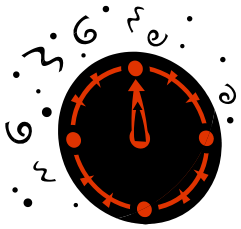
American Recorder Society

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 17, 2018**. Have fun playing the recorder! **Be sure to play "Fantasia" by Eric Haas which was composed especially for this event.**

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.