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 (https://www.earlymusicamerica.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 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 21, 2020. Have fun playing the recorder! Be sure to play “Ice and Rain and Snow” by Frances Blaker, published especially for this occasion.

APRIL 15

Submit event report to ARS office (director@americanrecorder.org) for inclusion in Play-the-Recorder Month contests. Forms are on the ARS website. You can also send reports to Early Music America (EMA) for Early Music-themed events.

MAY

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