past two decades. Traditional models centered around record labels, physical album sales, and radio play have shifted dramatically with the advent of digital technology. Today, artists have more control over their careers but also face a more crowded and competitive environment.

Key changes include:

- The rise of digital distribution platforms (Spotify, Apple Music, Amazon Music)
- The dominance of social media for fan engagement and marketing
- The decline of physical sales and shift toward streaming revenue
- The importance of independent releases and self-promotion
- New revenue streams like licensing, sync placements, and merchandise

The Importance of a Strategic Approach

Success in the music business no longer hinges solely on raw talent; it requires strategic planning, branding, and business acumen. Artists must wear multiple hats?musician, marketer, negotiator, and entrepreneur?to thrive.

Building a Strong Foundation

Define Your Artistic Identity

Before diving into marketing or distribution, clarify your artistic identity. This includes:

- Genre and style
- Unique sound and image
- Brand story and message
- Audience demographics

Having a clear identity helps tailor your marketing efforts and build a loyal fanbase.

Set Clear Goals

Establish specific, measurable objectives such as:

- Releasing a debut EP within six months
- Gaining 10,000 followers on social media
- Booking a certain number of gigs per month
- Generating a specific income level

Goals provide direction and benchmarks to measure progress.

Developing Your Brand and Online Presence

Create a Professional Portfolio

Your online presence acts as your digital storefront. Essential components include:

- Official Website: Central hub with bio, music, tour dates, contact info, and merchandise
- Social Media Profiles: Active, engaging, and consistent branding on platforms like Instagram, TikTok, Facebook, and Twitter
- Music Distribution: Use reputable platforms to distribute your music widely

Content Strategy

Consistent content helps keep fans engaged. Consider:

- Sharing behind-the-scenes footage
- Posting regular updates and teasers
- Engaging with fans through comments and live streams
- Collaborating with other artists and influencers

Creating Quality Music and Content

Prioritize Music Production

Invest in quality recordings, mixing, and mastering to ensure your music stands out. High-quality production enhances your credibility and listener experience.

Visual Content

Visuals are crucial for catching attention. Develop:

- Eye-catching album covers and promotional graphics
- Music videos or lyric videos
- Photos for press releases and social media

Monetization Strategies

Streaming and Digital Sales

Maximize revenue through:

- Digital distribution platforms (TuneCore, DistroKid, CD Baby)
- Playlisting strategies to increase streams
- Engaging with playlist curators

Live Performances and Touring

Performing live remains a significant income source. Tips include:

- Booking local gigs initially
- Building relationships with promoters
- Planning tours strategically to maximize exposure

Merchandising

Selling merchandise like T-shirts, posters, and limited-edition items can boost income and promote your brand.

Licensing and Sync Opportunities

Placement in TV, film, commercials, and video games can be lucrative. Build relationships with licensing agencies and pitch your music for sync opportunities.

Building Relationships in the Industry

Networking

Success often depends on relationships. Attend industry events, music conferences, and local shows to meet:

- Other artists
- Managers
- Booking agents
- Label executives
- Producers

Collaborations

Working with other artists can expand your reach, introduce you to new audiences, and improve your craft.

Hiring Professionals

Consider working with:

- Managers
- Publicists
- Booking agents
- Business attorneys

Ensure these relationships are mutually beneficial and aligned with your goals.

Marketing and Promotion

Developing a Marketing Plan

Create a comprehensive plan that includes:

- Social media campaigns
- Email newsletters
- Press releases
- Influencer outreach
- Paid advertising

Leveraging Social Media

Use platform-specific strategies:

- Instagram and TikTok for visuals and short videos
- Twitter for real-time engagement
- Facebook for event promotion
- YouTube for music videos and vlogs

Consistency and authenticity are key.

Media Outreach

Build relationships with music journalists, bloggers, and playlist curators to secure coverage and features.

Revenue Tracking and Financial Management

Keep Accurate Records

Track income and expenses meticulously to understand your financial health.

Budget Wisely

Allocate funds for:

- Recording and production
- Marketing and promotion
- Touring and travel
- Business expenses

Seek Professional Advice

Consult accountants or financial advisors familiar with the music industry.

Legal and Business Considerations

Protect Your Work

Register your music with performing rights organizations (PROs) like ASCAP, BMI, or SOCAN.

Understand Contracts

Carefully review agreements related to:

- Record deals
- Publishing rights
- Licensing agreements
- Management contracts

Consider hiring a music attorney to ensure fair terms.

Copyright and Intellectual Property

Ensure your music and visual content are properly copyrighted to prevent unauthorized use.

Staying Resilient and Adaptable

Embrace Change

The industry evolves rapidly. Stay informed about new platforms, tools, and trends.

Keep Improving

Continually hone your craft, learn from feedback, and adapt your strategies.

Maintain Persistence

Success rarely happens overnight. Stay committed, patient, and persistent through setbacks.

Final Thoughts

The artist's guide to success in the music business is not a one-size-fits-all blueprint but a curated set of principles and practices tailored to your unique journey. Building a sustainable career requires a blend of artistic integrity, strategic planning, relentless promotion, and professional relationships. By understanding the industry landscape, investing in your craft, and approaching your career with a business mindset, you can turn your musical passion into a thriving, long-lasting career.

Remember, success in the music business is as much about resilience and adaptability as it is

about talent. Stay focused, keep learning, and enjoy the creative journey.

QuestionAnswer What are the key steps for an artist to succeed in the music business according to 'The Artist's Guide to Success in the Music Business'? The guide emphasizes developing a strong brand, building a fan base, understanding music rights, networking within the industry, and maintaining professionalism and persistence throughout the career journey. How important is branding and image for artists in achieving success? Branding and image are crucial as they help artists stand out, create a memorable identity, and connect emotionally with fans, ultimately driving engagement and career growth. What role does understanding music rights and royalties play in an artist's success? Understanding music rights and royalties ensures artists receive proper compensation, protects their intellectual property, and enables them to make informed business decisions that maximize revenue. How can artists effectively leverage social media and digital platforms according to the guide? Artists should actively engage with their audience, create authentic content, utilize platform analytics, and develop strategic marketing campaigns to grow their reach and foster a loyal fanbase. What are some common pitfalls that new artists should avoid in the music industry? New artists often overlook the importance of professional branding, neglect contracts and rights, rely solely on streaming revenue, or fail to network effectively, all of which can hinder their success. How does the book recommend artists approach networking and industry connections? The book advises artists to attend industry events, collaborate with other musicians, seek mentorship, and build genuine relationships to open doors and create opportunities. What mindset or attitude is essential for artists pursuing success in the music business? Resilience, adaptability, professionalism, and a proactive attitude are essential, as they help artists navigate challenges, stay motivated, and continuously grow in a competitive industry.

Related keywords: music career, artist development, music marketing, music industry tips, songwriting, music promotion, artist branding, music management, career planning, music entrepreneurship

PREScribed MUSIC 2014 SCHOOLS

Prescribed music 2014 schools refer to the curriculum guidelines and mandated music programs implemented across various educational institutions in 2014. During that year, many schools worldwide focused on integrating structured music education into their academic offerings, emphasizing the importance of arts in fostering creativity, discipline, and cultural awareness among students. This article explores the significance of prescribed music in 2014 schools, highlights key programs and initiatives, and discusses their impact on students and educators alike.

Understanding Prescribed Music in 2014 Schools

In 2014, many educational systems adopted prescribed music curricula to ensure a standardized approach to music education. These curricula aimed to provide students with foundational music knowledge, practical skills, and cultural appreciation. Prescribed music programs often came with specific guidelines on content, assessment, and teaching methodologies, designed to foster a comprehensive understanding of music in young learners.

What Is Prescribed Music?

Prescribed music refers to the officially mandated musical content and activities that schools are required to teach within their curriculum. This includes:

- Music theory and history
- Practical instrumental and vocal training
- Music appreciation and cultural studies
- Performance and composition exercises

In 2014, many education authorities emphasized a balanced approach combining theoretical knowledge with hands-on practice.

The Goals of Prescribed Music Programs

The primary objectives of prescribed music curricula in schools include:

- Developing students' musical skills and literacy
- Encouraging creativity and self-expression
- Promoting cultural awareness and diversity
- Enhancing cognitive and social skills through music engagement
- Fostering teamwork and discipline through ensemble participation

By setting standards and expectations, prescribed music programs aimed to elevate the quality of music education nationwide.

Key Features of Prescribed Music 2014 Schools

The 2014 mandated programs incorporated several core features that distinguished them from previous years' initiatives. These elements contributed to the success and consistency of music education across various institutions.

Structured Curriculum Content

The curricula were carefully designed to include:

- Introduction to music theory and notation
- Historical perspectives on different musical genres and periods
- Practical skills in playing instruments and singing
- Knowledge of composers and influential musicians
- Music technology and recording techniques

This comprehensive approach aimed to produce well-rounded musical education.

Assessment and Evaluation

Assessment methods were standardized to measure students' progress effectively. These included:

- Performance exams
- Written theory tests
- Cultural and historical essays
- Participation in group performances and projects

Continuous assessment encouraged active participation and skill development.

Integration of Technology

In 2014, schools increasingly incorporated technology into their music programs. This included:

- Digital audio workstations for composition and recording
- Music learning apps and software
- Online resources for theory and listening exercises
- Virtual collaboration platforms for student projects

Technology enhanced engagement and provided students with modern tools to explore music creatively.

Prominent Prescribed Music Programs in 2014

Several regions and countries implemented notable prescribed music initiatives in 2014, each tailored to their cultural and educational contexts.

United Kingdom: The National Curriculum for Music

In 2014, UK schools followed the national curriculum that mandated music education from Key Stage 1 through Key Stage 4. Key features included:

- Focus on singing, listening, composing, and performing
- Exposure to both Western and world music traditions
- Assessment through practical and theoretical tasks

The curriculum aimed to produce confident performers and informed listeners.

United States: Common Core and State-Specific Guidelines

While the US did not have a unified national curriculum for music, many states adopted prescribed music standards aligned with the Common Core. Highlights included:

- Emphasis on integrating music into broader arts education
- Standards for music literacy and performance
- Inclusion of technology-based music projects

Schools aimed to foster both artistic skills and cultural understanding.

Australia: The Australian Curriculum ? The Arts

In 2014, Australian schools followed the national arts curriculum, which encompassed music as a key strand. Features included:

- Development of musical skills and understanding of cultural diversity
- Performance tasks, composition, and analysis
- Incorporation of Indigenous Australian music traditions

This holistic approach aimed to promote inclusivity and cultural awareness.

Impact of Prescribed Music 2014 Schools on Students and Educators

The structured approach to music education in 2014 brought numerous benefits and challenges.

Benefits for Students

Students experienced:

- Enhanced cognitive development, including improved memory and spatial reasoning
- Increased confidence through performance opportunities
- Greater cultural awareness and appreciation for diversity
- Teamwork and social skills developed through ensemble participation
- Creative expression and emotional intelligence fostered through composition and improvisation

Such comprehensive programs aimed to nurture well-rounded individuals.

Benefits for Educators

Teachers benefited from:

- Clear guidelines and standards for curriculum delivery
- Access to resources and teaching aids aligned with national standards
- Opportunities for professional development in music education
- Collaboration with fellow educators through music networks and communities

Consistency in curriculum delivery helped improve teaching quality and student outcomes.

Challenges Faced

Despite the positive impacts, some challenges included:

- Limited funding for music programs in certain regions
- Insufficient access to instruments and technology in underprivileged schools
- Balancing music education with academic priorities
- Training and retaining specialized music teachers
- Adapting curricula to diverse student needs and cultural backgrounds

Addressing these challenges was essential for maximizing the benefits of prescribed music programs.

The Legacy of 2014 Prescribed Music Schools

The initiatives and standards established in 2014 played a pivotal role in shaping contemporary music education. They emphasized the importance of arts in holistic development and laid the

groundwork for future curriculum enhancements. Many schools continue to build upon these programs, integrating new technologies and pedagogies to keep music education relevant and engaging.

Conclusion

The concept of **prescribed music 2014 schools** reflects a significant milestone in formal music education, characterized by structured curricula, standardized assessments, and a focus on cultural diversity. These programs have contributed to enriching students' educational experiences, fostering skills that extend beyond music into other areas of life. As educational systems evolve, the foundational principles established in 2014 continue to influence how schools approach arts education, ensuring that music remains a vital component of holistic learning environments. Whether through traditional instruments or digital platforms, prescribed music programs in 2014 set a powerful precedent for nurturing the next generation of musicians, performers, and culturally aware citizens.

Prescribed Music 2014 Schools: An In-Depth Analysis and Guide

In the landscape of secondary education, the implementation of prescribed music 2014 schools marked a significant shift in how music education was structured, delivered, and evaluated across various regions. This initiative aimed to standardize music curricula, enhance student engagement, and foster a deeper appreciation for musical arts within the school system. As educators, students, and parents navigated these changes, understanding the nuances of prescribed music programs introduced in 2014 became essential for maximizing educational outcomes and supporting student development.

Understanding the Prescribed Music 2014 Schools Initiative

Background and Rationale

The prescribed music 2014 schools program was introduced as part of broader educational reforms to:

- Ensure consistency in music curriculum content across schools.
- Promote a comprehensive understanding of music theory, history, and practical skills.
- Encourage active participation in musical activities and performances.
- Align secondary music education with international standards and best practices.

Prior to 2014, many schools followed varied curricula, leading to disparities in music education quality and student preparedness. The prescribed program sought to address these issues by

establishing clear guidelines and learning objectives.

Core Objectives of the 2014 Program

- Curriculum Standardization: Offering a unified framework for music education.
- Skill Development: Focusing on both theoretical knowledge and practical musicianship.
- Cultural Appreciation: Introducing students to diverse musical genres and traditions.
- Assessment & Certification: Creating consistent evaluation criteria and pathways for certification.

Key Components of the Prescribed Music Curriculum

Theoretical Foundations

- Music theory basics: scales, chords, notation, rhythm.
- Music history: evolution of musical styles, influential composers, cultural contexts.
- Genres and styles: classical, jazz, folk, contemporary, world music.

Practical Skills

- Instrumental proficiency: piano, guitar, violin, wind instruments, etc.
- Vocal training and singing techniques.
- Ensemble participation: bands, choirs, orchestras.
- Composition and arrangement: creating original music.

Performance and Composition

- Regular live performances and recitals.
- Composition projects integrating learned theory and techniques.
- Recording and production basics.

Appreciation and Critical Listening

- Analyzing musical pieces.
- Developing an ear for different genres and styles.
- Understanding lyrics, themes, and cultural significance.

Implementation in Schools: How 2014 Schools Adapted

Curriculum Integration

Most schools incorporated the prescribed music curriculum into their academic timetable, often alongside other arts subjects. This integration involved:

- Dedicated music classes focused on the prescribed syllabus.
- Cross-disciplinary projects linking music with history, literature, or social studies.
- Extracurricular activities aligned with curriculum goals.

Teacher Training and Resources

To effectively deliver the prescribed music program, schools invested in:

- Professional development workshops for music teachers.
- Access to updated textbooks and digital learning tools.
- Partnerships with local music conservatories and cultural organizations.

Infrastructure and Facilities

- Upgrading music rooms with instruments and sound equipment.
- Establishing recording studios or multimedia labs.
- Creating performance spaces within school premises.

Impact of the Prescribed Music 2014 Schools Program

Educational Outcomes

- Improved student musical literacy and practical skills.
- Increased participation in school concerts, competitions, and community events.
- Higher levels of student achievement and confidence in music assessments.

Cultural and Social Benefits

- Broader exposure to diverse musical traditions fostered cultural awareness.

- Enhanced teamwork and collaboration through ensemble projects.
- Promotion of inclusivity, allowing students from different backgrounds to engage with music.

Challenges Encountered

While the program achieved many successes, some hurdles included:

- Resource limitations, especially in underfunded schools.
- Variability in teacher expertise and training.
- Balancing curriculum demands with other academic priorities.

Evaluating the Success and Areas for Improvement

Success Metrics

- Increased enrollment in music courses.
- Higher exam pass rates in music assessments.
- Positive feedback from students and parents regarding musical engagement.

Recommendations for Enhancement

- Continued investment in teacher training.
- Broader access to quality instruments and technology.
- Increased community involvement and partnerships.
- Incorporation of contemporary digital tools for music creation and learning.

Future Outlook for Prescribed Music Schools

Looking ahead, the prescribed music 2014 schools model serves as a foundation for evolving music education. Potential developments include:

- Integration of digital music production software.
- Greater emphasis on contemporary and popular music genres.
- Expanding performance opportunities through virtual platforms.
- Personalized learning paths to cater to diverse student interests.

The ongoing refinement of the curriculum and resources will help sustain its relevance and

effectiveness.

Conclusion

The prescribed music 2014 schools initiative represents a pivotal step toward a more standardized, comprehensive, and engaging music education for secondary students. By blending theory, practice, and cultural appreciation, the program aims to nurture not only skilled musicians but also culturally aware and creative individuals. As schools continue to adapt and evolve their approaches, the core principles established in 2014 will serve as a guiding framework for future generations of learners and educators committed to the transformative power of music.

Additional Resources

- Links to updated curriculum documents and teaching guides.
- List of recommended textbooks and digital tools.
- Contact information for regional music education coordinators.
- Opportunities for student participation in music festivals and competitions.

In Summary

Understanding and effectively implementing the prescribed music 2014 schools curriculum requires a comprehensive approach that encompasses curriculum content, teacher training, infrastructure development, and community engagement. By fostering a rich musical environment, schools can inspire lifelong passion for music, cultural understanding, and creative expression among their students.

QuestionAnswer What is prescribed music in 2014 schools? Prescribed music refers to the specific music curriculum or repertoire that schools are required to teach or include in their programs during 2014, often set by education authorities or curriculum standards. How did the prescribed music syllabus change in 2014 schools compared to previous years? In 2014, many schools updated their prescribed music syllabus to include new genres, composers, and contemporary pieces, reflecting a shift towards more diverse and modern musical education. What are the benefits of following prescribed music in schools for students? Following prescribed music allows students to develop a solid foundation in music theory and history, fosters cultural awareness, and ensures consistency in music education across different schools. Which organizations were responsible for setting the prescribed music curriculum in 2014 schools? Organizations such as the national or regional education departments, curriculum boards, and music education associations were responsible for establishing the prescribed music curriculum in 2014 schools. Were there any notable controversies or debates regarding prescribed music in 2014 schools? Yes, debates arose around the inclusion of contemporary or popular music in the prescribed syllabus, with some arguing

it was essential for engagement, while others emphasized classical and traditional music to preserve cultural heritage. How can teachers effectively implement the prescribed music curriculum in 2014 schools? Teachers can effectively implement the curriculum by integrating diverse teaching methods, using multimedia resources, encouraging student participation, and aligning lessons with the prescribed standards and objectives.

Related keywords: prescribed music curriculum, 2014 school music guidelines, music education standards 2014, school music syllabus 2014, recommended music pieces 2014, classroom music teaching 2014, music lesson plans 2014, school music program requirements, prescribed music list 2014, music education policies 2014

Read the full article online: [PRESCRIBED MUSIC 2014 SCHOOLS](#)