

October 2008

Dear Advertiser,

By this time, you have probably heard that big changes are happening in the world of *Clavier* magazine and *Keyboard Companion* magazine. It's true! They are merging. The result will be a single publication of outstanding quality and breadth published by the Frances Clark Center for Keyboard Pedagogy under Editor-in-Chief Pete Jutras and Executive Director Sam Holland. We are excited beyond measure to bring you this news!

We also understand that the Instrumentalist Co. may not have been very informative about this merger and we apologize for that. It is not our way of doing business. We want you to know that we place a high value on your business and support, and now that the merger has been completed, we will be making every effort to ensure that you, our valued client, are informed and up-to-date.

The Frances Clark Center is committed to creating a magazine on piano and keyboard performance and teaching that will represent the best of both worlds. Readers will continue to receive the best in cogent, focused, and practical articles on music and teaching from outstanding teachers that they have always expected of *Keyboard Companion*. Readers will continue to receive the rich content that defines the legacy of *Clavier*, including in-depth interviews with artists and pedagogues, reviews of new materials, directories of camps and festivals, and ever-popular columns. The only difference is that now they will come in one inspiring and convenient publication.

As our gifted team of artists, editors, and writers from both publications works behind the scenes to prepare the historic first issue, we want to inform and reassure you, our highly valued advertiser upon whom we are dependent, of several key points.

- Even though there is a brief delay, publication WILL continue. All existing subscriptions for both publications will be filled on a one-to-one basis. All advertising reservations and contracts will be honored for both publications at existing rates.
- The name of the new publication will be *Clavier Companion*.
- The first issue of the new publication will be January-February 2009. It will be shipped on or about January 15, 2009. There is still time to purchase advertising space in this historic first edition, which is sure to garner widespread attention from all areas of the profession. Please see the addendum for a list of projected contents for the first two issues.

- *Clavier Companion* will be published bi-monthly (six times a year), January/February, March/April, May/June, July/August, September/October, and November/December. At the end of this message, you can find a list of projected content for the first two issues.
- Mail and email ads and renewal notices will be sent to subscribers just after November 1, 2008 with multiple follow-up efforts to ensure that readership is retained and maximized. Group subscriptions will continue to be offered.
- The paid circulation of the merged magazine is expected to start at 14,000. We will do everything possible to retain every single existing subscriber and, of course, to aggressively expand that base.
- *Clavier Companion* will become the only discretionary publication in North America devoted exclusively to the concerns of the piano/keyboard performer and teacher. Whereas in the past your company may have had to make difficult decisions choosing which you would advertise in, that issue now disappears. The number of annual print advertising opportunities will go from fourteen in the two former publications to six in *Clavier Companion*. Thus the value of each ad is magnified while the cost per view is diminished significantly. The schedule of publication will allow you to benefit from seasonal cycles of the school year, new product releases, and special editorial features with more focus than ever. We hope that knowing all this will allow you to plan to purchase advertising in every issue.
- The Frances Clark Center will be working with Publication Fulfillment Services (PFS) of Long Beach CA to insure state-of-the art fulfillment, service, and support to our customers.

Please be aware of our current website [www.keyboardcompanion.com](http://www.keyboardcompanion.com). There readers find added value in the form of additional content, audio and video examples for current and archived issues, a list of active links for current advertisers and much more. Soon we will be offering unique advertising opportunities on the welcome page of the website. And, over time, we will move gradually, but inexorably toward an edition of the *Clavier Companion* that is 100% electronic to complement the print version.

Our advertising coordinator, Tiffany Ogdon, will be contacting you or your designees with rate information, deadlines, specifications, and more about advertising in *Clavier Companion*. Tiffany can be reached at [advertising@keyboardcompanion.com](mailto:advertising@keyboardcompanion.com) or toll-free 877.282.7453 or mobile 214.662.9793.

Thank you for your time and continued support. If I can be of any assistance, please do not hesitate to contact me directly by phone (214.497.2022) or email

([exdir@FrancesClarkCenter.org](mailto:exdir@FrancesClarkCenter.org)). Over the course of the next few weeks, one of our executives will call you to discuss progress and solicit feedback.

With very best wishes,

Sam Holland  
Executive Director  
The Frances Clark Center for Keyboard Pedagogy

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## ADDENDUM

### Tentative Table of Contents for January/February 2009

- **Editor's Column/Welcome**
- **Interview with Lang Lang (cover story)**  
*Scott McBride Smith*
- **Interview with Leon Fleisher, Part II**  
*Helen Smith Tarchalski (News and Views)*
- **Jazz/Pop: The Art of the Vamp**  
*Christopher Norton*
- **Rhythm: How do you teach 2 against 3 and other polyrhythms?**  
*Bruce Berr with Pete Jutras and Sonnet Johnson*
- **Reading: How do you teach fluent reading on ledger lines between the staves?**  
*Craig Sale with Amy Glennon, LeVonne Mrozinski, and LeAnn Halverson*
- **Careers: Starting a Studio: When, Where, and How?**  
*Rebecca Johnson with Monica Allen and Jessica Mellott*
- **Technology: How do you use recording technology in your studio?**  
*George Litterst with Kathleen Maskell and Linda Dale Kennedy*
- **Winning Collegiate Essay: Lowell Liebermann's Album for the Young**  
*Sarah Evans*
- **Reviews**
- **Keyboard Kids' Companion**
- **Column:** Bob Weirich (returning as regular columnist)
- **Questions and Answers:** Louise Goss

### Tentative Table of Contents for March/April 2009

- **Editor's Column/Welcome**
- **Breakthroughs: The Sweetest Moments in Teaching (Tentative Cover)**  
*William Westney*

- **A Tribute to Eugenie Rocherolle**  
*Suzanne Guy*
- **Video Production, Part III**  
*Alejandro Cremaschi*
- **Repertoire: What do you consider when planning and choosing repertoire with your students?**  
*Nancy Bachus with Katherine Fisher, Kim Bakkum, and Laurent Boubkoze*
- **Technique: What role does mental preparation play in technique?**  
*Scott McBride Smith with Irene Peery-Fox and Jennifer Hayghe*
- **Perspectives: Creating successful learning environments for students with AD/HD.**  
*Rebecca Johnson with Margaret Young*
- **Home Practice: Article, Editor, and Author TBA.**
- **Prokofiev's Album for the Young, Op. 65. (if space)**  
*Ruth Burnham*
- **Clavier's Annual Summer Camp and Festival Directory**
- **Reviews**
- **Keyboard Kids' Companion**
- **Column:** Barbara Kreader (returning as regular columnist)
- **Questions and Answers**