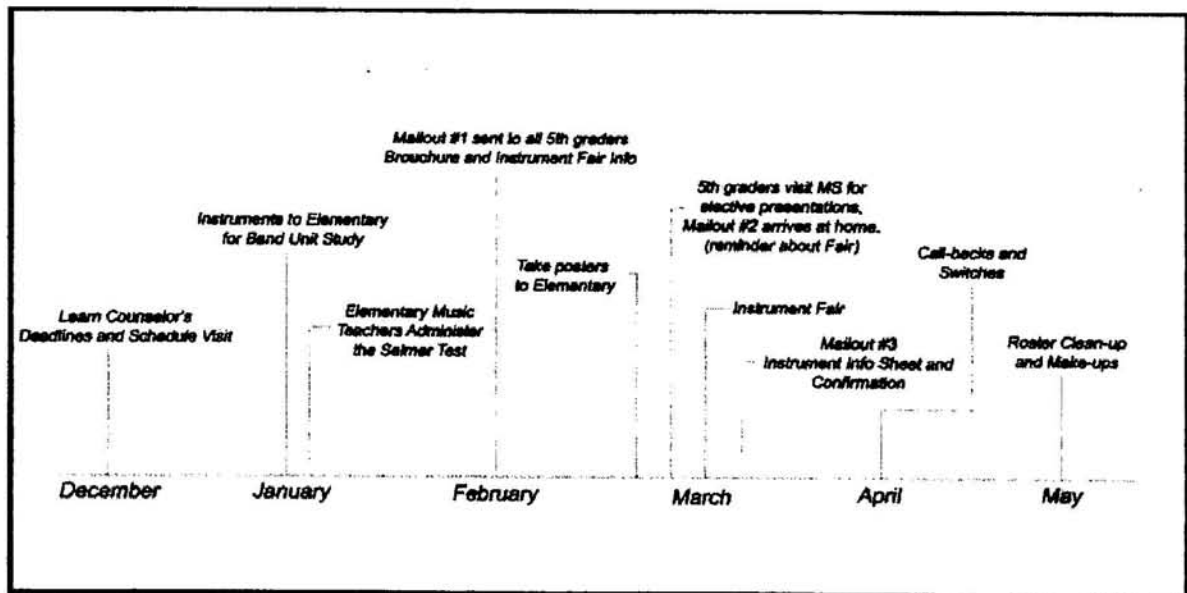


Preliminary Planning: Have goals and an overall vision for your program

1. Write out what you want your program to look like in regard to numbers and instrumentation. Start with your top band and work your way backwards.
2. Know the pros and cons of your program and those of the other electives on your campus.
3. Decide your target audience.
4. Set goals for your recruiting.
5. Draw out a timeline of events and adjust it as you go.




District Guidelines

1. First contact with incoming students
2. Set schedule with school counselor
3. Number and frequency of mail outs

Mail out #1 (enclosed with brochure)

North Ridge Middle School Band



Dear Parents,

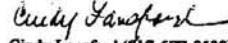
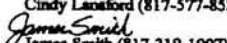
Congratulations! The Belmer Music Guidance Survey administered by your child's music teacher several weeks ago indicates that your child has above average inherent musical skills. These results, in combination with your child's good study habits as shown by good academic grades, indicate excellent musical potential!

If your child's interest equals his/her indicated potential, we are confident that your child will be a successful music student; we would like to encourage your child to discover the opportunities of our beginning band program.

In the next few weeks, the North Ridge Middle School Band will be doing a presentation to introduce your student to the instrumental music program. In addition, we are hosting a "Band Instrument Fair" on Thursday evening, March 9th, to give your student an opportunity to try the different instruments and to give you, the parent, an opportunity to find out more about the band program at North Ridge. We will be sending more information to you as that date draws nearer.

On the reverse side of this letter, you will find some answers to some initial questions you may have. Please feel free to call us if you need additional information at this time!

We know that you are proud of your child's success! We look forward to meeting you and your child in the weeks ahead!

Sincerely,

 Cindy Lansford (817-577-8532)

 James Smith (817-319-1907)
 Band Directors
 North Ridge Middle School
 817-547-5200

4. High Quality Brochure sent to every 5th grader
 Designed by Penny Roysten – www.pjammedia.com

Recruiting Season

1. Take instruments to elementary schools in mid January.
2. Take posters to the elementary one week before visit.
3. Elementary students visit the middle school.
 - Rotation: 3 x 25 minutes
 - We divide into 2 sections/locations
 - Beginning Band (pep rally for band)
 - Honors Band (more intellectual)
 - Sections around the room: popular or familiar excerpts, e.g. "Star Wars" for Trumpets, "Adam's Family" for Bassoons.
4. Mail out #2 arrives right after their MS visit.

ATTENTION!!!

5th Grade Students and Your Parents!!!
Come to the

BAND INSTRUMENT FAIR

Monday March 1st, 2004
5-8pm
North Ridge MS Cafeteria

Parents: To determine instrument suitability for your child, we feel strongly that this should be a cooperative decision between the student, the drummer, and the parent.

WHO SHOULD ATTEND ?

- Students who are **sure** that they want to take band!
- Students who think they **might** want to take band.
- Students who are **happy** of their elective choice.

DON'T MISS THIS EXCITING EVENT!!!
(Questions? Contact the Location at Mr. Scott, Band Director, at 817-543-5289)



Woodwind Instruments

Clarinet
The clarinet has a long, slender body and a flared bell. It is made of wood or plastic. The clarinet is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth. The clarinet is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Saxophone
The saxophone has a long, slender body and a flared bell. It is made of brass. The saxophone is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth. The saxophone is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Flute and Piccolo
The flute and piccolo are members of the woodwind family. They are played by blowing air into the mouthpiece, which is held in the mouth. The flute and piccolo are members of the woodwind family. They are played by blowing air into the mouthpiece, which is held in the mouth.

Oboe
The oboe is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth. The oboe is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Bassoon
The bassoon is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth. The bassoon is a member of the woodwind family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Brass Wind Instruments

Coronet and Trumpet
The coronet and trumpet are members of the brass family. They are played by blowing air into the mouthpiece, which is held in the mouth. The coronet and trumpet are members of the brass family. They are played by blowing air into the mouthpiece, which is held in the mouth.

Trombone
The trombone is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth. The trombone is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth.

French Horn
The French horn is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth. The French horn is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Baritone Horn
The baritone horn is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth. The baritone horn is a member of the brass family. It is played by blowing air into the mouthpiece, which is held in the mouth.

Euphonium and Tuba
The euphonium and tuba are members of the brass family. They are played by blowing air into the mouthpiece, which is held in the mouth. The euphonium and tuba are members of the brass family. They are played by blowing air into the mouthpiece, which is held in the mouth.

Instrument Abbreviations:

2-4-6-8 FPE	Low brass bands only
4-7	O-F
5-6-8 FPE	O-G
6-8-10 FPE	L-F
6-8-10 FPE	O-T
7-9-10 FPE	U.S.
7-9-10 FPE	representing or models to names of suggested items

Instrument Fair

1. Preparation

Student Information Sheets, instruments, and your workers

NORTH RIDGE BAND INSTRUMENT SELECTION	
NAME:	_____
PARENT'S NAME:	_____
PHONE NUMBER:	_____
ELEMENTARY:	<u>FY</u>
S	_____
M	_____
R	_____
C	_____
INSTRUMENT CHOICES	DIRECTOR'S COMMENTS
1.	_____
2.	_____
3.	_____
CONGRATULATIONS! WELCOME TO THE NORTH RIDGE BAND!	
Final Decision:	_____
	Director's Initials
	Student/Parent Initials
<small>(These students bring saxophone, percussion, oboe, and bassoon as that choice will be notified as soon as all students' interests have been completed)</small>	
PLEASE LEAVE THIS FORM WITH MR. SMITH AT THE EXIT DOOR!!	

2. Check-In

- Make students feel like they are having a "say" in what they try.
- Be good at identifying physical characteristics and academic considerations.
- This is your first parent PR – keep them happy!

3. Stations

- Carefully select who you use for each instrument station.
- Evaluate personnel from year to year based on your class make-up.

4. Check-Out

- More PR – keep them happy. Be able to recommend instruments in a positive but direct way and make the students feel good about their choices.
- If the student or family is flustered even after a short consultation, put their info sheet in a call back stack and assure them that there will be time later in a more calm environment to make a decision.

Follow-up

1. Instrument Info. Sheet/Confirmation

North Ridge Middle School Band
7332 Douglas Lane, N. Richland Hills, TX 78180 (817) 547-5240
Cindy_Lansford@bhsd.k12.tx.us or James_Smith@bhsd.k12.tx.us

Welcome to the North Ridge Middle School Band!

Flute Information Sheet

You will be responsible for providing the instrument and accessories.

Recommended Brands/Models of Flutes:
Yamaha 2615, 2618, 3618, 3618E; Armstrong 106; Pearl 525
There are many other choices, but these specific models are the best overall value.

Buy Away from:

Required Accessories:
Flute Cleaning Rod
SME Swiss
Silver Polish Cloth
"Best in Class" Vol. 1 Band Method Book – Kjos, Publisher.
Mark Wessell's 6 Minute Theory Workbook for Flute
Sub-dividing Metronome & Folding Music Stand

Where to buy:
As with any investment, it is best to explore as many options as possible before you buy. Here are a few options for you, please feel free to call or email if you have any questions.

Local Stores: Local stores are the best option if you are unsure about what you are buying. They will know exactly what instrument brand and model you will need, and will have different rental options that mail-order companies will not. They will also be able to do different repairs/humansly deals.

Mr. E's Music Repertoire (817) 846-1103
1288 G. Albert Prop. (Aluminum's Shopping Center, Bedford Rd.)
Bedford, TX 76022
Contact Dave Huff, Educational Representative.

Best Music Music (817) 495-2388
2108 W. Swanton Blvd., Suite 225
Bedford, TX 76022
Contact Steve Bell, Jr., Educational Representative.

Mail Order Companies: This is the best option if you want to buy straight out without renting or financing, which in the long run could save you hundreds of dollars. These companies are very well trusted and have done business with BHSd in the past. Please be very specific about the brand and model you are looking for.

(continued on back)

North Ridge Middle School Band
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Cindy_Lansford@bhsd.k12.tx.us or James_Smith@bhsd.k12.tx.us

Muncy White - www.muncywhite.com
Call toll free at 1-800-333-8475

The Woodwind and the Brasswind - www.wyb26.com
Call toll free at 1-800-348-0003

International Musical Suppliers - www.internationalmusical.com
Call toll free at 1-800-763-1116

Buy and Pass along: This option has the highest risk, but you could also get a great deal. I would not buy anything sight unseen without a money back guarantee! Also, ask the seller if you can have a "third party evaluator" done. That's where the seller takes the instrument to a reputable music shop, preferably one you pick, and has it inspected for quality. You then communicate directly to the shop rather than the seller. This could be a lot of extra work, but you might be able to get a great deal.

If you receive your equipment before school starts, IT IS EXTREMELY IMPORTANT that the student or other family members not be allowed to "test" the instrument before inspection has been given. The student will develop bad habits that are difficult at best to break, and the well-meaning family member may break needed equipment that will only be costly to replace/repair. Our local music stores will reserve your equipment and deliver it directly to North Ridge MS prior to the start of school.

Welcome to the band family. If there are any questions, concerns, or comments that you have please do not hesitate to call (817) 547-5240 or email us at Cindy_Lansford@bhsd.k12.tx.us or James_Smith@bhsd.k12.tx.us. We want to do everything possible to make this a positive experience for you and your student. Thank you!

Thank you, and welcome to the North Ridge Middle School Band!

Sincerely,

Cindy Lansford and James Smith, Directors

2. Callbacks and switches

- Make up nights
- Addition letter mailed home if necessary

Conclusion

"Brownie" Points

-Positive word of mouth amongst parents, teachers, and community will only work in your favor.

-Develop good relationships with elementary music teachers, 5th grade teachers, and elementary principals.

-Seek out other opportunities: *Idea Explosion*, *Art Day*, holiday events, or other supporting elementary school performances.

Do's and Don'ts

Do emphasize quality and achievement – Don't emphasize the "party" factor!

Do verbal presentations yourself – Don't let a student act as spokesperson!

Do promote your own program – Don't trash other programs!

Additional Information

Please feel free to contact us by email for more information or for copies of the forms and letters that we use.

Cindy Lansford Cindy_Lansford@birdville.k12.tx.us

James Smith James_Smith@birdville.k12.tx.us

Penny Roysten designs and copies our recruiting brochures in addition to offering several other "band-friendly" services. Her website is www.pjammedia.com and she can be reached by email at info@pjammedia.com or phone at 817-595-7485.