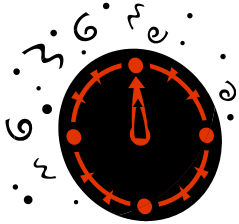




## Plan on celebrating Play-the-Recorder Month in March!



### 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](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](http://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](mailto: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.