

Celebration Ideas

The Bicentennial  
Musical Celebration

A Gift from  
JCPenney





# Celebration Ideas

## A community celebration: people and places.

The JCPenney contribution to our country's two-hundredth anniversary is the Bicentennial Musical Celebration—100 minutes of historic and newly-commissioned music to be played and sung by the young people of our schools for all their audiences.

The Penney Company decided on this program in large measure because music is uniquely expressive, accessible, and participatory. All the students in your school can be involved. Everyone in your audiences can respond and to some degree take part.

We believe all Americans want to do exactly that somehow or other during the Bicentennial Year. And we know that America's schools will play a major role in Bicentennial activities, not just in the school but in the community.

The Educational Department of the JCPenney Company hopes the suggestions in this booklet will be useful to your school in that process, and in particular to the teacher or committee responsible for Bicentennial planning. We'll feel well rewarded if they simply lead you to more exciting and meaningful ideas of your own.

Whether or not you apply any of the thoughts in this booklet, we would be most interested in hearing about your school's Bicentennial plans, activities, and events.

Please write to the Bicentennial Coordinator, JCPenney Company, 1301 Avenue of the Americas, New York, N.Y. 10019.

America's Bicentennial presents a unique opportunity for educators to plan programs that capture student interest.

It is a chance to pull together the wealth of resources available in every school and community.

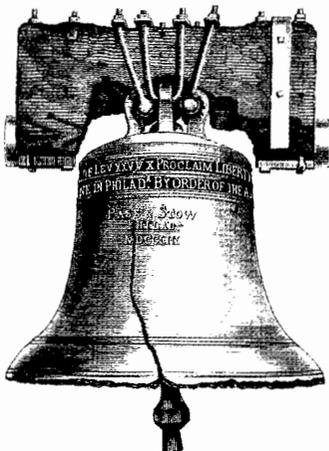
Educators can emphasize community heritage—people and places—by using one or more of these unifying themes:

1. Community and ethnic orientation.
2. Communication: means and patterns.
3. Change: innovations and inventions.

This booklet suggests activities for each theme. Then, returning to the first theme, a single element of that theme is amplified to illustrate the interdisciplinary approach you will undoubtedly wish to take in dealing with the topic you finally select.

In developing that approach, the many subject areas have been organized as follows:

1. Natural Sciences and Mathematics (i.e. Earth Science, Biology, General Science, Physics, Chemistry and all mathematics-related areas).
2. Vocational Education (i.e. Industrial Education, Home Economics, Agriculture, Business Education, Driver Education, Consumer Education).
3. Social Studies (i.e. History, Geography, Economics, Psychology, Anthropology, Ethnic Studies).
4. Physical and Health Education.
5. Language and Fine Arts (i.e. English, Drama, Communications, Foreign Languages, Media, Literature, Music, Visual Arts, Journalism, Dance, Media Center/Library).



### **Theme 1: Community and Ethnic Orientation**

The ideas in this section emphasize development of the community and contribution of ethnic groups in shaping community life and history.

#### *A community profile*

Local migration and settlement of the community including transportation modes, impetus for settlement, population shifts, etc.

#### *Signposts in time*

History of buildings or sites significant in community development; buildings or sites for historical markers.

#### *Reflections of the way we were*

Family history or saga illustrating community history (i.e. fact or embellishment of collected history- myths).

#### *Nature and community*

Natural resources shaping the community (i.e. waterways, mineral deposits, topography, climate, etc.)

#### *Folkways and mores*

Life styles in the community—housing, food, religion, clothing styles, socialization processes, occupations and local customs.

#### *The way we'll be*

Looking ahead for our community—the next 100 years.

#### *Sounds and sources*

The songs and music of our diversity—in concert: ethnic originals, there and here; adaptations through time; current echoes, future forms; elements of the Bicentennial Musical Celebration.

### **Theme 2: Communication—Means and Patterns**

These suggestions emphasize forms of communication that particularly reflect aspects of local development.

#### *Talk about town*

Interviews with local people to record folkways and strong points; social organizations as a means of communication.

#### *Media ways*

Community methods for learning of and publicizing local and world events.

#### *Words and other words*

Development of local dialects and influence of foreign languages spoken in the community.

#### *Wit and wisdom*

Local myths, tales, legends and humor.

#### *Community reflections*

Photography, art, music and dance illustrating community development; music as history, outlet, politics, protest, recreation; in concert, elements of the Bicentennial Musical Celebration.

#### *New talk*

Projections of future communication channels.

### **Theme 3: Change—Innovations and Inventions**

Innovations and inventions shaping community history and development are the basis for the ideas in this section.

#### *Steps in progress*

Community change brought about by technology (i.e. invention of new machinery or production techniques).

#### *Social designs*

Community change brought about by social innovations (i.e. invention of new economic arrangements, political structures, educational systems, social movements, leadership styles); movements and crusades that changed social patterns (i.e. abolition, women's rights, civil rights, labor movement, temperance, isolation, social reform, Utopianism).

#### *People-watching*

Community change reflected in demographic shifts (i.e. age and sex distribution, birth and death rates, family size, etc.).

#### *Life-styles*

Effect of technology on leisure, arts, recreation (i.e. cars, radio, TV, adult education, crafts, music); measuring time by tempo—elements of the Bicentennial Musical Celebration.

#### *From now into the future*

Present-day community resources, business, and industry—and the outlook for America's third century.

## Interdisciplinary example using a single element of Theme 1

### **Community and Ethnic Orientation: Folkways and Mores**

Celebrate the “folkways and mores” of your community by arranging an All-School Bicentennial Festival.

Each subject matter area has an exciting part to play in developing this concept. The community can also contribute many resources to such an event.

Here are a few suggestions to spark your thinking.

*Natural Sciences and Mathematics*  
Prepare folk medicine and home remedies; illustrate early medical and dental practices through vignettes or skits—barber pulling teeth, bloodletting, etc. Arrange a display illustrating the derivation of the U.S. system of weights and measures.  
Trace natural resource usage from 1776-1976.

*Vocational Education*  
Dramatize the progression of family living patterns, life styles, roles, etc. Demonstrate changes in household skills.  
Arrange a display tracing the history of farming practices, food production skills and processing.  
Construct miniature buildings using materials and methods associated with community history.  
Simulate early business establishments such as apothecary shop, general store, cobbler, etc.

### *Social Studies*

Stage community events or festivals, with emphasis on music.  
Reenact holiday celebrations and customs, again with emphasis on music.  
Present demonstrations contrasting mores of the past with those of today.  
Graphically illustrate the geographical development of your community.  
Invite local government officials, city council members, mayor and school board members to serve in official capacities during the festival.

### *Physical Education*

Recreate a sports event which may have played a role in community development.  
Sponsor a folk-dance contest with students performing dances representing the community's or our nation's diverse and colorful heritage.  
Display early kinds of recreational equipment.  
Exhibit wearing apparel worn for sports in the past.

### *Language and Fine Arts*

Demonstrate local crafts such as weaving, pottery, jewelry, etc.  
Collect and present folklore, legends and tales.  
Develop press releases on school Bicentennial activities for local newspapers, radio and TV stations.  
Develop posters and/or billboards advertising school Bicentennial activities.  
Present the Bicentennial Musical Celebration, reviewing the past 200 years in music.  
Develop slides or film to illustrate the historical development of your community.  
Sponsor a contest of original literary work representative of community folkways and mores.

### *Community Involvement*

Recruit people from the local business and professional community as resource persons in all areas.  
Enlist parents in assisting in festival development.  
Contact the clubs and organizations of your community for aid in obtaining materials and publicity for the festival.  
Use older people as resource persons to share community experiences from the past.  
Enlist the cooperation of community government leaders to proclaim “All-School Bicentennial Week” or “Bicentennial Educational Week.”  
Contact public affairs managers of the local radio/TV stations and the press to assist in preparing news items and for air time and newspaper space to promote the festivities.

### *Interaction*

Invite the public at large—not just students, not just parents—to come to see and enjoy your displays, your presentations, your concerts and performances.  
Issue special invitations to special groups—ethnic organizations, fraternal and patriotic societies, etc.  
Take your work and your projects, your concerts and performances out into the community. Offer them to your local television and radio stations, to service clubs and community organizations (don't forget your local Bicentennial Committee), to shopping centers and hospitals and military posts. Offer the Bicentennial Musical Celebration for parades, ceremonies, and civic events of all kinds during your All-School Week—and throughout the Bicentennial Year.

Your Bicentennial will be what you make it. Above all, have fun. It's a joyous occasion—enjoy it.

JCPenney hopes these ideas help. Even more, the JCPenney Company hopes the Bicentennial Musical Celebration will add to the fun for you and your students—and for all those you and your school will reach.

