

By donating to the AMERICAN SONGBOOK PRESERVATION SOCIETY, your funds will have a direct impact on the future of a truly American art form. Enriching future generations with this truly American art form by preserving and nurturing the rich artistic legacy of the Great American Songbook.

The ongoing support of patrons, supporters and the community will assure the long-term success of the AMERICAN SONGBOOK PRESERVATION SOCIETY. Our individual donor benefits and corporate membership benefits include:

- Announcements at Concert Events
- Recognition in ASPS publications
- Inclusion in special events
- Preferred seating at performances
- Advance notice of upcoming activities

In addition to ongoing fund raising events in 2004-2005, other future special activities might include educational forums, backstage tours and rehearsals, formal dinners and receptions followed by performances of current productions, and more intimate events at our venues or in private homes.

Individual donors who contribute to the AMERICAN SONGBOOK PRESERVATION SOCIETY (ASPS) will provide substantial income toward the foundation's outreach and educational programs. We invite you to make a gift to the AMERICAN SONGBOOK PRESERVATION SOCIETY today.

The AMERICAN SONGBOOK PRESERVATION SOCIETY is a California charitable corporation, exempt from taxation under section 501(c)3 of the Internal Revenue Code. The ASPS's ongoing mission is to preserve the "Great American Songbook." Donations are fully tax-deductible as allowed by law.

If you would like to contribute to the AMERICAN SONGBOOK PRESERVATION SOCIETY, please call us at **831.687.0278**. You can also email us with any questions or comments to: [info@greatamericansongbook.org](mailto:info@greatamericansongbook.org).

Thank you!



Ronald Kaplan  
Executive Director  
AMERICAN SONGBOOK PRESERVATION SOCIETY

Please mail your inquiry or donation to:  
**ASPS Foundation**  
9051-A, Soquel Drive, Aptos, CA 95003

Make checks payable to ASPS Foundation.  
Federal ID Tax No. 56-2410339

Ronald Kaplan, EXECUTIVE DIRECTOR, ASPS



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Ron Kaplan is a Singer, Record Producer, and successful Businessman who is passionate about the Great American Songbook, and has dedicated himself to continuing this truly American legacy.



9051-A, Soquel Drive • Aptos, CA 95003

SINGING THE GREAT AMERICAN SONGBOOK

AMERICAN SONGBOOK PRESERVATION SOCIETY

SINGING THE GREAT AMERICAN SONGBOOK

In a  
hundred  
to a  
hundred  
fifty years



from now, I believe that  
people will recognize  
the music of  
Gershwin and Ellington  
as the Classical Music  
of our time.

There are some things  
that America  
has given culturally  
to the world  
that other countries  
recognize as  
truly American  
that we as Americans  
don't recognize.  
They are: Baseball,  
Jazz and Blues.

*Tony Bennett on the  
American popular standard songbook*



A M E R I C A N S O N G B O O K P R E S E R V A T I O N S O C I E T Y

MISSION STATEMENT

To preserve our cultural treasure known as the Great American Songbook by presenting this music to the public at home and abroad as *Ambassadors of Song*.

The music of the 20th century that is uniquely American combines what was known as Popular music which is melodic, with the jazz sensibility: *freedom to improvise and interpret*.

The American Songbook Preservation Society seeks to carry the torch of the great musical works of this period in the grand tradition of the master songsmiths, lyricists, and singers who have given us this legacy and have now departed from the scene.

“There are few things uniquely American...Arguably Jazz is one of them.”

Ken Burns, film-maker and author

Made in America...Enjoyed Worldwide.

PRESIDENT SIGNS PUBLIC LAW 10872

The new law, a Sense of the Congress, acknowledges Jazz as “an original American art form, which has inspired dancers, choreographers, poets, novelists, filmmakers, classical composers, and musicians in many other kinds of music.”

It further states that “jazz ranks as one of the greatest cultural exports of the United States” and our jazz heritage should be “appreciated as broadly as possible and should be part of the educational curriculum for children in the United States.”

SMITHSONIAN INSTITUTION

The law recognizes the contribution the Smithsonian Institution has played in establishing Jazz Appreciation Month to pay tribute to jazz as both an historic and living American art form and urges “musicians, radio and television stations, and other organizations to develop programs to explore, perpetuate, and honor jazz as a national and world treasure.”

The purpose of the American Songbook Preservation Society is to preserve this cultural legacy by presenting this music to audiences here, there, and everywhere.

WHAT IS THE GREAT AMERICAN SONGBOOK?

“The years from about 1920 to 1960 represented a unique period in the history of American popular music. It was a period that saw the advent of a new type of songwriting, utterly original in some respects, but grounded in the simple structures of the Tin Pan Alley era that had preceded it, and strongly influenced by the nascent musical form known as Jazz (and by jazz’s precursors, ragtime and blues).

Mostly composed for Broadway shows and Hollywood musicals, picked up and performed by singers and musicians of every variety, recorded on disk and broadcast on radio, this songwriting style quickly won the favor of the mass listening audience.”

Max Morath  
National Public Radio  
Curious Listener’s Guide

Jazz is a good barometer of freedom...

In its beginnings, the United States of America spawned certain ideals of freedom and independence through which, eventually, jazz was evolved, and the music is so free that man people say it is the only unhampered, unhindered expression of complete freedom yet produced in this country.

**Duke Ellington**



S I N G I N G T H E G R E A T A M E R I C A N S O N G B O O K

Duke Ellington • Billy Strayhorn • Ted Koehler • James Van Huesen • Jules Styne • Rogers and Hammerstein • Lerner and Loewe • Meredith Wilson and Frank Loesser • Harold Arlen • Irving Berlin • Lew Brown • Johnny Burke • Irving Caesar • Sammy Cahn • Hoagy Carmichael • B.G. DeSylva • Howard Dietz • Walter Donaldson • Al Dubin • Vernon Duke • Edward Kennedy • Dorothy Fields • George Gershwin • Ira Gershwin • Mack Gordon • Johnny Green • Oscar Hammerstein II • Otto Harbach • E.Y. Harburg • Lorenz Hart • Ray Henderson • Gus Kahn • Bert Kalmar • Jerome Kern • Burton Lane • Frank Loesser • Jimmy McHugh • Johnny Mercer • Ray Noble • Mitchell Parish • Cole Porter • Ralph Rainger • Andy Razaf • Leo Robin • Richard Rogers • Harry Ruby • Arthur Schwartz • Jule Styne • Jimmy Van Heusen • Thomas Wright/“Fats” Waller • Harry Warren • Richard Whiting • Spenser Williams • Victor Young • Vincent Youmans