

Public Service Announcements (PSA) Campaign: Version G

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.

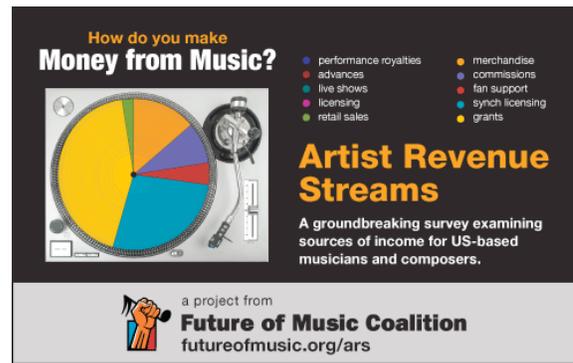
The goals with the online survey are to give musicians and composers a way to:

- * 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

Attention musicians and composers: How are YOU making money from music?

This September and October, music communities all over the US are going to come together to answer that question, documenting how musicians and composers earn a living in an online survey called “Money from Music.”

The survey is being conducted by Future of Music Coalition, a grassroots, national non-profit organization that focuses on education, research, and advocacy for musicians.

After years of tumultuous change in the music business, after hearing about how the record industry has been impacted, how music services have been impacted, we want to know how MUSICIANS are doing.

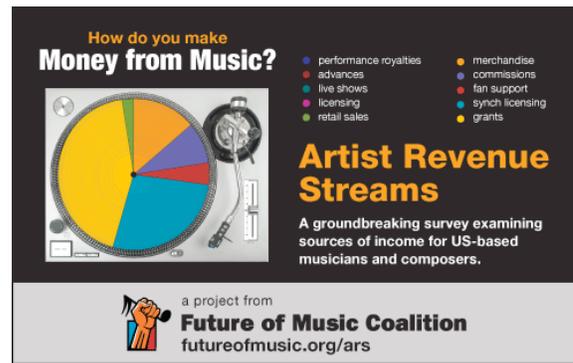
This is the first study of its kind, and we need your help.

What is YOUR bottom line? We want to know!

The online survey is anonymous and no identifying information will be shared with any other organization.

The survey will be available to take from September 6th to October 28th.

Learn more about the Money from Music project, look for workshops in your area, and take the survey online at futureofmusic.org/ars



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

Attention musicians and composers: How are YOU making money from music?

This September and October, music communities all over the US are going to come together to answer that question, documenting how musicians and composers earn a living, and looking at what has changed in the music business.

This will be the first survey of its kind.

Help us to help musicians!

Learn more about the Money from Music project, look for workshops in your area, and take the survey online at www.futureofmusic.org/ars

How do you make Money from Music?

- performance royalties
- advances
- live shows
- licensing
- retail sales
- merchandise
- commissions
- fan support
- sync licensing
- grants

Artist Revenue Streams

A groundbreaking survey examining sources of income for US-based musicians and composers.

a project from
Future of Music Coalition
futureofmusic.org/ars

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