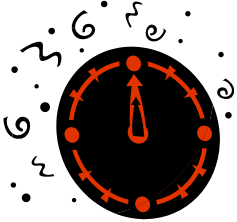




Plan on celebrating Play-the-Recorder Month in March!



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/ptrm>)).
- ◆ 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 <https://americanrecorder.org/ptrm>.
- ◆ 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.*), and post on social media.

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 Saturday, March 18, 2023.** Have fun playing the recorder! **Be sure to play "Quo Vadis?" by Victor Eijkhout, published especially for this occasion. (See the PtRM page for details -- <https://americanrecorder.org/ptrm>.)**

APRIL 15

Submit an event report to ARS office (director@americanrecorder.org) for inclusion in Play-the-Recorder Month reports. 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.