

Macmillan/McGraw-Hill “Spotlights” New Textbook

Andy Waterman Selected to Produce Marketing Materials

Media Contact: Lauren Price
(310) 202-0525
(310) 558-0573 Fax
E-mail: laurenpr@sbcglobal.net

Hollywood, California, September 15, 2004 – Andy Waterman, Sound Track/Multi-Media Producer, was the top choice from Macmillan/McGraw-Hill’s International production staff to produce the sales and marketing materials for “Spotlight On Music” – the new K through 8 music education textbook scheduled for release in 2005. At a time when arts education programs are being cut, “Spotlight On Music” represents a \$10 million investment by McGraw-Hill to reinvent elementary school music education and will be promoted directly to the school districts by Macmillan/McGraw-Hill sales reps.

Andy Waterman is recognized as an expert in music “edutainment.” For 20 years he has been the West coast producer for Hal Leonard, a leading education music publishing company which supervised the musical content of “Spotlight On Music.” John Higgins, Managing Producer & Editor of Hal Leonard, said that even after having worked together for years with Andy “we’re no longer surprised, but still delighted by the wide range of talented people that he brings into the team for our wildly varied recordings. However unique the task or obscure the musical style, Andy grasps the essence of the assignment and employs the appropriate casting and technology to make it happen.”

Andy was one of the four principal producers on the project which consists of more than 1500 songs. The excellence and professionalism of his work and his dedication to the ideals of the project made him the obvious choice to promote “Spotlight On Music.” Waterman wrote, directed and produced audio “infomercials” to demonstrate to music supervisors, school district decision makers and textbook adoption committees the creativity and innovation of the “Spotlight On Music” program. There are nine versions of the “infomercials” – each 60 minutes in length and grade specific. His marketing materials will reach school superintendents, music educators and teachers in over 16,000 school districts throughout the United States.

About Macmillan/McGraw Hill

Macmillan/McGraw-Hill is the elementary school publishing unit of the McGraw-Hill Companies which is number 132 on the Fortune 500. They are dedicated to educating children and to helping

education professionals by providing the highest quality materials and services. It is the company philosophy to make available to all students materials that are motivating and challenging; build, encourage and support success; provide opportunities for multiple learning experiences; and prepare students to be life-long learners and good citizens in a diverse and changing world.

About “Spotlight on Music”

“Spotlight On Music” is a multi-cultural learning approach that integrates music recorded in over 30 languages with other content and popular teaching themes. It supplies complete directions for holiday, seasonal or composer-related musical programs and activities involving grades K through 8. Each of the nine books are rich with graphic design and are augmented by 30 companion CD’s. In addition, the books for each grade level are supported by a CD-ROM providing interactive learning experiences and web-enabled teaching modules. Andy Waterman says of his involvement, “The challenge was to integrate highly graphic and multi-media materials to enhance the classroom experience for students, educators and parents.” Waterman adds, “It was such an honor to work on a project of this scope and importance. The positive feedback is the icing on the cake.”

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