THE OFFICIAL NEWSLETTER OF THE PERCUSSION MARKETING COUNCIL

FALL 2020

www.playdrums.com

Welcome to the Fall 2020 Newsletter. The Percussion Marketing Council continues its mission of creating new drummers, through new programs to inspire, educate and motivate players.

PMC Adapts to COVID-19, Virtually Connecting with All Drummers

The entire music products industry continues to face changes and challenges associated with the global coronavirus pandemic this year, but the Percussion Marketing Council has faced these current issues head-on. While celebrating its 25th Anniversary in 2020, Percussion Marketing Council's leaders and members combined efforts, synergy, and creativity to not miss a beat when it comes to growing the market with newly created first-time players, existing drummers and new customers.

Making a direct impact with drummers through promotional opportunities and keeping the PMC's educational programs moving forward has been essential for the entire year.

The GET YOUR STICKS TOGETHER promotion, which provides a monthly selected winner with 12 half-hour free drum lessons at a music retailer's teaching studio, was quickly expanded in March to include online drum lessons if the music store was closed because of Coronavirus mandates. And in light of the many Covid-19 restrictions across the country this spring, this year's reimagined International Drum Month LESSON WITH A MASTER promotion



Daniel Jimenez, from Milbank, SD, one of the PMC's International Drum Month winners, gives the thumbs up to Rick Latham, internationally recognized celebrity drummer instructor, after virtual "Lesson with a Master" session.

worked perfectly with the new social distancing guidelines.

Both the GET YOUR STICKS TOGETHER and LESSON WITH A MASTER promotions have been tremendously successful with an unprecedented number of new drummers visiting the **PlayDrums.com** website for contest entry, featured drumming news, webinars with professional drummers, and connections to PMC member websites.

International Drum Month

As the COVID-19 pandemic escalated nationwide, the PMC kicked off a new International Drum Month promotion in

May offering drummers a chance to win a one-hour online video LESSON WITH A MASTER with internationally recognized celebrity drummers Gorden Campbell, Rick Latham, Rich Redmond, and David Stanoch.

Each artist created a short introductory video clip promoting the PMC's LESSON WITH A MASTER campaign to engage participants and entice entries via social media channels throughout International Drum Month.

"We wanted to create an educational opportunity for drummers to learn from and experience a private online lesson (continued next page)

PMC Adapts to COVID-19

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with some of the industry's most respected players. People are becoming more familiar with online teaching technology used for live lessons. Even with a simple video chat, the audio quality is good enough, and you can hear what someone is playing on an instrument. It's not too different to a face-to-face lesson," PMC Co-Executive Director David Jewell explains.

The LESSON WITH A MASTER drawing attracted close to 500 entries during April and May from players of all levels, genders and ages from across the county via PlayDrums.com, the PMC's official website. Each randomly selected winner had a private one-hour video-conference lesson with one of the four artists. Winners include: Marcus Cain, Bolivar, MO; Johnny Shankel, Rancho Cucamonga, CA; Jack Johnson, Eau Claire, WI; Nathan Bales, Springport, IN; Daniel Jimenez, Milbank, SD; John Helm, Gardena, CA; and Stephanie Krichena, Oklahoma City, OK.

Educational Programs

For the PMC's in-school educational presentations (DRUM SET IN THE CLASSROOM) and hands-on drumming presentations (PERCUSSION IN THE SCHOOLS/LIBRARIES), the obstacle faced was how to sanitize and disinfect drum sticks that are shared by hundreds of students in an all-school assembly. The PMC received a huge product donation from a member allowing the PMC to create 30-40 individual "Personal Percussion Packs" for each in-school workshop or drumming class. The PPP consists of a pair of drumsticks, an 8" tunable practice pad and instructional CD/book packet which the participating student drummer uses and can keep permanently, as a gift from the PMC. As soon as schools reopen, the previously delayed in-school presentations will be rescheduled, offering schools these PMC Personal Percussion Packs as a connection and hosting incentive. Our special thanks to Hal Leonard Corporation and Brad Smith for this support.

PMC's Co-Executive Director Karl Dustman explained, "Our leadership team and membership stepped up to the COVID-19 challenges, seizing every opportunity available to continue new player-drummer market development growth for retailers. Now more than ever the PMC is working with its membership and all percussion retailers to make certain we come together to support drummers of all ages. We cannot

lose sight of the potential to create new customers as a result of increased time and interest in trying new things like drumming. Once the Coronavirus is under control, we're optimistic that drums and drumming will see significant increases in interest, product demand, and more new drum lesson students in the retailer's teaching studios."

For complete program details about all Percussion Marketing Council's market development programs, campaigns and advocacy visit www.PlayDrums.com.

CALLING ALL MEMBERS: "Lesson With A Master" Expanding in 2021



At press time, the PMC Executive Committee was outlining plans for 2021 programs, activities and educational connections that expand the connectivity with drummers of all abilities and ages. Based upon the huge success of the Lesson With A Master campaign during International Drum Month in May 2020, the free one-hour private online lesson promotion will be expanding for 2021.

The PMC will be seeking current PMC Member companies to submit CELEBRITY ARTIST NOMINATIONS for possible inclusion in the May 2021 IDM consumer promotion. To submit an artist or for more information, please contact Karl Dustman at: kbdustman@aol.com

PMC Begins Next 25 Years with Changes in Leadership for 2021

The PMC Executive Committee announces that Executive Director **Karl Dustman** will be stepping down from his leadership position with the PMC at the end of January 2021, and **Antoinette Follett**, PMC Communications Director, has been selected to fill the Executive Director leadership role. Over the next several months, the Executive Board officers are working closely with Antoinette on transitioning responsibilities and new program initiatives, activities, and events for 2021.



Karl Dustman, Executive Director 2001-2020

Dustman began leadership of the PMC in 2001 and has served the organization in a variety of organizational boards positions. Under Dustman's direction, the PMC launched many market development initiatives, including Roots of Rhythm, Drum Set in the Classroom, Percussion in the Schools & Libraries, Drums Across America, and March to Your Own Drum. The annual International Drum Month campaign has consistently grown to larger audience participation and wider support of percussion retailers.

In stepping down Dustman said, "It has been an incredible honor to have served in this

position for 19 years, during which we have made significant strides, and weathered a few storms. Everything the PMC has accomplished for the percussion industry's growth was achieved through the leadership officers, advisory board, and participating members and facilitators. This team is the most amazing group of individuals that anyone could ever ask to work with," states Dustman, "It has been a personal mission to see the organization through its 25th Anniversary celebration. With that achievement, it's time to return my time and attention to my two businesses and professional concert performance demands that have significantly increased over the years."

An active full-time professional percussionist, Dustman is also a recognized music products industry executive with more than 55 years of music industry career achievements. He is the founder of his own marketing communications firm and creator of his orchestral "Professional Percussion Products" showroom, both based in Cleveland, Ohio.

Incoming PMC Executive Director Antoinette Follett commented, "Through Karl's leadership, the PMC has connected thousands of wanna-play and existing drummers with the PMC mission and nationwide retailer network through educational programs and promotions that have consistently grown in scope, participation, and impact. I look forward to driving the organization into its next phase."

"We are fortunate to have Antoinette step up to lead the PMC. She has a long history with the PMC and great contacts throughout the music industry," said PMC Executive Committee Officer Stacey Montgomery-Clark. "We are at a critical moment and we need strong, continued leadership to successfully implement our strategic vision and take advantage of partnerships and marketing growth opportunities ahead."



Antoinette Follett, new PMC Executive Director

Follett has a long history in the NAMM community in both communications and publishing roles. Working for Bentley-Hall, Inc. for more than 20 years, Follett developed marketing and communications projects for some of the music industry's most respected brands, served as editor-in-chief of *Making Music* magazine, and managing editor of *International Musician* magazine. In addition to her work with PMC, Follett is owner of Method Marketing and is Director of Communications/PR for the American Federation of Musicians.

A video interview featuring Dustman and Follett was featured in the October 2020 issue of *Music & Sound Retailer*. https://msretailer.com/pmc-interview-dustman-follett-special-report

25th Anniversary Commemorative Product Drawing Continues!

The landmark 25th Anniversary Celebration for the PMC is continuing through 2020 with randomly selected winners of donated Commemorative products being chosen each month. Beginning in May, the PMC started shipping two products per month to winners across the country. The thrill of winning a one-of-kind percussion product or an instruction book assortment equipped with the Commemorative Badge has been a huge success with over 2400 consumer entries as of October 1st.

Our continued thanks and appreciation to the PMC members supporting this once-every-25-year consumer contest.

PMC contributing members include: Alfred Music, Dixon Drums, Dream Cymbals & Gongs, Drum Workshop, Gretsch Drums, GonBops Percussion, Hal Leonard, Kat Electronic Percussion, Paiste Cymbals, Remo, Sabian Cymbals, Sakae Drums, Superdrum, Tycoon Percussion, WFL III Drum Co., and Yamaha.

Congratulations to some of our recent winners:



Louie Nacchio, winner of the WFL III snare drum



Erik Haden, winner of the 18" Paiste cymbal



AJ Almanzor, winner of the SABIAN 20" HHX cymbal



David Willis, winner of the Yamaha snare drum



Jamie King Colton, winner of the SuperDrum Carbon-fiber snare drum



CALLING ALL PERCUSSION RETAILERS

Reserve your DRUMS ACROSS AMERICA Free Lesson Lab Tent NOW!

As soon as your outdoor percussion education plans develop, contact the PMC to reserve the use of the FREE PMC Drums Across America Lesson Lab Tent for your new student recruitment. Plans are in development to make these attractive "FREE DRUM LESSONS HERE" identification tents available to any percussion retailer in the Continental United States. Whether you're planning an indoor gymnasium event or outdoor arts festival, now is the time to contact the PMC for the simple registration form and to get YOUR event on the calendar for 2021. Details are also available at playdrums.com/drums-across-america. It's simple, it works, it's fun and it's FREE!



Back to School Means Back to Drumming, Thanks to the PMC

Through the generous donation from Yamaha Corporation of America, this fall the PMC created a great way to welcome back students to Royal Redeemer Lutheran School in North Royalton, Ohio. The PMC provided an assortment of early classroom percussion instrument sets that provided positive hands-on first-drumming experiences to all students participating in the newly-implemented MUSIC & MOVEMENT program which started in September.

Early Education and Preschool Director Avery Zacharias at Royal Redeemer Lutheran School commented, "Thank you Percussion Marketing Council for providing me and the school the wonderful collection of Yamaha percussion instruments! They were the perfect addition to our newly implemented Music & Movement program this year. We started the program the last week of September with classroom instructor Mrs. Bloomfield. Enclosed are some photos of our students enjoying the donated classroom percussion instruments. Thank you PMC!"



PMC & PAS Salute Percussion Magazine Vets

The Percussion Marketing Council and Percussive Arts Society thank Kevin Kearns and Bob Berenson, former VP and Ad Manager at Modern Drummer magazine for their relentless contributions and combined 60+ years of friendship to everyone in the drum industry.





Although they operated behind the scenes, their professional assistance, guidance, and support has touched every facet of the Percussion Industry. To send a personal message to Kevin or Bob, please visit: www.playdrums.com/salute.

COVID-19 and **Instrument Cleaning**

The National Federation High School Association, NAfME, and the NAMM Foundation posted guidelines for handling musical instruments during COVID-19. The guidelines are designed for use by music educators, and educators may share the guidelines when teaching students and parents how to clean instruments.

COVID-19, like most viruses, has a limited lifespan on hard surfaces. Users of musical equipment may be more susceptible to infections from instruments that are not cleaned and maintained properly, especially when instruments are shared in school settings.

Information from the CDC suggest the COVID-19 virus can remain on the following instrument surfaces for the stated amount of time:

Brass – Up to 5 Days; Wood – Up to 4 Days; Plastic – Up to 3 Days; Strings – Up to 3 Days; Cork – Up to 2 Days

Additional guidance on general cleaning and disinfection can be found on the NAMM website at: www.namm.org/covid-19%20updates/articles/instrument-cleaning-resources.



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:





























































Also, thank you to our continued Industry Alliances:











- 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.

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.

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

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