

Public Service Announcements (PSA) Campaign: Version F

Future of Music Coalition (<http://futureofmusic.org>) is conducting the Artist Revenue Streams project (<http://futureofmusic.org/ars>), a groundbreaking research initiative to document the complex nature of being a musician and composer in the 21st century.

We are now kicking off the next phase of the project: an anonymous, online survey open to US-based musicians and composers available September 6 to October 28, 2011. The data from all the research will be released in 2012.

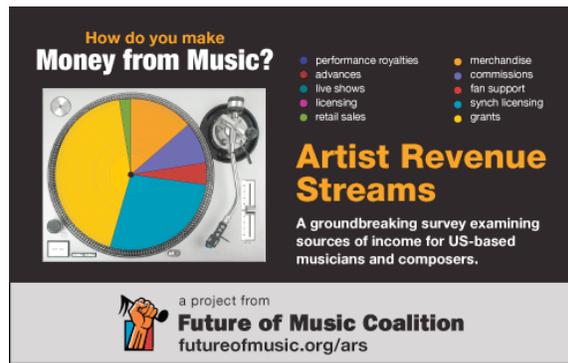
The goals with the online survey are to give musicians and composers a way to:

- * let their voices and stories be heard
- * learn how other musicians and composers are earning money in the digital era
- * provide media outlets and public with empirical data vs. anecdotes
- * show policy makers how revenue has been affected

We've attached scripts at :60, :30, and :15 for your station to be read by your disc jockeys or on-air hosts.

Recording and delivery specs: for mp3 and aiff files, use a sampling frequency of 44.1kHz and a bit rate of at least 128 kb/sec, and 192 or 390 kb/sec is even better – especially if your message uses some of your music under the spoken words.

After you've recorded and/or produced, **please email your audio file** to Kristin Thomson (kristin@futureofmusic.org) and Charles McEnerney (charlie@futureofmusic.org). Thank you in advance for your help!



:60 PSA to be read by disc jockeys or on-air hosts

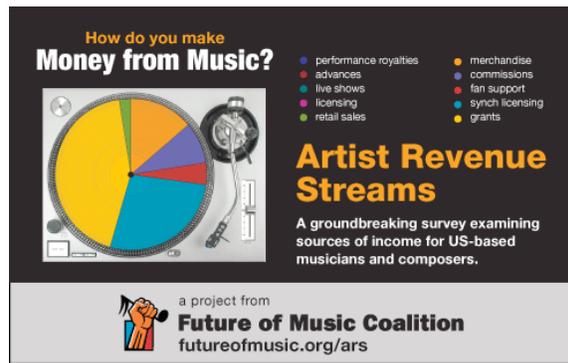
Future of Music Coalition, a national non-profit organization that focuses on education, research, and advocacy for musicians, is conducting a study unlike anything done before.

This fall, they are conducting “Money from Music”, an online survey that’s designed to gather crucial information about the ways that US-based musicians and composers are earning a living, and how their revenue streams have changed over time.

Musicians working in any genre are encouraged to take this survey, which will be available online from September 6th to October 28th.

The data collected in the survey will provide a rich picture of the complex nature of being a musician in the 21st century, and will help to ensure that policymakers and consumers understand the financial realities of musicians today.

For more information or to take the survey, visit futureofmusic.org/ars



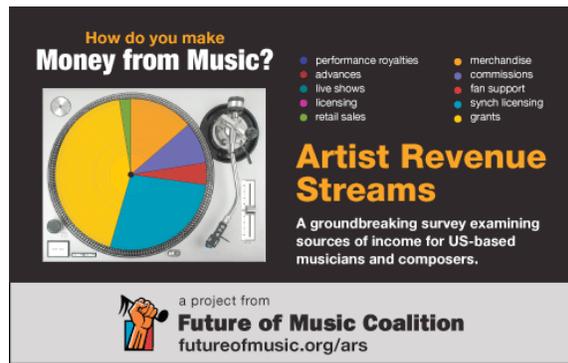
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Future of Music Coalition is a national non-profit organization that focuses on education, research, and advocacy for musicians.

The Artist Revenue Streams research project is a survey to document how musicians and composers earn a living, after twenty years of tremendous change in the music business.

For more information, visit futureofmusic.org/ars