



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

FALL 2019

www.playdrums.com

Welcome to the Fall 2019 Newsletter. The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

Cindy Blackman Santana Welcomes PMC's International Drum Month "Roadie for a Day" Grand Prize Winner

The Percussion Marketing Council (PMC) celebrated the 2019 International Drum Month (IDM) "Roadie for a Day" grand prize winner Anthony Lowe. This year's winner received a backstage tour and visit with celebrity spokesperson and internationally acclaimed drummer Cindy Blackman Santana at the Santana concert in Tinley Park, Illinois on August 4th. Lowe had an all-access backstage experience. Before the show, Cindy's drum tech gave Lowe a detailed tour of her kit as it sat on stage. Lowe learned about her monitoring system, how she rotates her sticks, and unique aspect to her approach for a long show. Cindy Blackman Santana was a gracious host, bringing Lowe and his wife into her private dressing room. She explained how she prepares for each show, her special diet, and her practice routine. The winner also received a special gift package from the PMC members which included a crash cymbal, drum sticks, and a wide assortment of branded merchandise.

International Drum Month remains the PMC's longest-running flagship promotion campaign. Beginning in 1995, it continues to engage all facets of the percussion industry. This promotion con-

nects drummers of all ages and abilities, through the PMC's website, playdrums.com, and at participating local music stores and drum shops. Partici-

pating retailers received the free in-store life-size Cindy Blackman Santana stand-up display, attracting entries for the "Roadie for a Day" grand prize.



2019 "Roadie for a Day" grand prize winner Anthony Lowe with drummer/host Cindy Blackman Santana, and PMC representative Brad Smith.

This year's "Drum Roadie for a Day" winner from the Chicago suburbs was selected from the nearly one-thousand contest entries. The 26-year-old explained, "This experience has allowed me to meet Cindy Blackman Santana and her drum tech. Having these professionals give me such valuable information on her drum set, how she plays and tunes her drums has been a tremendous learning experience. They helped me realize that I can do this, too. Thank you, PMC, for helping the drum community."

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Roadie for a Day Grand Prize Winner

(continued from page 1)

“Cindy Blackman Santana was a fantastic celebrity drummer and IDM event host who enjoyed giving this educational experience to this year’s winner. Every year the PMC hosts this contest where



2019 “Roadie for a Day” grand prize winner Anthony Lowe sits behind drummer/host Cindy Blackman Santana’s special gold kit.

one lucky winner receives a life-changing experience. This connection of the percussion industry, music retailers, and the drumming community throughout the country is amazing and grows every year,” commented PMC representative and on-location host Brad Smith.

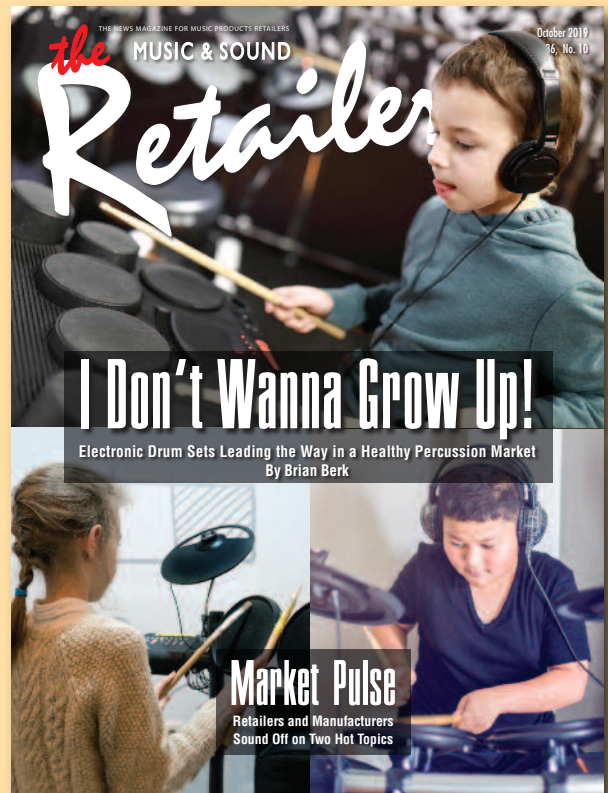


2019 “Roadie for a Day” grand prize winner Anthony Lowe with autographed sticks backstage at the August 4th Carlos Santana concert in Tinley Park, IL.

“The 2019 International Drum Month campaign and ‘Roadie for a Day’ grand prize received widespread interest and support from the entire percussion industry,” says PMC Co-Executive Director Karl Dustman. “We saw growing participation from drum retailers nationwide, all developing their own regional International Drum Month promotion and event theme. Over 1,000 “Roadie contest” entries were processed, and more than 145,000 social media impressions were recorded. Plans are already developing for the PMC’s 25-year anniversary in 2020 with a completely new May International Drum Month theme and market development initiative.” Manufacturers, distributors, retailers, publishers, and anyone interested in participating in International Drum Month (May 2020) can contact the PMC through PlayDrums.com for more information on any of these initiatives or for membership information.

>> Recent Article

Once again the PMC draws national attention with its inclusion in the October feature story on percussion, appearing in *Music & Sound Retailer* magazine. This feature editorial touches on the present and future for the industry and how the PMC is contributing to expanding the market while creating more players and customers for all percussion products.



25th Anniversary Celebration of the PMC Starting to Gear-up

2020 starts a 12-month celebration of the PMC's success and development over the past 25 years. As the percussion industry's official non-profit trade association, the PMC and its members have contributed to the growth and diversification of the percussion industry. Next year, the runway is set for an even bigger contribution to the world of percussion through three primary events and activities that will draw national attention and support.

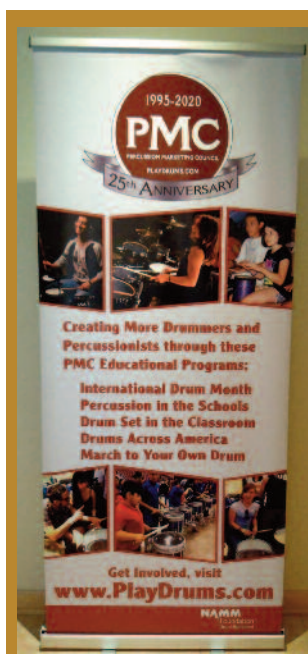
Beyond creating and using a fancy new PMC Anniversary logo all year, special emphasis is made to get everyone involved in the celebration, including percussion retailers, consumers and all PMC members. At press time, the Executive Committee provided the following snapshot of plans for 2020:



“GET YOUR STICKS TOGETHER”: A program to connect existing players and wanna-be players to receiving FREE drum lessons through their local music or drum shop that offers private lessons.

LIMITED EDITION COMMEMORATIVE PRODUCTS: A select assortment of membership-branded snare drums, cymbals and hand-drumming instruments will be assembled for monthly consumer drawing as part of the annual May International Drum Month campaign. Each product will have the special PMC 25th Anniversary Logo badge affixed.

“LEARN FROM A MASTER”: A once-in-a-lifetime opportunity to win a one-hour private lesson with an internationally recognized Celebrity Drummer from the roster that PMC Members and Officers are assembling for launch during May's International Drum Month.



NEW PMC BANNER Appearing at All PMC Events & Activities for 2020

The 25th Anniversary Celebration starts early with the use of the new PMC identification banners now being used at all PMC educational programs, campaigns and events. This banner draws attention to the specific educational and market development programs the PMC creates and offers to the percussion world.

Become Part of the 25th Anniversary Celebration!

Calling all PMC members that manufacture or distribute snare drums, cymbals or hand-drumming instruments.

Become part of the 25th Anniversary Celebration and International Drum Month by providing a one-of-a-kind instrument for the commemorative collection contest starting in May of 2020. A special PMC Anniversary commemorative logo will be affixed to your product and included in the national campaign recognizing your participation, product and brand. Complete details can be obtained by reaching Antoinette Follett at antoinette.follett@gmail.com.

Drum Set in the Classroom Expands Workshop Schedule



Motherland Music, Los Angeles CA

Drum Set in the Classroom (DSC) is a national Percussion Marketing Council (PMC) program developed and presented by Dr. Craig Woodson. With support from the NAMM Founda-

tion, DSC presents teacher in-service workshops, school assemblies, classroom events and other public programs to encourage people of all ages and backgrounds to play the drum set. Using both acoustic and electronic drum sets specifically sized to the player, the sessions bring a variety of drum kit techniques to those who have little or no experience on the instrument. The program's goal in schools is to reach elementary and middle school teachers who will in turn bring this introductory drum set playing experience to hundreds of students in general music classes and also to non-musical health and wellness applications.



Remo Music Center, Los Angeles CA

By teachers and students both learning basic rock rhythms and techniques in popular music, there is an immediate connection to music-making and playing along with recordings, the radio or other musicians. The electronic kits provide for self-recording which bring further self-analysis and faster improvement. Drum Set in the Classroom events take place in elementary and middle schools, colleges/universities, hospitals, state and national conferences, and arts and cultural centers. Anyone interested in hosting a Drum Set in the Classroom event should visit www.playdrums.com for more information.



2019-2020 Workshop Dates

October 3: Association for the Study of African American Life and History,(ASALH), Charleston, SC

October 17: Menlo Park Academy, assembly and workshops, Cleveland, OH

October 29: Hesby Oaks Leadership Academy, assembly and workshops, Los Angeles, CA

November 2: Motherland Music, workshop, Inglewood, CA

November 8: Very Special Arts Festival, workshop, Los Angeles, CA

December 14: Motherland Music, workshop, Inglewood, CA

January 18: NAMM Educator's Day, PMC presentation, Anaheim, CA

January TBD: Woodland Elementary, assemblies and workshops, Cleveland, OH

February TBD: OMEA, workshop, Cincinnati, OH

May 5-7: STEAM Center, assemblies and workshops, Merced, CA

June 23-26: Ethnomusic Studio, graduate course, Chagrin Falls, OH

June 28: ComFest, drum circles, Columbus, OH

2020 Members Meeting Save The Date! Thursday, January 16th at the NAMM Show



ALL

MEMBER

MEETING



January Members' Meeting and Percussion Industry Gathering during the NAMM Show in Anaheim!

The annual meeting is open to all Percussion Manufacturers, Distributors, Publishers, Educators, Retailers, and Percussion Industry professionals. The date is set for Thursday January 16th — Watch for further details on location, time and special announcements planned. Join us to learn about the new programs connected to the PMC's 25th Anniversary 2020 year-long celebration and related events! This year's meeting will focus on new market development initiatives that include percussion retailers, PMC members and percussion consumers.

ATTENTION PROFESSIONAL PERCUSSION EDUCATION FACILITATORS!

The highly successful **Percussion in the Schools** Program is seeking more dedicated percussion teachers and instructors throughout the United States to bring and conduct percussion presentations in the local schools and districts where you already have relationships and contacts. The PMC co-ops your determined Facilitator Fee for conducting an all-school percussion-learning assembly, allowing hands-on educational experiences for students, classroom teachers and administration. Your experience in teaching percussion and your passion for sharing your love of drums and drumming can qualify you to become an authorized Percussion In The Schools Program Facilitator. Request details by e-mailing kbdustman@aol.com.

PMC

www.playdrums.com

PMC Receives Grant from The NAMM Foundation

Percussion Marketing Council has been named a grant recipient of The NAMM Foundation. The organization was selected as one of 28 music-making organizations to receive a grant to fund vital programs that provide access to music-making opportunities across a variety of different communities and demographics. The grants serve to underscore the Foundation's mission to advance participation in music making and offer quality access to all people.

As one of 28 recipients, the Percussion Marketing Council is a consistent recipient of NAMM Foundation funding for the Percussion in the Schools program and other music-making campaigns and initiatives. "Through the transformative work of these organizations, thousands of people will discover or advance their love and desires for making music," said Mary Luehrsen, Executive Director of The NAMM Foundation. "And these projects also advance new music learning experiences and capacity—all essential for creating more music makers."

The NAMM Foundation funding helps support the organization's many programs dedicated to increasing public awareness of drums

and drumming, while creating educational and market development programs and campaigns that reach all audiences and benefit music retail merchants.

PMC Co-Executive Director, Karl Dustman commented, "The PMC has worked closely with the NAMM Foundation for more than a decade to design and implement educational programs and events specifically created for students, schools, parents, teachers and music retailers. Providing this positive educational

experience to first-time players is essential to growing the market for all percussion instruments. The entire membership of the PMC is grateful to the NAMM Foundation for consistent guidance and financial support allowing a tremendous impact on all populations getting started playing a musical instrument through percussion."

Since its inception in 1994, The NAMM Foundation's annual grant program has donated more than \$18 million in support to domestic and international music education programs, scientific research, advocacy and public service programs related to music-making. The grants are funded in part by donations from the National Association of Music Merchants and its 10,400 member companies worldwide.



Get featured on the PlayDrums.com website & Instagram

Share this with your social media manager!

The Percussion Marketing Council support 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.

By increasing the PMC's content related to consumers and local percussion retailer connections, the PMC continues to create more drummers, customers and interest in learning and playing drums for the percussion industry's trade association. The PMC social media accounts continue to grow monthly. Be sure to follow us!



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PMC Official Hashtag:
#PlayDrums

CALLING ALL PERCUSSION RETAILERS:

Schedule your PMC DRUMS ACROSS AMERICA TENT and Free Drum Lesson Lab NOW!

Be the first in your area to create new drum customers by offering a first free five-minute drum lesson to your community. The PMC provides the loaner event tent free-of-charge along with various beginner drummer materials and novelties to help you build your studio-lesson program. It's simple, cost-effective and your drum teachers will love it.



It all begins by visiting the PMC website Drums Across America page, www.playdrums.com/drums-across-america, downloading and completing the event planner template and then begin working directly with the PMC headquarters on planning your event.

GET STARTED NOW in planning and scheduling the free PMC Lesson Lab tent for your event and start creating new drum students, players and customers through the educational outreach program.

Swag Bag Giveaways!

Recognizing the power of online contests to attract new visitors to the website and social media channels, the PMC PlayDrums.com website and social media accounts continue with monthly random drawing giveaway for a PMC Membership Swag package.



May Winner: Mike Parrell,
Chantilly, Va



June Winner: Jessica Nguyen,
Eules, TX

July Winner:
Max Stratton,
Wilmington, DE

August Winner:
Paige Durr,
Irving, TX

Our 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:



PMC GOALS

- To promote drumming as a positive experience for all individuals regardless of age, gender, musical background, economic means, education or geographic location.
- To expand both the percussion market and demand for percussion instruments through the increased visibility of all forms of percussion.
- To unify the percussion products industry to create a stronger voice in the music industry and a forum for greater communication among all companies and members.

WANT TO GET INVOLVED MORE IN THE PMC? BECOME A MEMBER!

Membership to the PMC is open to all percussion industry manufacturers, distributors, publishers, percussion organization, as well as educational festivals/events. As a non-profit, all-volunteer organization, we are always looking for industry support, individual creativity and guidance by expanding the membership and industry-wide participation.

By visiting the playdrums.com website and reviewing our existing programs, you will be able to envision how your company's brand, products, and services can benefit from participating in great programs such as **International Drum Month**, **Percussion in the Schools**, **Drum Set in the Classroom**, **Drums Across America**, **Hand Drumming for Life** and **March to Your Own Drum**.

Membership firms become eligible to serve on the Advisory Board or Executive Committee where vacancies may occur. The application process is simple; annual dues are based upon your self-determined plateau placement, and your organization will be automatically included in ALL PMC promotions and logo placements throughout the year.

Contact the PMC office to request a New Member Application, email: kbdustman@aol.com or call: 440-582-7006.

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