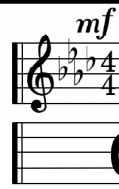


ROCK N SOUL SOUND EDUCATION



Give That Group a Grammy!

Audience: Grades 5 - 12 or ages 11-18

Achievements: Exploring educational standards for English, Creative Writing, Arts, Public Speaking skills; Writing a professional business nomination; Practicing public speaking skills; Oral presentation of individual or group opinions and musical preferences.

Activity: Each year for about 50 years, The Recording Academy has presented Grammy Awards in over 100 musical categories, celebrating the best in recording arts and sciences in such fields as pop, rock, jazz, blues and more. Aside from the annual presentation of Grammy Awards, the Lifetime Achievement Award was established in 1965.

This award is presented by vote of The Recording Academy's National Trustees to performers who, during their lifetimes, have made creative contributions of outstanding artistic significance to the field of recording. Past recipients have included The Beach Boys, Johnny Cash, Ray Charles, Bob Dylan, Aretha Franklin, Al Green, Jimi Hendrix, The Rolling Stones, Paul McCartney, and over 100 others. Additional information about The Grammys, the Lifetime Achievement Award and the nomination qualifications is available at www.grammy.com.

Have individuals research The Grammys' Lifetime Achievement Awards and its nomination process. Then have each person select a musical group or individual that they feel is deserving to receive a Lifetime Achievement Award, based on the criteria for selection. They should research their musical choice and develop a research paper (two page minimum) outlining why they feel their choice should be honored with a Lifetime Achievement Award. It is also recommended that each person be assigned to make an oral presentation to the class or group about their nominee and the reasons they deserve to be honored. Presenters should be encouraged to use visual presentations and, if they choose, audio samples of their nominee's music. When developing their paper and oral presentation, the following questions should be considered:

1. What specific reasons or accomplishments can be given to support this musician's selection (give at least 5 specific reasons)?
2. How has the nominee influenced their specific musical genre or style?
3. What other musicians have been influenced by the nominee's style or recordings?
4. Which specific songs or albums did the nominee produce that best define their career or accomplishments?
5. If the nominee were selected for a Lifetime Achievement Award, what other celebrity or musician would be best to present the award to them, and why?

For additional educational opportunities, explore the "Grammy in the Schools" program, presented across the country regional chapters of The Recording Academy, including the National Academy of Recording Arts and Science chapter of Memphis.



Continue your study and exploration of Memphis' rich musical history and heritage with an organized field trip to the Memphis Rock 'n' Soul Museum. Contact our Group Tour Coordinator today at (901) 205-2526 for tour details and available "Museum & A Meal" plans.

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