



ATTENTION – All MMF Members who live in one of the following States or Cities

NY, California, Texas, Florida, Tennessee, Illinois, Pennsylvania, Nevada and Maryland.

Seattle, Las Vegas, Detroit, New Orleans, Atlanta, Branson, Memphis and Nashville.

If you live in one of the states or cities listed, please read further.

What is the status of the campaign to win a performance right in the United States?

The MusicFIRST Coalition has made substantial progress. We're organized and funded. We have enthusiastic champions, Republicans and Democrats, in both the House and Senate. We've had successful hearings in the House and Senate Judiciary Committees and passed the bill out of the House Intellectual Property Subcommittee. The Congress has a growing awareness that the absence of a right in the U.S. is unique and that all other platforms (satellite, webcasters, cable, etc.) in our country do pay.

We have also earned a full-scale counter-offensive from the broadcasters. To their credit, they're convinced about half of the House to sign onto a non-binding resolution opposing the right.

Our job is difficult but simple. To succeed, we need to ratchet up our political engagement - *our grassroots lobbying effort* - so that the broadcasters fail next year in their effort to duplicate the support they generated for the non-binding resolution. Members need to see our issue not as local broadcasters versus Hollywood but as a few broadcasters versus a larger and more intense community of music professionals.

What is our most glaring weakness?

Our most glaring weakness, especially as measured against the broadcasters, is our lack of a visible broad-based constituency advocating for this right. To be sure, the constituency exists. There are artists, musicians, producers, engineers, managers and labels in every district and every state. But we're not organized. The broadcasters have fewer constituents in every district but their faces and names are much more familiar to their congressmen. The broadcasters have been nurturing these relationships for years; we haven't. So we need to rally together, to harness our collective voices and show politicians that we exist in their districts and that we care passionately about this fundamental issue of fairness.

What is the plan to address this weakness?

Our plan is very basic and requires very little of your time. We want to show our strength in key states and key cities by establishing a series of groups, each of which will form a steering committee of some 2 to 4 dozen individuals from our music family.

We need you to agree to lend your name to the steering committee of one of these groups.

For immediate purposes, we want to form groups in nine states and 8 cities. We'll enlarge our geographic reach later in a second phase. For now, the nine states are: **NY, California, Texas, Florida, Tennessee, Illinois, Pennsylvania, Nevada and Maryland.** And, again, for now, the eight cities are: **Seattle, Las Vegas, Detroit, New Orleans, Atlanta, Branson, Memphis and Nashville.**

In each of these states and cities, there will be six different groups. They are as follows:

1. MusicFirst chapter (membership open to any musicFIRST coalition member. The MMF is a musicFIRST coalition member.);
2. Alliance of Music Investors (membership open to founders/employees of any label, major or indie);
3. Indies for Music Fairness (membership open to indie founders/employees);
4. Creators for Property Rights (membership open to songwriters, producers, artists and musicians);
5. Union Workers for Just Compensation (membership open to AFM and AFTRA members);
6. Coalition of Music Professionals (membership open to anyone making their living in the music business).

What does service on a steering committee require?

Service means lending your name to a Steering Committee that will write Senators and House Members about this specific issue.

You will be given a chance to review drafted letters before they are sent, with an understanding that you'll have 24 hours to respond by email.

If you are willing, service might also include an occasional call or email to follow up the steering committee communication.

And, finally, we'd like to set up a meeting or two with certain congressmen and senators when they are home in their districts/states.

What's Next?

Please identify which group you would like to join, along with your contact information. Thanks for your interest and participation.

If you have questions, please feel free to contact presnick@rzo.com or Alissa@musicFIRSTcoalition.org. Visit www.musicFIRSTcoalition.org.