

What is the future of music?

EDUCATION RESEARCH ADVOCACY



for **MUSICIANS** and **CITIZENS**



Future of Music Coalition
WWW.FUTUREOFMUSIC.ORG

★ OUR MISSION

Future of Music Coalition is a national nonprofit education, research, and advocacy organization that identifies, examines, and translates the challenging issues at the intersection of music, law, technology, and policy for musicians and citizens.

FMC's work is based on recognition of the historic failure of the market to address the needs of artists and citizens. Increased consolidation of the radio and media corporations, vertical integration of all stages of the manufacturing, distribution and promotion of music, and poor organization of artists and citizens has resulted in a system that serves the needs of big business at the expense of creators and the public.

New technologies have vastly increased opportunities for both artists and consumers, creating new paradigms for the promotion and distribution of music. FMC has welcomed these developments, but has continuously emphasized that this evolution must take place with artist advocates at the table to balance the traditional major label, technology, and commercial radio players.

FMC continues to encourage the creation of structures that ensure better compensation for musicians in the digital future. By constantly identifying and collaborating with a diversity of voices from all the relevant communities, FMC is uniquely positioned to reframe the debate and focus squarely on the interests of musicians and citizens.

"I TRUST THE FMC. I TRUST THEIR ANALYSIS AND THEIR INTENTIONS, AND THAT IS HARD TO COME BY IN THE MUSIC INDUSTRY THESE DAYS. IF I NEED TO KNOW ALL SIDES OF AN ISSUE, I KNOW THEY'LL TELL ME AND THEN I CAN MAKE MY OWN DECISIONS. FMC IS AN INVALUABLE RESOURCE AND TRUE ALLY FOR ANY MUSICIAN."

— Amy Ray, Indigo Girls

★ WHAT WE DO

FMC organizes public discussion of issues that impact musicians and the public at large, making sure to include a variety of voices in the conversation. We submit testimony, publish articles and speak on panels to make sure the creators' experience is heard. We generate original research to more completely illuminate the mechanics of the music industry.

Since 2000, FMC has consistently worked on issues, policies and developments related to:

COPYRIGHT

- Licensing for digital distribution
- Reversion of rights to creators
- Orphan works
- Sample license clearance
- Fair use and the public domain
- Alternative compensation models
- Digital rights management (DRM)

RADIO

- Media ownership and media consolidation
- Payola
- Low power and full power FM
- HD radio

ARTIST COMPENSATION

- Public performance royalties
- Contract and business practice reform
- Health insurance for musicians
- Touring, ticketing, concerts

INTERNET POLICY

- Net neutrality
- Webcasting and streaming

"FMC HAS BROUGHT THE VOICES OF INDEPENDENT MUSICIANS INTO THE HALLS OF POWER IN WASHINGTON, AND MADE THEM HEARD AND RESPECTED. NO LONGER CAN BIG CORPORATIONS ADVANCE THEIR OWN AGENDAS UNDER THE GUISE OF 'SPEAKING FOR THE CREATIVE MUSICAL COMMUNITY.'"

— Harold Feld, Senior Vice President of Media Access Project

Musician and citizen education is a fundamental objective of FMC. We regularly distill and translate complicated issues so that artists and citizens can participate in the decisions that have historically been made without their input. FMC also educates policymakers, academics, and the media about the impact of policy decisions on citizens and musicians.

FMC EDUCATION PROGRAM INCLUDES:

- Organizing events like our annual Policy Summit and DC Policy Day
- Participating in dozens of events and conferences including South by Southwest, WOMEX and CMJ
- Publishing informative and easy-to-read articles and fact sheets
- Publishing a monthly newsletter
- Posting up-to-the-minute news and commentary on our blog
- Translating issues for the mainstream media, journalists and policymakers
- Managing a hotline that allows musicians to get advice on health insurance from insurance experts who are also musicians

FMC gives musicians and citizens the tools to become active participants in the policymaking and advocacy process, as well as the knowledge to make more informed decisions about the business relationships and arrangements that affect their livelihoods.

FMC HAS HOSTED SEVEN POLICY SUMMITS SINCE 2000, each bringing hundreds of musicians, policymakers, advocates, attorneys, and technologists together for engaging discussions about emerging music/technology issues.

Widely praised by advocates and industry alike, our Policy Summit has built a reputation as "a kind of Geneva where all sides in any number of contentious music industry fights can get together and play nice for a few days. Even more importantly, it offers pinstriped Washingtonians a rare opportunity to hear musicians articulate their concerns in person instead of relying on competing lobbying groups that claim to espouse their interests." (*Washington Post*, May 6, 2004).



ASCAP'S LAUREN IOSSA AND MUSICIAN GEORGE CLINTON AT FMC'S 5TH ANNUAL POLICY SUMMIT.

FMC has been cited in over 750 news stories since 2000 including articles in the *Washington Post*, *New York Times*, *Los Angeles Times*, *Chicago Tribune*, *New Yorker*, *Billboard*, *Rolling Stone*, *CNN*, *PBS*, *NPR*, *Fortune*, *Wired*, *CNET* and others.

The goal of our research program is to execute statistically sound research that provides citizens, musicians, policymakers, and the media with a clear analysis of issues at the intersection of music, law, technology, and policy.

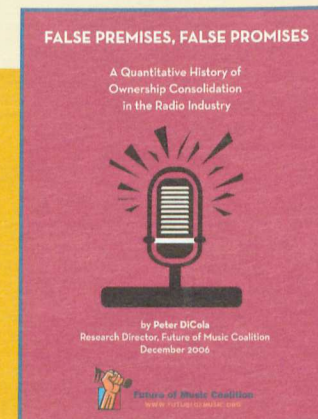
FMC RESEARCH INITIATIVES INCLUDE:

- Detailed reports that articulate the impact of policy decisions on musicians and citizens
- Surveys designed to gauge opinions of musicians and citizens about emerging issues or policy initiatives
- White papers that are used to educate policymakers and the press about the impact of policy decisions on musicians

FMC HAS CONDUCTED AND PUBLISHED RESEARCH ON:

- Health insurance and musicians
- The effect of radio station consolidation on musicians and citizens
- Musicians' opinions on copyright and peer-to-peer filesharing
- The content of citizens' comments filed in the FCC media ownership docket
- The licensing process used to clear music samples

IN 2006, FMC RELEASED *False Premises, False Promises: A Quantitative History of Ownership Consolidation in the Radio Industry*. The study quantified the impact of radio consolidation on the nation's airwaves in the wake of the 1996 Telecommunications Act. The report, along with our 2002 study *Radio Deregulation: Has It Served Musicians and Citizens?*, have become benchmarks for lawmakers, regulators, and the media. "This report points to the need for action by the Federal Communications Commission (FCC), which to date has been more interested in serving corporate than public interests," said Sen. Russ Feingold, D-Wis.



FMC RELEASED *FALSE PREMISES, FALSE PROMISES* IN DECEMBER 2006.

By carefully monitoring Congress, the courts, the US Copyright Office, the FTC and the FCC, FMC is able to alert musicians to emerging policy matters and craft advocacy projects that remind policymakers that musicians are also stakeholders in these crucial debates. Our work assures creators a seat at the policymaking table.

FMC POLICY PROGRAM INVOLVES:

- Tracking issues on Capitol Hill and at the FCC, and understanding how they fit into the larger political landscape
- Working in coalition with other advocates to build a strong but flexible network of allies
- Crafting testimony, letters, and FCC filings that articulate the musicians' position on emerging issues
- Translating the effect of legislative proposals for the media and other advocates
- Building issue advocacy campaigns — petitions, letter writing, public hearings — that help musicians to engage with policymakers and ensure their voices are heard.



OK GO MEETS WITH SENATOR DORGAN TO DISCUSS NETWORK NEUTRALITY.

THE INTERNET HAS LEVELED THE PLAYING field for small and independent artists like no other development in the history of the music industry. But the openness that has created sensations like OK Go and jazz artist Maria Schneider is under attack from major telecommunications companies. Verizon, Comcast, AT&T, and others want to serve as gatekeepers determining which websites are more easily accessed. FMC launched the Rock the Net campaign in 2007 to bring together artists, music labels, and fans to push for net neutrality — the guiding principle that preserves the free and open Internet. The unprecedented campaign is backed by more than 720 artists and 147 labels from all genres of music including R.E.M., Boots Riley of The Coup, Pearl Jam, Sarah McLachlan, Kronos Quartet, and Preservation Hall Jazz Band.

SUBSCRIBE TO THE FMC NEWSLETTER

Every month, FMC distributes our electronic newsletter to over 6,000 subscribers. It is packed full of breaking news; information about pending legislation and FCC filings; and links to news stories, advocacy campaigns, surveys, and articles. The newsletter serves as our most direct method of educating musicians and citizens about the constantly changing issues that affect their livelihoods. Subscribe online at www.futureofmusic.org/subscribe

ATTEND OUR EVENTS

Every year, FMC organizes public events that bring hundreds of musicians, academics, advocates, policymakers, and industry representatives together for cutting-edge discussions of the issues at the intersection of music, law, technology, and policy. Thanks to generous contributions from foundations, technology companies, sponsors, musician advocacy groups and law firms, working musicians are able to attend our Policy Summits for free. To learn more about our events, go to www.futureofmusic.org or email us at summit@futureofmusic.org

CONTRIBUTE

The Future of Music Coalition is a 501(c)(3) nonprofit organization. We welcome donations of any size to support our work. Visit our secure page on our website at www.futureofmusic.org/donate or mail contributions of any size to the address below.

“ FMC IS A LEADING VOICE OF THE INDEPENDENT MUSIC COMMUNITY IN WASHINGTON DC, CHAMPIONING THE RIGHTS OF ARTISTS AND MUSICIANS AGAINST SOME OF THIS NATION'S MOST POWERFUL INDUSTRIES. WHETHER SHEDDING LIGHT ON UNSCRUPULOUS PAYOLA PRACTICES, PRODUCING THE SEMINAL STUDY ON RADIO CONSOLIDATION, PROTECTING THE INTERESTS AND RIGHTS OF CONTENT CREATORS, AND PROMOTING THE LOCALISM VIRTUES OF RADIO, INCLUDING ON LOW POWER FM STATIONS, FMC IS AN INTELLECTUAL FORCE WITH ITS FINGER ON THE PULSE OF THE PRESENT AND FUTURE NEEDS OF THE CREATIVE COMMUNITY.”

— Jonathan Adelstein, FCC Commissioner



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FMC has varied and rich experience as musicians, technologists, lawyers, and policy experts. In the development and implementation of our work, we receive input from our Board of Directors and Advisory Board, and collaborate with dozens of other creator/citizen groups.

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