



THE OFFICIAL NEWSLETTER OF THE PERCUSSION MARKETING COUNCIL

www.PlayDrums.com

NAMM 2022

The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

2022 International Drum Month: Lessons with Master Drummers

Percussion Marketing Council celebrates International Drum Month (May 2022) with an expanded consumer-focused Lesson with a Master giveaway and added music retailer connection. Winners from across the country will receive a free one-hour personalized lesson with one of these nationally recognized artists:

"As a past teaching participant in the Lesson with a Master 2020 giveaway, I was delighted to be invited by the Percussion Marketing Council to consult on shaping the artist roster for 2022. I admire the PMC's mission to provide free educational events and product giveaways with an equal opportunity for all who share in the joy of drumming to participate, expand, and improve,"

states David Stanoch, freelance artist / David Stanoch School of Drumming / 2018 recipient of the Yamaha Legacy in Education Award. "I'm very excited about the diverse and expert group of players/educators on board for this year—it's truly an incredible line-up!"



Drummers will be able to enter to win a one-hour online video lesson with their choice of acclaimed celebrity drummers and artists at PlayDrums.com. The special "Lesson with a Master" promotion is open mid-April through May 31st to anyone 14 years of age and older

In addition to the virtual Zoom lesson with a master drummer, this year PlayDrums.com will give each winner \$200 to spend at their local music store for new gear or drum lessons.

"With the assistance of our members, we are excited to present these masterful drummers, representing Dream Cymbals, DW, Paiste, SABIAN, Tamburo, Vater, and Yamaha, as participants in this year's International Drum Month 'Lesson with a Master' campaign," shares PMC Executive Director Antoinette Follett. "On top of the amazing lesson experience, we want to help connect these drummers with their local music retailer with a gift card to add to their percussion gear or to engage in lessons on a regular schedule."

who's been playing drums for a minimum of one year. Each artist will also engage participants and attract new entries via social media channels throughout International Drum Month. Music retailers interested in partnering with this promotion and being listed on the website, should contact us at info@playdrums.com.

As the official trade association of the percussion industry, PlayDrums.com connects the activities of our members, drummers, and percussion community. The success and ongoing development of PlayDrums.com programs is a direct result of the support and commitment of our Percussion Marketing Council members.



From the Executive Director

Creating Opportunities for People to Engage with Drums and Percussion Instruments in More Meaningful Ways

For more than 25 years our nonprofit trade association, the Percussion Marketing Council, has united the percussion instrument industry. I became Executive Director during the uncertainty of the challenging pandemic years when many of the hands-on, in-school PMC drum programs were abruptly postponed and canceled. We took this unique opportunity to re-invigorate our education and promotional programs. In 2021-22, the PMC has:

- Reorganized all educational programs as Experience Drumming! a flagship initiative supported in part by a grant from the NAMM Foundation
- Established a new Fun with Drums video series for remote learning
- Expanded May's International Drum Month initiatives with Lesson with a Master giveaways to heighten awareness of drums and drumming

In 2022, you'll find us revamping our website to be more engaging in the positive aspect of drumming. All of the educational, leadership, team-building, focus, cathartic, and stress-releasing skills and aspects will be represented. We'll be including resources for learning to anyone who visits **PlayDrums.com!**

Member participation is essential in sustaining and building back the programs that help grow the percussion industry and stabilize our organization for future generations. Attracting people of all ages to pick up drumming for the first time builds in a self-sustaining flow of new enthusiasts and as the rising tide lifts all ships, we'll all be winners. Industry engagement is vital to spotlighting the benefits of learning and playing drums, creating new players, and growing the market for the benefit of all.

This momentum can only continue with your support and participation in the PMC. We, the percussion industry, can lockstep to drive an entirely new generation of drummers! Together we can do more.

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PMC is pleased to welcome four first-time member companies:



PMC Expands Board of Directors

The Percussion Marketing Council (**PMC/PlayDrums.com**) announces the appointment of new members of the organization's Board of Directors, effective February 2022.



"We are excited to have new board leadership sign up to help PlayDrums.com gain momentum in 2022. This is a great opportunity to include new leadership perspectives in our Board of Directors," said Antoinette Follett, PMC Executive Director.

Joining long-time board members **Stacey Montgomery-Clark** from Sabian and **Jennifer Paisley** from Alfred Music are **David Cywinski**, sales manager, drums and percussion at Hal



Leonard; **Antonio Ferranti**, president of Proel North America/Tamburo Drums; **Dendy Jarrett**, executive director of Gibson Gives Foundation; **Matt Rudin**, marketing manager, drums at Yamaha Corporation of America; artist representative **David Stanoch** (drum set artist and educator); and retailer representative **Shane Kinney** (owner, Drum Center of Portsmouth).

"The all-volunteer PMC Board governs the direction and impact of our many initiatives. I am excited to have these new individuals add their voices to the collective bench strength of the

board, which is intent on growing the market for drums and percussion."

To find out how your company or brand can participate with PlayDrums.com, contact PMC Executive Director Antoinette Follett at info@PlayDrums.com or call 315-383-1028.

VISION: We recognize the innate human connection with rhythmic and percussive activities and believe all people, regardless of age, gender, ethnicity, or ability, should have access to explore one of the easiest and most basic music-making activities -- drumming.

MISSION: The PMC's mission is to increase interest and engagement in drumming and percussion activities by advocating for music education programs, expanding access to percussion instruments, and inspiring music-making opportunities.

1995-2020
PMC
25th Anniversary

PLAYDRUMS.com

PlayDrums.com connects the activities of our members, drummers, and percussion community.

NAMM Foundation Grant Expands Experience Drumming! Program

This year's NAMM Foundation grant award returns the Percussion Marketing Council to pre-pandemic funding levels, a vote of confidence for the organization's vision for the future. PMC/PlayDrums.com will be able to engage many more percussive arts leaders and expand access and geographic reach for its percussion education events.

For more than 25 years, the PMC has been dedicated to stimulating interest in and engagement with percussion instruments. During the pandemic, as in-person activities were curtailed, the PMC developed the Fun with Drums library of videos to keep individuals and families interested in various aspects of rhythm and drumming. While remaining cautious as public health concerns continue, the Percussion Marketing Council has plans to strengthen and sustain market development and experiential education programs.

"We are excited to take our community-based learning events even further than before," said Stacey Montgomery-Clark, PMC Board Member. "We had the opportunity to assess our existing programs this year and determined



there is demand for drumming experiential education events beyond the classroom. We look forward to a great year ahead, thanks to the steadfast generosity of the NAMM Foundation."

The NAMM Foundation named the Percussion Marketing Council one of 28 entities delivering vital programs that provide access to music making opportunities. This year's support will help the organization reinvigorate and expand percussion educational experiences in schools, libraries, and community settings

Experience Drumming! is the flagship learning initiative of the Percussion Marketing Council offering experiential and interactive drumming events for groups of all ages and abilities in the United States. Current components include Percussion in the Schools and Libraries, Drums Across America, and more.

In 2022, PlayDrums.com will reactivate in-person events in communities where it is safe, curate the video series with dynamic presenters and topics, engage many more percussive arts leaders, and expand access and geographic reach for percussion education events.

Experience Drumming! goals:

- Increase access to in-person and virtual drumming experiences in the United States to create more music makers.
- Expand the number of participating percussive arts leaders in 2021-2022.
- Extend the program beyond the existing footprint to as many as 10 additional states in 2021-22.
- Revitalize relationships with key partner organizations including the Percussive Arts Society, the National Association for Music Education, the National Association for School Music Dealers, and more.

The connecting and learning portal at PlayDrums.com will invite new percussive arts leaders to bring in-person experiential and interactive drumming events to additional communities. A call for new drum program leaders will expand the roster of communities involved in all initiatives.

Dancing Drum: Bringing Interactive Drumming Programs Back to Schools with DrumSafe

With schools shutting down access to teaching artists and performers during the COVID-19 pandemic, it was essential to adapt interactive drumming programs to work with the new health guidelines and restrictions.

In May 2021, Dancing Drum launched the DrumSafe program model at over 15 schools throughout Alabama and Georgia. It was a huge success and gave students an opportunity to experience the thrill of drumming together again!

To heighten the cleanliness in their interactive drumming programs, Dancing Drum transitioned away from hand drums to only using stick drums. The program uses Dancing Drum's djun-djun drums with plastic TubeStix, which can be easily sanitized in between uses.

During the drumming workshops, students receive their own pair of TubeStix to play on the drums and do not share them with other students. Their TubeStix are the only thing they hold in their hands as they rotate around



to play different drums in the workshop. After each drumming session is over, students clean their TubeStix with a sanitizing wipe and drop them in a bucket. Once inside the bucket, they are sanitized and ready for the next group of students to use in their drumming

workshop. For social distancing, workshops were offered in smaller groups and with shortened workshop times.

These adaptations helped Dancing Drum control the cleanliness and safety of the interactive program. Teachers and administrators pleased at how the DrumSafe program model worked to maintain the health and safety of their students and school.

Dancing Drum is now booking in-person DrumSafe programs for the 2021-2022 school year as it begins to overcome the challenges faced during the COVID-19 pandemic. Find out more at: <https://dancingdrum.com/pages/drum-safe>.

Calling All Drummers, Percussion Arts Leaders, Drum Instructors!

Experience Drumming! offers interactive and educational drumming events for groups of all ages and abilities. Interested in applying to be an event facilitator? We're growing our database of qualified leaders and facilitators. Let's create more drummers together!

Visit www.PlayDrums.com/drummers-connected to learn about the **Experience Drumming!** educational program, funding opportunities for Experience Drumming! facilitators, and other percussion industry news.

THANK YOU!

The success and ongoing development of the Percussion Marketing Council is a direct result of the commitment and support of the current PMC Membership Roster. The PMC Executive Committee wishes to acknowledge and thank each member and representative for the continued support to our organization and the percussion industry:



MEMBERSHIP CATEGORIES:

MUSIC INDUSTRY: Open to all percussion/music industry manufacturers, distributors, and publishers. Join the leaders of our industry in developing and growing these exciting programs to strengthen business and create more drummers.

RETAIL PARTNERS: Offering an opportunity for our friends in retail music stores, drum shops, non-percussion publications, and music/ percussion associations to contribute and help develop programs to encourage and grow new drummers.

FRIENDS OF THE PMC brings a long-needed answer to the many teachers, players, schools, studios, and individual players who've asked, "How can I get involved with the PMC and its programs?"

If you are not already a member of PMC and want to participate in our mission to increase the drum and percussion market, contact us today!

Get featured on the PlayDrums.com website & Instagram

The Percussion Marketing Council supports drummers of all ages, experience levels and styles, and we want to give you your time in the spotlight! When you post a drumming video on Instagram, tag your post with our hashtag #PlayDrums for a chance to be featured. Member news, videos and posts will be reposted on our Instagram and Facebook accounts, as well as featured on the www.playdrums.com home page.



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