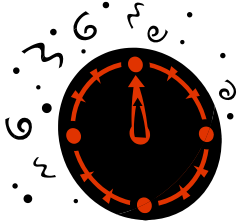




Plan on celebrating Play-the-Recorder Month in March!



PLAY-THE-RECORDER MONTH PLANNING TIMELINE

PRELIMINARY PLANNING

- ◆ Scope out suitable facilities as performance venues (*shopping mall, library, bank, bookstore, church, museum, etc.*).
- ◆ Choose music that's fun for audience listening and also fun for you to play; print out the specially designated PtRM piece mailed with your magazine (or download it from the ARS website: https://americanrecorder.org/play_the_recorder_month.php).
- ◆ Determine schedule; announce to your members in chapter meetings and publish in newsletters.
- ◆ March is also Early Music Month as designated by Early Music America. ARS is a partner with EMA; we encourage our members to check out their website (www.ema.org) to see even more ideas to mark and record this special month.

JANUARY

- ◆ Look for the **PtRM Information** sent electronically via the ARS NOVA e-newsletter to all members who choose to be on our email list; it is also available at www.americanrecorder.org under "Programs."
- ◆ Send a letter, email or call local radio stations requesting that they feature recorder music during March.
- ◆ Distribute to all local media (print and electronic) a general **Press Release** about Play-the-Recorder Month.

FEBRUARY

(Note: you may have to adjust the dates below to fit local media schedules)

- ◆ Approximately one month before your event, distribute to all local print media a **Public Service Announcement** (see **link on ARS website**) about your specific event, filled out with your local information.
- ◆ Approximately two weeks before your event (this may actually fall in February or March, depending on your event date), put up posters at high-traffic locations (*shopping mall, library, bank, bookstore, church, etc.*).

MARCH

- ◆ Hold your events. Take photos and have fun!
- ◆ Take flyers/brochures about your local chapter activities (meetings, workshops, where to sign up for beginning lessons, etc.).
- ◆ Take ARS membership flyers to your events (on the ARS website).
- ◆ Designate a chapter member to answer questions.
- ◆ **Recorder Day is March 16, 2019.** Have fun playing the recorder! **Be sure to play "Fantasia on Faithless Nancy Dawson" by Phil Neuman, published especially for this occasion.**

APRIL 15

Submit event report to ARS office for inclusion in Play-the-Recorder Month contests. Forms are on the ARS website. You can also send reports into EMA for any Early Music-themed events.

MAY

Evaluate this year's event and begin generating ideas for next year.