

**FOR IMMEDIATE RELEASE**

April 8, 2009

Contact: Honore Stockley (315) 422-4488 ext. 104

Photo Available

**Percussion Marketing Council announces appointment of  
Dr. Craig Woodson as Roots of Rhythm Program Director**

The Executive Committee of the Percussion Marketing Council announced the appointment of Dr. Craig Woodson to the position of Roots of Rhythm Program Director, effective March 1, 2009. Concluding a careful review of all candidates, the officers of the PMC unanimously voted to install Dr. Woodson to this position, who also holds a seat on the Advisory Board.

Considering Dr. Woodson's long background with the Roots of Rhythm program as the author of this sixteen-chapter curriculum as well as serving as the PMC's Master Workshop Facilitator for almost every workshop, it became a natural choice to position the entire program under Dr. Woodson's leadership and direction for the future.

Dr. Woodson has been involved in almost every aspect of the music industry and education for over 40 years. His extensive work in recording studios (Columbia), movies ("Elvis"), instrument design (Remo), educational concerts (Kronos Quartet), school programs (Los Angeles Music Center), provided the foundation to build his world music consultancy (Ethnomusic, Inc.). His past years of overseas musical work (Ghana) now include recent humanitarian percussion programs in Iraq, Indonesia, and with Sudanese refugees. His focus has been on bringing traditional percussion instruments and the making of simple K-12 world instruments as a way of increasing cultural awareness. He is currently forming a non-profit organization, Drums for Humanity.

Dr. Woodson states, "My intention is to bring this important curriculum to an even wider audience of teachers and students, growing the number of Roots of Rhythm participants through workshops for trainers and teachers using our extensive connections to the K-12 academic standards and multicultural literature. Such applications have been greatly appreciated by educators and will assist music retailers in building sales throughout the US and the world." He goes on to note, that based on his recent trip to the Middle East, "The newest ROR offering, the Special Edition, Chapter 16, entitled 'The Daf in Iraq', brings the timely message showing how drumming can play an important role in building peace in our world today."

The PMC indicates the transition process has been implemented with specific goals and assignments, which support the mission of the organization and the diverse PMC membership. A foremost top priority has been placed on connecting teachers and music retailers in building the use and application of the Roots of Rhythm program in school curriculums.

The first initiative of completing that goal was implemented during the NASMD (National Association of School Music Dealers) Conference April 4th, 2009 in Tucson, Arizona when Dr, Woodson made a formal presentation to attending school music retailers about the Roots of

Rhythm program and its opportunity for increasing percussion instrument sales and building relationships with non-traditional school music programs.

**About the PMC**

Formed in 1995, the Percussion Marketing Council is the percussion industry's trade organization. The PMC is a non-profit with a mission to actively promote the many benefits of drumming to the general public. The organization's mission is to provide professional marketing and advertising campaigns, programs and activities that bring increased public awareness to drumming, thus increasing the number of people playing all types of drums. For more information, visit PMC's website at [www.playdrums.com](http://www.playdrums.com).

# # #