

MUSIC WITH MEANING. LEARNING WITH PURPOSE.



Who We Are

MeMA-Music, Inc. is a Chicago-based youth development and arts nonprofit founded in 2011 that uses meaningful, message-driven music as a foundation for learning, reflection, and creative expression. Through music-based learning programs in schools and community settings, we use music as a lens for exploring identity, history, society, and the world around us while strengthening literacy, critical thinking, communication, self-expression, and social-emotional skills.

Our Approach

Music creates an immediate point of connection, helping participants engage deeply with ideas, perspectives, and experiences. Through guided lyric analysis, discussion, reflective writing, and creative expression, participants examine messages, think critically, connect learning to their own lives, and express their ideas and perspectives.

Rooted in Experience

MeMA-Music was founded by a former music industry executive with more than two decades of experience in the music business. That firsthand experience shapes how we teach, using music not simply as something to listen to, but as a lens for exploring its messages, history, and role in society and the world around us. Students gain an authentic perspective on music while developing literacy, critical thinking, communication, creative expression, and the skills to navigate today's world.

Who We Partner With

Schools
Community Organizations
Libraries
Youth & Family Programs
Faith-Based Organizations

Program Formats

In-School Residencies
After-School & Enrichment
Educational Workshops
Community & Family

VOICES IN ACTION



VOICES IN ACTION: Connecting History, Society, and the Ideas That Shape Our World

Audience

Middle and high school students

Best for

Standards-aligned instruction in literacy, historical and civic awareness, critical thinking, and interdisciplinary learning.

Overview

A standards-aligned, arts-integrated residency that uses powerful, message-driven music—from the transformative music of the 1960s–70s through today—as a lens for examining history, society, and issues that shape our world. Through guided lyric analysis, structured worksheets, and discussion, students analyze song messages, build background knowledge, and make connections between music, historical events, and contemporary issues. Students then research topics of their choice, evaluate what they learn, and apply their research through culminating creative projects that demonstrate their understanding and connect their learning to the world around them.

Key Outcomes

Strengthens close reading, comprehension, and critical thinking

Develops analysis of music, historical events, societal issues, and perspectives

Builds research skills through student-driven inquiry and investigation

Builds research and inquiry skills through student-driven investigation

Strengthens the ability to connect evidence, ideas, and perspectives

Applies learning through written, verbal, and creative projects that demonstrate understanding

Program Structure

Extended multi-session

Hands-on creative projects

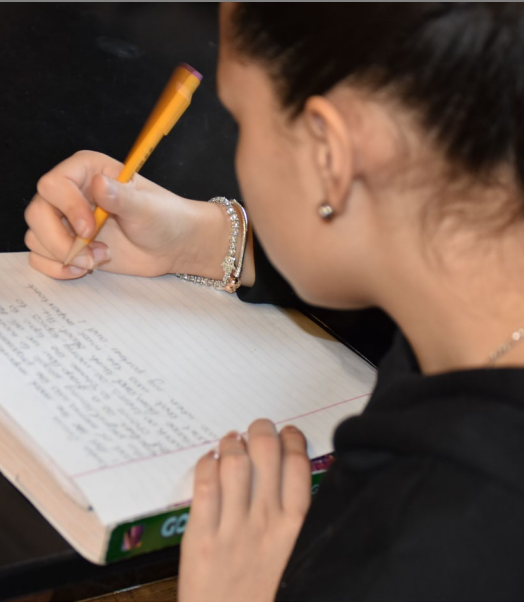
Culminating student showcase

Creative Responses

Creative Writing: Songs, poetry, lyrics, stories, and live performances

Visual art, multimedia presentations, PSAs, dramatic skits

INTROSPECTION



INTROSPECTION: Reflection, Expression, and Personal Growth

Audience

Ages 13+, including youth, young adults, and adults

Best for

Reflection, personal growth, communication, and self-expression.

Overview

A music-based program that uses meaningful songs, guided reflection, and creative writing to support personal growth, communication, and self-expression. Participants engage with music and explore lyrical themes such as identity, resilience, and life experiences, connecting song messages to their own perspectives through guided prompts and discussion. Each session concludes with a creative response: journaling, lyric writing, spoken word, or personal reflection, building toward a personal piece that reflects their voice and growth.

Key Outcomes

Develops greater self-awareness and reflection
Strengthens communication and self-expression

Builds confidence through creative writing and discussion

Encourages perspective-taking and personal growth

Program Structure

Extended multi-session
Hands-on creative projects
Culminating student showcase

Creative Responses

Reflective Journals
Written Reflections
Personal Narratives
Songwriting

MUSIC, MEDIA & MINDSET



MUSIC, MEDIA & MINDSET: How Music and Media Shape Perspectives

Audience

Ages 13+, including schools, youth programs, family engagement events, and community settings.

Best for

Media literacy, critical thinking, perspective-shaping, and family engagement.

Overview

Through music, media, guided discussion, and creative reflection, participants explore how the influences around them, including music, social media, peers, and personal experiences, can shape what they think, value, and see as normal. They learn to recognize those influences, question them when necessary, and make intentional choices about what reflects who they are and whom they want to become.

Key Outcomes

Understand how music and media can shape perception, attitudes, and choices

Explore the connection between messages, values, and decision-making

Builds critical media literacy and reflection skills

Recognize and articulate their own perspectives and voice through original writing or lyrics

Program Structure

Two 90-Minute Sessions

Music & Media Exploration

Guided Discussion & Reflection

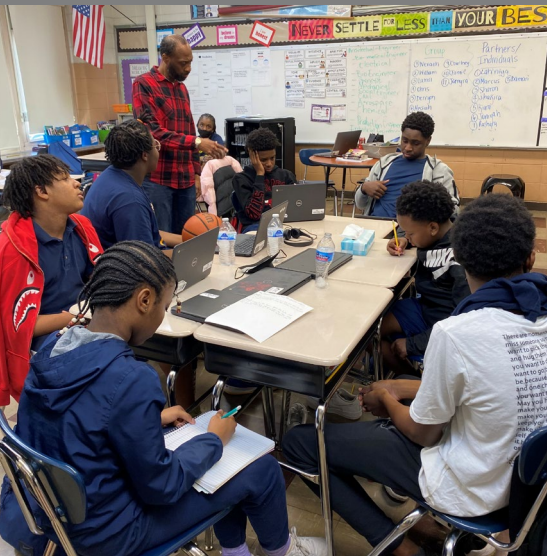
Creative Responses

Reflective Writing

Personal Perspectives

Original Lyrics

THE MAN I CHOOSE



THE MAN I CHOOSE: Identity, Values & Choices

Audience

Ages 13+, including schools, youth programs, and community settings.

Best for

Identity development, self-reflection, critical thinking, personal values, and healthy perspectives on masculinity.

Overview

A music-based program that uses song analysis, guided discussion, and reflective writing to help young men examine the messages they receive from music, media, family, peers, and society, and how those messages shape their identity, values, choices, and expectations of masculinity. Participants reflect on which messages and values align with who they are, consider the kind of man they want to be, and articulate the kind of man they choose to become.

Key Outcomes

Recognizes how music, media, and society shape ideas about masculinity

Builds confidence in expressing personal perspectives and defining personal values

Strengthens critical thinking about identity, values, choices, and expectations

Encourages intentional choices about the kind of man they choose to become

Program Structure

Two 90-Minute Sessions

Music & Media Analysis

Guided Discussion & Reflective Writing

Creative Responses

Reflective Writing

Songwriting & Lyrics

Personal Statement: The kind of man I choose to become

PROGRAM INFORMATION & PARTNERSHIP OPTIONS



EVERY PROGRAM INCLUDES:

Customized Curriculum, Lesson Planning & Program Preparation

Curriculum and lesson plans tailored to the program, participants, setting, and learning goals.

Curated Music & Media

Purposefully selected songs, lyrics, and media connected to program themes and learning objectives for analysis, discussion, reflection, and creative work.

Participant Learning Materials & Creative Activities

Program-specific worksheets, prompts, writing activities, and creative assignments that support learning and help participants develop and express their ideas.

Project & Showcase Planning

Coordination with the partner school or organization and planning for culminating projects, presentations, or showcases, including large-scale student showcases where applicable.

Experienced Teaching Artists

Skilled facilitation that combines music, guided discussion, inquiry, reflection, and creative expression.

Multi-Program Partnerships

Organizations booking multiple MeMA-Music programs may be eligible for preferred bundled pricing. Rates are based on the overall scope and structure of the engagement.

Community Partnership Pricing MeMA-Music recognizes that community-based organizations may have limited program budgets. Partnership pricing may be available for qualifying organizations based on program scope, available funding, and the structure of the engagement.

Program Scope & Pricing

Program fees are based on the standard program formats described in this guide. Final fees may vary based on group size, number of participant groups, extended program length, specialized customization, additional staffing, materials, or other project requirements.

Customized Programs

Programs can be tailored to meet the specific goals and needs of your school or organization, including its participants, schedule, and setting. Customized proposals are available upon request.



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Scan to learn more about our MeMA-Music