



THE OFFICIAL NEWSLETTER OF THE
PERCUSSION MARKETING COUNCIL

www.PlayDrums.com

FALL 2021

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

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.

NAMM
Foundation®
Grant Recipient

"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.

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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 2021-2022, **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. Find more information on the PMC programs and how you can participate at www.playdrums.com/experience-drumming.

PMC Helps Drive Traffic to Retail Drum Stores with Lesson Giveaway

The pandemic has wreaked havoc on store traffic and music lesson programs. The Percussion Marketing Council (PMC/PlayDrums.com) is helping retailers drum up new students with the “Get Drumming” giveaway. The PMC aims to connect drum students to local retailers who offer in-store (or online) private drum lessons. “Get Drumming” winners receive four prepaid drum lessons with a practice pad and new drum sticks to get started at home from a local drum or music retail outlet, courtesy of the PMC.

Retailers interested in participating can receive free national exposure for their lesson programs by joining the promotion locally, thereby increasing their lesson programs’ visibility. PlayDrums.com is providing retailers free social media promotional tools to publicize their store’s drum lessons and encourage students to enter. All music retailers with lesson programs are eligible to participate. Sign up today to participate and download new assets and digital ads: www.PlayDrums.com/retailers.



Get Drumming!

ENTER FOR A CHANCE TO WIN:
STICKS, DRUM PAD, AND FREE DRUM LESSONS!

.....

To enter, simply fill out the form below with your contact information and the information for your local music retailer, store, or drum shop of choice that offers private drum lessons.

If you are selected as a winner, your lessons will be paid for by PlayDrums.com!

Percussion Marketing Council Opens Search to Expand Executive Board

Diverse, up-and-coming leaders in the music products industry, including percussion manufacturers, music retailers, percussionists, and drummers are encouraged to apply.

PMC announces the expansion its board of directors, as long-term board member David Jewell transitions to an advisory role upon his retirement from his position as partnerships and alliances manager at Yamaha Corporation of America.



PMC Board member David Jewell

Founded in 1995, the Percussion Marketing Council, through **PlayDrums.com**, connects the activities of our members, drummers, and the percussion community. As a nonprofit trade organization, the PMC is governed by an all-volunteer executive and advisory board. Board positions represent various facets of the organization, including industry relations, membership, community outreach, and music education. PMC is a consistent recipient of NAMM Foundation funding for various educational programs and other music making campaigns and initiatives.

“It has been an honor to serve on the executive board of the PMC for over 10 years,” says Jewell. “I have worked with some incredible people on the PMC, and I consider all of them, not just work colleagues, but friends. Together we have

created programs that have helped seed the percussion/ drumming community to give access, joy, and that spark needed to enjoy creating music through a percussion instrument.”

“This is a unique opportunity to include new leadership perspectives in our board of directors,” said Antoinette Follett, PMC executive director. “The all-volunteer PMC Board governs the direction of our many initiatives and their impact on the drum community. I am excited to invite enthusiastic individuals—including manufacturers, professional drummers, music retailers, and percussion advocates—to step up and add their voices to the collective strength of the board, which is intent on growing the drumming community.

The full application and instructions are posted on the PMC’s website at playdrums.org/board-application. New leaders within the music products industry are encouraged to apply.

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.



“Lesson with a Master” Scores Big Hit with Drummers During International Drum Month

International Drum Month May 2021 offered the second annual “Lesson with a Master” promotion through **PlayDrums.com**. Drummers throughout the United States entered to win a one-hour online video lesson with acclaimed celebrity drummers and artists including Dave Weckl, Daru Jones, Scott Pellegrum, Tom Brechtlein, and Jamey Tate.

Mount Juliet, TN; Sean Burgess of Los Angeles, CA; Sam Dutcher of West Fargo, ND; Joe Galbraith of Richland, WA; and Ray Boreham of San Jose, CA.

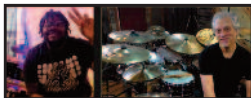
Florence (Flo) Mims, 43 years old, was enthusiastic about her experience. “I won the drum lesson with Jamey Tate and he is amazing,” she said. “I learned how to hold the drumsticks properly, how to relax my wrists, how to make sure I was positioned above the drum, how to time beats with the metronome, drumming notation, some rudiments (paradiddle, flam, double stroke roll), how to stage the drum set when you set one up, and I got to see him practice on his drum set. Jamey is an incredible musician. Thank you all so much for the drum lesson.”

Composer, producer and drummer Jamey Tate, a sought-after musician on the national touring and studio scenes, was grateful to be involved. “Thanks so much for inviting me to participate in the ‘Lesson with a Master’ program this year. This is a truly great program that I hope will lead to many great young musicians getting excited about drumming,” said Tate.

“We are thankful to Dave Weckl, and the other artists involved in this year’s International Drum Month campaign for giving these drummers, not only a great drum lesson, but an opportunity to talk with a nationally-recognized master drummer for an hour,” explained PMC Executive Director Antoinette Follett. “The PMC and International Drum Month offer a truly unique experience for people enthusiastic about playing drums.”

PLAYDRUMS 2021 International Drum Month Lesson with a Master Winners **PMC**

DAVE WECKL



LESSON WITH KEDRICK JETT

19 years old, Memphis, TN
Hey my name is Kedrick Jett and I have been playing drum since I was born! I'm debating whether going to school is necessary to become a full time musician/drummer. I'd like to know what was the path you took to become successful.



LESSON WITH BENNETT WILSON

17 years old, San Antonio, TX
My favorite genre of music is really any type, but country and rap. If I had to choose it would be progressive music. I love drums because I love to make people dance and to create beats. I want to learn anything about how to better my sound and feel on the kit.

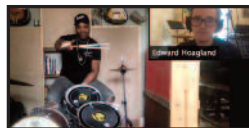
TOM BRECHTLEIN



LESSON WITH SAM DUTCHER

16 years old, West Fargo, ND
Rock and jazz I love the feeling in my heart when I play drums it's my passion.

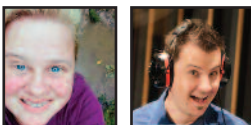
DARU JONES



LESSON WITH EDWARD HOAGLAND

20 years old, Mount Juliet, TN
One of my most favorite genres of music is rock and roll. My goal for this year is to play other genres of music like jazz, hip hop, etc.

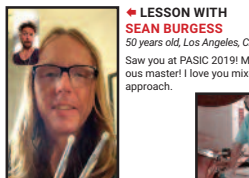
JAMEY TATE



LESSON WITH FLORENCE (FLO) MIMS

43 years old, Edgefield, SC
Hi! I had the drum lesson that I won with Jamey Tate, and he is amazing! I learned how to hold the drumsticks properly, how to relax my wrists, how to make sure I was positioned above the drum, how to time beats with the metronome, drumming notation, some rudiments (paradiddle, flam, double stroke roll), some practicing, how to stage the drum set when you set one up, and I got to see him practice on his drum set Jamey is an incredible musician. Thank you all so much for the drum lesson.

SCOTT PELLEGRUM

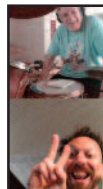


LESSON WITH SEAN BURGESS

50 years old, Los Angeles, CA
Saw you at PASIC 2019! Marvelous master! I love you mixed bag approach.

LESSON WITH RAY BOREHAM

69 years old, San Jose, CA
I love all genres of music but play mainly rock. Would love to improve coordination and creativity and overall fluidity around kit.



The popular giveaway attracted hundreds of entries from players of all levels and ages. Nine individuals, selected at random. Each won a private one-hour video-conference lesson with the master artist of their choice. Winners ages 16-69 included Florence Mims of Edgefield, SC; Bennet Wilson of San Antonio, TX; Kedrick Jett of Memphis, TN; Marqus Hamilton of Shreveport, LA; Edward Hoagland of

The “Lesson with a Master” promotion ran from mid-April through May 31 and was open to anyone 14 years of age and older who had been playing drums for more than one year. Master drummers also engaged in attracting entries via their social media channels throughout International Drum Month. Visit **PlayDrums.com** to learn more about this year’s “Lesson with a Master” winners.

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

Share this with your social media manager!

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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PMC Official Hashtag:
#PlayDrums

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