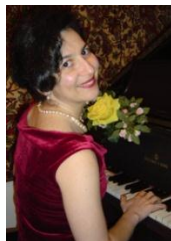


From the desk of Ms. Rozalina Gutman,



Russian-born and int'lly recognized scholar, pianist, composer, educator, author and founder/artistic director of Non-Profit Foundation **"C.H.A.R.I.S.M.A.: Community Helping to Assure the Rescue, Inspiration and Support for Music and the Arts"**

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"I CREATE, WHEN I RESONATE"©

THE PRESS RELEASE

FOR MY NEWLY COMPOSED SONG TO SERVE AS A PUBLIC AWARENESS MESSAGE FOR THE
WORLD-WIDE AND LOCAL MUSIC AND ARTS EDUCATION ADVOCACY CAMPAIGN

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***Brief reference to the purpose of the song and its reflection in its MUSICAL LANGUAGE:
the song for the smart performers –
to ease the learning curve for their new & expanded audiences.***

Dear collaborators, supporters of our cause and music aficionados,

In our rapidly changing world of new trends and technological advances, it is not enough any longer to only practice the art of music and share it with our existing audiences. Every sophisticated musician should feel pro-active about searching for the creative approaches to expand their audience. And, what can be a better drawing force than the memorable

inspiration for the sudden shift of perception, for the “Aha-moment” that is brought by the emotionally inspiring piece of music!

My name is Rozalina Gutman, I am Russian-born Int’l scholar, pianist, music educator and a passionate advocate for the education in music and the Arts. I currently live and work in Berkeley, CA, USA, while being a product of one of the World’s best-organized music education systems, created in Russia.

It is my very special privilege to be able to share with you my newly composed song, “***I Create, When I Resonate***”©. It is about yet to be fully realized miraculous powers of music that fills every part of human life. My song is inspired by my close interaction with the subject of music-brain connection, that is simply fascinating and promising to yield the vital knowledge about

human brain and human mind, yet is still in need to be fully researched and presently full of uncovered mysteries. I hope that my song helps raising awareness to expand and to deepen the efforts, dedicated to this subject that is just beginning to emerge. (And, what can help easing the learning curve better than a song!)

That is why, it is so critical that the message that is transmitted by my song “***I Create, When I Resonate***”© is heard and understood by wide audiences with no delay. That is also why ***it is made to be easy to sing***: its melodic line is fairly catchy and easy to remember and its other musical attributes of vocal line are written in the international style of a pop song, gravitating to the Italian folk songs tradition.

Also, my song is a great opportunity for the singers ***to showcase their vocal and acting abilities. (Modest vocal range: up to e-2nd octave.)*** The versatility of the singer-soloist (and/or conductor) can be demonstrated through acting as a leader inspired by the monumental idea of transformation (through repeated word “Music” the song can be interactive for the audience). On the other hand, the song also calls for an intimate moment of sharing personal reflection (just before the exuberant Coda).

My song has subtly sophisticated features of the art song as well, thus it is actually ***a cross-genre piece with the purpose to capture attention of various audiences.*** I remained true to my teachers’ reminders to lead the listener through expected standards and towards some musical surprises, that transpired through my tapping into harmonic language (incl. the segment in whole-tone scale, used as a symbol of ecstatic expression by the Russian composer Scriabin, another proactive believer in music’s transformative power; subdominant sequence, prevalent in Russian folk/classical music etc.), polyphonic texture and celebratory bells sonorities (following Rachmaninov’s legacy etc.) that manifested in the song’s instrumental accompaniment, due to my personal link to the long-lasting tradition of great musicianship of Russia.

My song “***I Create, When I Resonate***”© is saturated with very celebratory and uplifting spirit, reflecting my joyous experience from a few quite miraculous events, gifted to me recently by

the forces of generous Universe... Although, it opens with short meditative segment of introduction (part of later appearing section that I call “reflective interlude”) to move the listeners to be attuned to the upcoming special and transformative message both for their souls and for their minds...

Music is the great vehicle for teaching emotional nuances. And my song **“I Create, When I Resonate”**©, presents a few special opportunities for that. While being written in the spirit of celebratory anthem, it has a great variety of emotional expressions. For example, to the observing audience, it will reveal two climaxes – one resembling the “quiet” privately experienced joy (“... **Our hearts celebrate...**” in the 1st appearance) that comes from the deep satisfaction and resembles the feeling of contributing to the Greater Good (so well described by the renowned professor of psychology *Dacher Keltner* in his best-selling book *“Born to Be Good”*). And immediately after, there is another – open expression of joy in the last several measures of the song (“... **Our hearts celebrate...**” in the 2nd appearance), resembling the experience of the communal celebration and sharing of the newly prevailing and progressive awareness with other people.

My song **“I Create, When I Resonate”**© came to the surprisingly quick fruition right upon my return from my Int’l Symposium, part of the 29th *World Conference of ISME (www.ISME.org) in Beijing, August, 2010*, and was inspired by the events at this magnificent happening.¹ While preparing for this symposium’s presentation, I had to read quite a bit on the subject and I had a great pleasure of personally interacting with neuroscientists and researchers from all over the World. All that, coupled with my passionate desire to share this valuable, yet undeservingly lesser-known information, inspired the manifestation of my song.

That is why, my song **“I Create, When I Resonate”**© rightfully falls into the category of *“Knowledge Songs”*, according to the Classification of *Prof. Dan Levitin*, neuroscientist and best-selling author of *“The World in 6 Songs”*.² It is created to inspire the interest to learn more about the mentioned in the song’s references and allusions (**“Music... Why do you spark the best in our mind?”**). In fact, virtually each line of the song is linked to the sources of vast information and endless inspiration that are worth discovering.

¹ My symposium’s aim was to present comparative overview of the existing music education systems by several participants, who are the esteemed scholars from various countries. The next step was to find out what contributed to the success stories that can be somehow replicated in other countries. Then, finally we focused on the benefits of being engaged in sustainable arts/music curriculum according to the available brain/music research data, which serves as the effective advocacy tool for critical importance of music/arts education for all in our time. **The abstracts/details of this event are available at <http://charismafoundation.org/intlsymposiumnicame.html>**

² Prof. Daniel Levitin is also the author of *“This is Your Brain on Music”*, as well as co-producer (with personal involvement of well-known musician **Bobby McFerrin**) of PBS educational video *“Music Instinct”*.

Here are some detailed references of metaphors to the research-related publications:

(Due to the saturation with novel information and to ease the “learning curve”, my song is intended to be produced in a form **of multi-media**, incl. visual representations.)

My song **“I Create, When I Resonate”**[©] is packed with vivid metaphors about the vital *role of music in the process of evolution* of human race (**“...While learning to speak, Neanderthals sang...”**), and it calls for further exploration of this most promising and intriguing subject (as described by *Prof. Steven Mithen, archeologist and neuroscientist, and the author of “The Singing Neanderthals”*). My song’s reference to love (**“...to help you remember that trust is a must...”**) is also the metaphor, related to the notion about musical expression serving as vital evolutionary adaptation (meaning that its origins are innately motivated by the survival instinct).

My song **“I Create, When I Resonate”**[©] starts with the allegorical reference to *the immense cognitive value of music activities*, including such advanced mental functions that enable *creative thinking skills as abstraction* (**“...Imagining flight into starry night.”**), among *other most advanced cognitive skills* that otherwise are quite challenging (if possible..?) while teaching the young age students (**“...Musical language is mindful delight...”**) These metaphors were inspired by the notion of musical predictions, perfectly illustrated in *“Sweet Anticipation”* by *Prof. David Huron* and in *“Proust Was a Neuroscientist”* by *Jonah Lehrer*. References to the balanced mind are resonant to the powerful research study by *Dr. Schlaug*³ about *measurable growth of child’s brain (its corpus callosum)* resulting from continuous music studies (**“Music... You balance my mind, you let me transcend...”**).

The power of music is already known to be great. But, its full capacity as a powerful cognitive tool is yet to be realized by many more people. Although the important research data is being gathered for understanding of the evolutionary basis of brain-music connection, from observing the effects of music on new-born babies, there is no need to explain the effects of a lullaby on an anxious child (**“Music... First lullaby is always with us...”**). No famous block-buster movie can be successful without its soundtrack, no commercial can magnetize our attention without music... And, just as music helps successfully teaching us at our very early age such vital basics like alphabet that otherwise would be impossible to memorize (**“Music... Alphabet song made you star in your class...”**). And, yet – there are other significant benefits of music that can be harvested through its application on more sophisticated levels.

³ **The evidence from MRI research studies shows that the fibers in the corpus callosum, which connect the left- and right-brain hemispheres, are as much as 15% wider in those who began playing music before the age of 8. (Schlaug, et. al. 1995b)**

Renowned American composer *Aaron Copland* explained in his public lectures (*"Music and Imagination"*) the multi-dimensional nature of music that is accessible not only on emotional level. In fact, music is able to reveal much deeper realms of valuable intellectual rewards

("...Thank you for sharing priceless insight: Musical language is priceless delight...") - to those who are capable and trained to interpret them, due to their familiarity to the complex and intricate details of musical language, while serving as the challenging, yet immediately rewarding mental exercise that is virtually incomparable to any other activity (***"...Polyphony makes my thinking expand..."***) And as a tool for keeping the mind active during all ages, music happens to be *simply indispensable and instantly motivating self-growth tool for all generations.* (*"You must remember this..." Scientific American (Sept, 2010), as well as variety of interesting data on the positive effects of music therapy effects on Parkinson disease patients*)

Through the words such as ***"Music... To dissonant thoughts you bring peace, you bring light..."***, my song reminds about the *holistic properties* of music listening and hands-on music engagement (as revealed by the best-selling author and neurologist *Oliver Sacks* in his popular book *"Musicophilia"* and his video *"Musical Minds"*)⁴. Scientists inform us that when compared to the processing of our other senses in our brain, the sound processing shows quite unique characteristics: it uses unique path and involves the actual reproductive resonance response within our body. Further exploration on this and other issues may soon explain the great transformative power that music has on our state of mind. Maybe that is the reason for the mysteriously powerful calming and healing effect of music on cardiac patients that should be used much more broadly by the medical facilities of all types (***"...Attuned to the music, our hearts celebrate..."***).

The name of my song ***"I Create, When I Resonate"***[©] is the poetic translation of the famous ancient chant "Avra K'Davra" from Hebrew/Aramaic⁵, and is chosen for several reasons. Of course, the metaphor of well-known "magic" meaning of this saying is symbolic of the great and almost "magical" transformative power of music. By all means, it reflects the above "resonance" quality of our brain function. And, this symbolic expression also awakens the link to the lasting traditions of the past that come alive through the personal experience that music engagement often generously presents to the next generations - the form of higher awareness that distinguishes humans as highly evolved species (***"...Evoke ageless feeling through sound-boomerang: Fill music score with the warmth of your voice..."***).

⁴ PLEASE, NOTE THAT WE COLLECT REFERENCES ABOUT THE EMOTIONAL IMPACT from people who interacted with this song (such as "brought tears", "reversed the attitude towards steady healing", etc.) to be assessed later by the researchers.

⁵ This world-famous (although carrying the altered from the original meaning) saying was originated by the practitioners of Kaballah, the complex teaching known for many centuries that influenced many known today religious streams of thought. This expression was recited during the special ceremonies that served to rise above the physical reality to reach higher spiritual realms of conscience.

The song that inspires positive change...

My song was created in response to the actual events that took place in my community – the State of CA. It aimed to effect continuous legislative battles this year, opposing the infamous misleading Bill AB 2446 (Furutani, 55th district, Long Beach) that could have resulted in further

devastation of already highly limited opportunities for the educators to implement arts and music curricula in CA public schools (not spelled out clearly & openly), calling for balanced and research-informed educational policy. After being approved on several levels of CA State Assembly, Bill AB 2446 was finally stopped on the CA State Senate floor and then resurrected suddenly again, without allowing the time to block it, thus surprisingly passing in the CA State Senate. That is why, me and my colleagues (Prof. Crystal Olson and singer Vernon Bush, soloist of Glide Memorial Choir) worked tirelessly, in order to deliver the song with its inspirational message (along with evident Int'l Symposium's Abstracts) directly to the Governor Arnold Schwarzenegger. October 1, 2010 felt as my life's happiest day, since a phone call from Joe Landon of CA Alliance for the Arts in Sacramento delivered the great news that followed our efforts: the Governor vetoed Bill AB 2446, thus positively effecting over 6 million CA children. But, will this bill get resurrected again by the lawmakers and by those who provoke them, or will

they finally look into finding the resources to improve the teaching conditions for Music/Arts curricula? I hope that the answer to the question at the song's opening "**Music... What can you teach Humankind?**" is finally found by CA legislators empirically - through their personal experiences (hopefully), and based on familiarity with the significant research evidence on the subject.

Indeed, the complex mental practice of Music/Arts enables us to tackle similarly complex issues that involve great multitude of various circumstances at play simultaneously – the type of "polyphonic vision" capacity that distinguishes visionary leaders ("**...Polyphony makes my thinking expand...**"). It is this type of advanced mental skill that actually allows to examine the inconvenient truth surrounding the rapid pace of our society's technological advancement: it is incomparable with greatly lacking ethical awareness and emotional development of the humans as a species that is still quite common and leads our civilization to the ultimate self-destruction.

In fact, neuroscientists provide the evidence about the fact that our comparatively young (evolution-wise) Homo Sapiens species is yet to transcend the limitations of our brain that we've inherited for responding to quite different environment than we live our today's life. In fact, our brain is not designed to function perfectly in our modern life yet and is currently only in the process of ...evolving, while adapting and overcoming the limitations of earlier species, due to being greatly challenged to actively rule our everyday actions... And well-designed Music curriculum can play a major role, contributing to this evolutionary transformation trend.

The next generations deserve having better options in education than those of previous generations, and can not afford to be limited by outdated approaches. (Although, currently in CA the trend for Music/Arts education leads into the opposite direction.) *Music and the Arts* practice on the regular basis promotes the *balance in educational environment* that consolidates into the actual creation of the balanced minds, thus ultimately allowing the creation of the *society capable of higher conscience*. We must find the way to evolve emotionally and ethically as human beings at the same, if not greater pace our technology renews itself, and at this critical time we have to accelerate in this currently greatly overlooked dimension. And, to my mind, there is no more powerful tool for developing of undeservingly overlooked internal attunement

tasks like developing meta-cognition, self-awareness and emotional intelligence than well-designed music curricula (***“Thank you for teaching the art of deep listening...”***).

In search for collaborative MUTUAL RESONANCE and shared PASSION POINTS...

There is no secret to anyone that music can be incredibly powerful proponent of subtly nuanced shifts in our conscience, creating positive changes in our *intimate* emotional world. At the same time, music is proven to be incredibly effective to ***influence large amount of people simultaneously***, showing the empowering idea of RESONANT UNISON, uniting them in the shared action of experiencing the same symbolic resonance both to song’s music and to its innovative idea of positive change it calls for.

I’d like to invite you to help me putting into action these powers of music through the performances of this song – ***the Musical Foundation for the Message of Public Awareness***, in order to bring more attention to the efforts of finding the rightful place of music and music/arts education and *to those who dedicate their lives to share music with the world in today’s society*.

That is why, I am pleased to extend to you my personal invitation to join me and other talented musicians, educators, scientists, administrators and overall creative and sophisticated people in our exciting and full of satisfaction quest to bring the opportunities of discovering the complexities of music TO ALL.

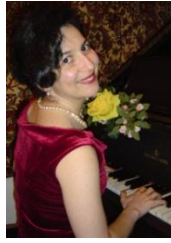
Your personal support is incredibly important and vital for the success of our collective efforts that are essential for the change of collective awareness – one audience at a time. We, along with millions of growing up children throughout the World would like to thank you!

Musically yours,

Rozalina Gutman

Berkeley, CA, USA, 2010

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ATTENTION TO ALL INTERESTED SINGERS/PERFORMING GROUPS:

Those performers, who will be chosen to participate in the premier performances of the song (in different genres and age categories) will be granted personally by the composer ***unlimited/FREE performing rights for the song during first 5 years (in a form of a special PERFORMING RIGHTS AUTHORIZATION CERTIFICATE).***

The info about these performances will be additionally linked to the campaign's web engines, in order to further expand the publicity for the singers and their educational mission.

(Please, use the address on the letterhead to submit your demo, or/and forward your sound files or links to your sound samples on the web via listed e-mail address.)