



October 12, 2006

To: All Percussion Marketing Council Members

From: Brad Smith, PMC Co-Executive Director

Percussion Marketing Council Membership Fall Newsletter

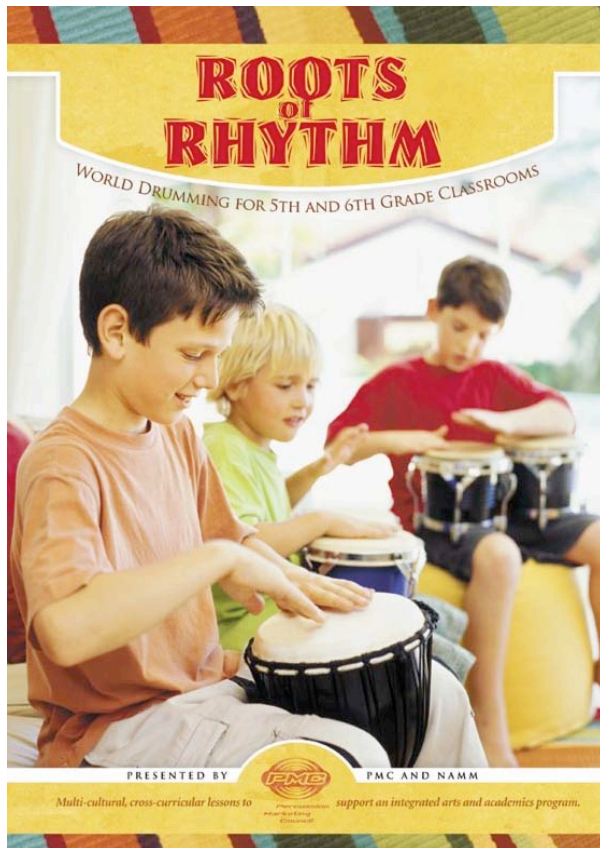
NOVEMBER IS INTERNATIONAL DRUM MONTH. The annual PMC focus in November is geared to a wide spread audience awareness of “drums and drumming”, which will once again be administered by IDM Chairman, Pat Brown. The message this year will build upon the diverse audiences that continue to express interest in percussion and that drumming is becoming a recreational life-style in addition to the enhancement of life-skills as a direct result of the music-making experience.

PMC’s publicity firm Bentley-Hall has already geared-up with the national distribution of IDM press releases to all relevant media which target six major consumer markets: parents, teens, kids, Latino and general consumers. These press releases will promote the benefits of drumming and encourage readers to contact PMC and our NAMM affiliates. Bentley-Hall estimates that over 5400 media outlets will receive this message, resulting in millions of impressions. Media press coverage will be supported by a national advertising campaign appearing in both trade and consumer music publications. Special emphasis this year will also be placed on message exposure in non-music publications.

NAMM’s teen website, *The Music Edge* will build upon the annual IDM press and promotions by creating a consumer contest with prize packages contributed by PMC members. PMC members, who donate prizes, will get product and logo exposure in addition to direct sponsorship website links. Product contributions must be communicated to both Karl Dustman (kbdustman@aol.com) and Pat Brown (patb@promark.com) by Friday, October 13.

ROOTS OF RHYTHM TEACHERS WORKSHOPS.

Further program development and implementations were completed during the 2nd and 3rd quarters. ROR Teacher Training Sessions are scheduled for approximately 18 IHOB locations by the end of 2006. The impact of these sessions in the classroom could reach more than 18,000 5th & 6th grade students by December, 2006. A listing of all workshop participating teachers has been provided to all PMC members for further product exposure contact directed to these class-room educators.



Targeted Roots Of Rhythm program exposure and promotion will be launched this November with the release of a full-color, 12 page brochure inserted into the November issue of **Musical Merchandise Review** magazine. David Levine, ROR Program Chairman, indicated the purpose of this magazine insertion is to increase awareness of the program to all Music Retailers while providing an introductory curriculum tool for retailers to share with local general curriculum educators and music teacher contacts. The PMC expects a strong response to this educational program and will use the NAMM web-based Retailer Locator by state to connect dealers and teachers with the instruments and materials needed to support and implement this workshop. Extra copies of this brochure will be available through the PMC.

PERCUSSION IN THE SCHOOLS- PMC's new in-school percussion concert assembly program will be launched in October, designed to bring cooperative percussion ensemble school assembly concerts into elementary and middle schools on a national scope. Professional educationally-oriented percussion groups will bring non-player student audiences closer in contact to the enjoyment, satisfaction and excitement of playing a percussion musical instrument for the very first time. Student-parent take-home educational support materials will be provided, including local music retailer locations and learning resources provided through NAMM's web-based Retailer Locator resource.

Administered by PMC Advisory Board members, Juan Berrios (Meinl USA-Nashville) and Tom Shelley, (CEO Universal Percussion, Northeast Ohio), the PMC is contacting qualified performance groups. Each PMC membership firm is encouraged to share this information with professional multi-percussion performing groups that would be interested in getting involved in this paid-for in-school concert activity. Details and downloadable forms for ensembles and hosting schools will be available through the PMC website (www.PLAYDRUMS.com) by the end of October.



NAMM-PMC SUMMER SESSION DRUM CIRCLE July marked the completion of another collaboration between NAMM and the PMC at this year's successful Summer Session in Austin, Texas. PMC utilized the services of internationally renown facilitator KALANI, to conduct the drum circle. All participant and facilitator instruments were provided by generous members of the PMC. Drum Circle events consistently prove that music retailers can create more players, reaching out to the non-playing market in their local areas, through this tried and tested music-making experience.

WELCOME NEW ADVISORY BOARD MEMBER

PMC Member, **Carol Calato (Regal Tip/Calato)** has volunteered to serve the PMC in a more active role as PMC's Website Administrator. In this role Carol will be working closely with the PMC Executive Committee, other Advisory Board Members and our web-designer. This position coordinates and assures that all PMC programs, campaigns, press releases and new member identification gets posted to the www.playdrums.com website in a timely manner. We welcome Carol's added contribution of her time and expertise within the PMC organization.

Any current PMC Member seeking to get more involved in the organization, serve on the Advisory Board or participate further in the activities and programs is welcomed to contact Karl Dustman, PMC Co-Executive Director at kbdustman@aol.com or call him at Dustman & Associates, 440-582-7006.

MARK YOUR CALENDARS,.....ALL PMC MEMBER ANNUAL MEETING;

Plan on attending the annual ALL PMC MEMBERS MEETING, scheduled for **Wednesday, January 17th, 2007 2:30-4:30pm in the Anaheim Convention Center.** (The exact room name/location will be advised shortly). This is open to our entire membership, guests, media and special invitations. PMC program plans for the coming year as well as a 2006 year-end wrap-up will be included.

All PMC Members are encouraged to bring an industry colleague to this meeting that is currently NOT a member of the organization. Please advise Karl Dustman in advance of any guest you plan on bringing to this meeting.

Thank you for your continued support of and participation in the Percussion Marketing Council

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