

Melanie Cassino
Writing Across Media
Speechwriting Assignment

Speaker: Jamie Krents, President and CEO of Universal Music Group

Audience: The Grammy's Audience or Grammy's After Party Audience

Main Message: The message is that music is powerful and encourages audience members to continue to listen, teach, and consume music.

Proposition: A value proposition, asserting the joy and positive benefits of music and listening to music.

Tonality: Uplifting, empowering, and relatable.

I want you to recall your favorite song. You might've heard it on stage tonight. I'll give you a moment.

Have you begun to sing it in your head? Or maybe you're ready to sing it aloud? I want you all to take a moment to hum your favorite song, even if your Ozzy Osbourne doesn't line up with your neighbor's Celine Dion.

That harmony you hear is the power of music. *Music unites us, heals us, empowers us, and builds beautiful community, which is why you must continue to create music.* We've witnessed the power of music tonight, on this stage for the world to see, and we witness it every day. Bouncing from the speakers of our cars as we drop our children to school. Echoing through coffee shops and restaurants as we converse with friends. Filling our mind from our headphones as it immerses us into a different world.

Countless studies even assert benefits of music on our health. Music can be helpful in the treatment of a variety of conditions, from anxiety to chronic pain to dementia. In seventeen studies, music-based movement therapy showed improvements in motor function and balance of participants affected by Parkinson's disease. In nine other studies, music-based interventions improved depression symptoms. How profound is it that what we enjoy even has the ability to heal us?

Here at the Recording Academy, our mission is to recognize excellence in the recording arts and sciences, while cultivating the well-being of the music community. In 1989, we founded MusiCares, an independent 501(c)(3) non-profit dedicated to supporting the health and welfare of the music community. MusiCares provides preventative care, crisis relief, and recovery support, from financial assistance to humanitarian relief. We're proud to also share that our Grammy Museum also provides K-12 educational outreach and funding. Last year, we supported

over 700,000 students. On behalf of the Recording Academy, we will never cease our dedication to supporting music.

Music creates communities and builds relationships. What we cannot say in words we can say in music, which transcends language and brings learning and relation. From youth to adulthood, we participate in choir, bands, and concerts, building trust while fostering togetherness and teamwork that reverberates through all parts of our lives. We profess our love for one another through love songs that stand the test of time.

My message to you today is that you must never stop creating and consuming music. Whether you're a musician that has performed tonight on the Grammy's stage, a songwriter releasing your first song in your small town, an orchestra teacher at a high school, or a community coordinator of your city's concert series, your musical impact makes a difference in the world. As you leave this venue tonight, sing your favorite song aloud, and recall the way it makes you feel in your heart, your body, and your mind. Vow to never stop harnessing the power of music. And who knows? We might just see you on the Grammy's stage next year.

Sources:

<https://www.nccih.nih.gov/health/music-and-health-what-you-need-to-know>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10765015/>