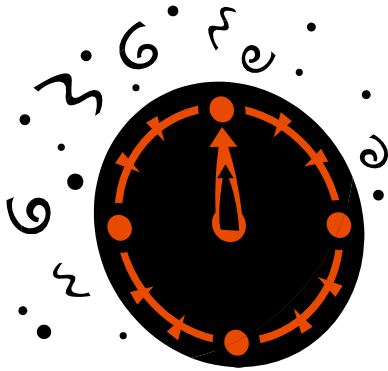




Plan on celebrating Play-the-Recorder Month!



PLAY-THE-RECORDER MONTH

PLANNING TIMELINE

PRELIMINARY PLANNING

- ◆ Scope out suitable facilities (*shopping mall, library, bank, bookstore, church, museum, etc.*)
- ◆ Choose music that's fun for audience listening and also fun for you to play
- ◆ Determine schedule; announce to your members in chapter meetings and publish in newsletters

JANUARY

- ◆ PtRM Packets sent the Chapter and Consort Representatives.
- ◆ Send to local radio stations a letter requesting that they feature recorder music during March
- ◆ Distribute to all local media (print and electronic) 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 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 flyers/brochures about your local chapter activities (meetings, workshops, where to sign up for beginning lessons, etc.)
- ◆ Take ARS membership flyers to your events
- ◆ Designate a chapter member to answer questions
- ◆ **March 20, 2010** Have fun playing the recorder!

APRIL 15

Submit event report to ARS office for inclusion in Play-the-Recorder Month contests

MAY

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