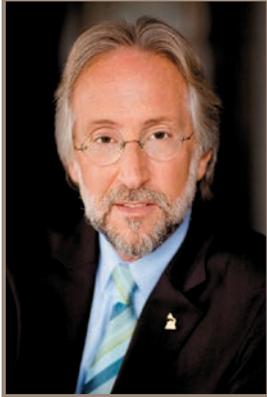




THE RECORDING ACADEMY

The  
Recording Academy<sup>®</sup>  
Today

## From The President/CEO



Since its formation in 1957 by a forward-thinking group of industry executives, artists and musicians, The Recording Academy has been a leading force in supporting music creators nationwide. From relatively humble beginnings (The Academy initially had a presence in only Los Angeles and New York and the GRAMMY Awards weren't televised live until 1971), this organization has grown remarkably in stature and reach through the years.

Over those years, the GRAMMY Awards has truly become Music's Biggest Night, and perhaps the most important and influential three-and-a-half-hour broadcast and event for music makers and the entire music industry. The impact on an artist's career can be substantial and dramatic, and the show's own legacy has become internationally renowned, with unforgettable moments on the telecast becoming part of our shared musical history.

And those shared memories are getting shared in record numbers. During the 56th GRAMMY Awards on Jan. 26, 2014, there were a record-breaking 34 million social media interactions surrounding the show.

But our reach goes well beyond the GRAMMY telecast. In the last few years, GRAMMY television specials honoring the late Whitney Houston and the 50th anniversary of the Beatles in America have proven that the authenticity the GRAMMY brand can bring to such shows has remarkable value.

And we do so much of our most important work off-screen. More than 20 years ago, The Academy added its affiliated charities — the MusiCares and GRAMMY Foundations. MusiCares has built an admired reputation as *the* health and human services organization for the music community. MusiCares has provided more than \$37 million in emergency assistance funding to music people since its founding.

The GRAMMY Foundation's music and education programs have awarded nearly \$6 million to more than 300 important archiving, preservation and research projects, and many thousands of students have benefited from programs geared toward aiding their music education ambitions. And in 2014, The Academy and the GRAMMY Foundation presented our first-ever Music Educator Award, arguably already the highest profile recognition of music teachers nationwide.

In Washington, D.C., The Academy is the only trade association that represents all music creators: performers, songwriters and studio professionals. As such, we are the leading voice for the music professional in policy discussions and hearings, and produce the only annual music advocacy day, GRAMMYs on the Hill.

And The Academy is making a major ongoing commitment to the importance of music in our culture through the GRAMMY Museum in downtown Los Angeles. Since opening in December 2008, the Museum has hosted more than 130,000 students at more than 700 educational events. Additionally, the Museum has welcomed more than 500,000 visitors and has produced more than 300 public programs.

A new Member Services initiative, GRAMMY Pro blends live programming with on-demand online resources to ensure members have access to professional development programming and can participate in the membership community wherever they live.

Many more programs are on the horizon as The Academy continues to strive for a growing positive impact on music creators' professional lives, and excellence in everything we do. I hope the following pages will give you a deeper look into who we are.

A handwritten signature in black ink, appearing to read "Neil Portnow". The signature is fluid and cursive, written on a light-colored background.

Neil Portnow  
Recording Academy President/CEO

The Recording Academy has built a rich tradition as the premier outlet for honoring achievements in the recording arts and for supporting the music community.

In 1957 a visionary group of music professionals and label executives in Los Angeles recognized the need to create an organization that would acknowledge and celebrate the artistic achievements of not only talented musicians and singers, but also important behind-the-scenes contributors such as producers and engineers.

Conceived as a way to create a real recording industry community, The Recording Academy was born and the GRAMMY Awards process began.

The GRAMMYS are the only peer-presented award to honor artistic achievement, technical proficiency and overall excellence in the recording industry, without regard to album sales or chart position.

The GRAMMY Awards themselves have grown right along with the organization that presents them. Initially a series of taped network TV specials titled "The Best On Record," the GRAMMYS have long been a state-of-the-art live extravaganza (in 2003 the GRAMMYS became the first awards show to broadcast in high-definition television and 5.1 surround sound) and the premier music awards show on television.

In addition to the GRAMMY Award, The Recording Academy presents several other awards to honor important music

and music professionals. The Lifetime Achievement Award celebrates performers and other music professionals who have made outstanding contributions to recording in their lifetimes. The Trustees Award recognizes primarily nonperforming contributors. The Technical GRAMMY Award is presented to individuals and/or companies who have made contributions of outstanding technical significance to the recording field. The GRAMMY Legend Award is presented on occasion to individuals or groups for ongoing contributions and influence in the recording field. And the GRAMMY Hall Of Fame was established in 1973 to commemorate recordings, at least 25 years old, of lasting qualitative or historical significance. The Hall celebrated its 40th anniversary in 2013 and now features close to 1,000 recordings, highlighting musical excellence across all genres.

As the music industry continues its evolution from analog to digital, The Recording Academy has continued its mission to be the leading force in honoring, celebrating and advancing music. The Academy has been at the forefront of critical issues affecting both the music community and the general population, such as legislation affecting the arts community, protection of intellectual property rights, piracy, archiving and preservation issues, censorship concerns, and creating dialogue between the music and technology sectors.

To accomplish this mission, The Recording Academy has developed a network of 12 Chapters across the country to provide industry service and program development to our more than 23,000 members. The Academy also launched the Producers & Engineers Wing in 2000 to create an organized

voice for the important technical and creative community.

Through its Washington, D.C.-based Advocacy & Industry Relations office, The Academy seeks to amplify the voice of music creators in national policy matters. The Academy was instrumental in helping form the Recording Arts and Sciences Congressional Caucus in 2004, and in 2007 co-founded the musicFIRST Coalition, which has taken a leadership role in the fight to expand radio performance royalties to all music creators.

Through its affiliated MusiCares Foundation and GRAMMY Foundation, The Academy works to protect and support music people in crisis, and provide young people with real-world exposure to music and the music industry.

During GRAMMY Week in 2014, The Recording Academy and GRAMMY Foundation partnered to launch the first-ever Music Educator Award, an honor recognizing a current educator who has made a significant contribution to the field of music education.

Since 2008, The Recording Academy has worked with the Natural Resources Defense Council to focus its awareness on the carbon footprint of The Academy and GRAMMY Awards production to help educate telecast guests on environmental issues, and to aid The Academy in communicating to its vendors an interest in sustainable solutions. In 2009 The Academy's headquarters in Santa Monica, Calif., attained LEED gold-level certification, further demonstrating the organization's positive environmental impact.

Finally, The Academy opened the doors to the GRAMMY Museum in December 2008, launching a state-of-the-art cultural facility at the exciting L.A. Live complex in downtown Los Angeles. Expanding the institution's reach, the 20,000-plus square-foot GRAMMY Museum Mississippi is expected to open in summer 2015. The Museum brings the mission, impact and legacy of The Recording Academy and GRAMMYS to the public year-round. ●

*You can learn more details about The Recording Academy's many programs at [www.grammy.org](http://www.grammy.org).*



Paul McCartney and Ringo Starr at the 56th Annual GRAMMY Awards

## Recording Academy Membership

Membership in The Recording Academy is open to individuals who are actively working in all realms of music and recorded sound, from its creation to presentation, dissemination and protection. Through active participation in The Recording Academy, members help ensure that the proposed activities of The Academy are current and relevant to the industry. Individuals may join The Recording Academy in three separate categories.

**Voting Members** are professionals with creative or technical credits on six commercially released tracks (or their equivalent) or 12 tracks (or their equivalent) released through recognized online music retailers. These may include vocalists, conductors, songwriters, composers, engineers, producers, instrumentalists, arrangers, art directors, album notes writers, narrators, and music video artists and technicians.

**Associate Members** are creative and technical professionals with fewer than the required credits for voting membership eligibility, and other individuals whose careers are focused on music, or who are employees of companies involved in the recording industry, including writers, publishers, attorneys, business managers, artist managers, artist agents, executive producers, music educators, music therapists, and music merchants.

**Student Members** are students enrolled in a college or trade school who are in a music-related field or thinking of pursuing a career in music. All student members are part of the GRAMMY University Network (GRAMMY U), The Recording Academy's college outreach program.

## Programs And Services

The Recording Academy has regional Chapters in 12 cities across the United States. Chapters serve as a direct connection between The Academy and the music community. They conduct educational and professional programs

that explore issues and trends in the field of recording not only in their home city but also in the surrounding areas.

Additional programs include showcase and networking opportunities, professional development events and discounts for select services and goods. The Academy serves its national membership through these 12 Chapters located in Atlanta, Austin (Texas Chapter), Chicago, Los Angeles, Memphis, Miami (Florida Chapter), Nashville, New York, Philadelphia, San Francisco, Seattle (Pacific Northwest Chapter), and Washington, D.C.

Launched in 2007, **GRAMMY U** is The Academy's collegiate outreach program designed to enhance a student's academic curriculum by providing access to professionals working in the recording industry today. Through educational and networking events, GRAMMY U provides college students with unique experiences and a working knowledge of a multitude of career paths in the recording and music industries, both performance- and business-based.

The **Producers & Engineers Wing** is a Recording Academy membership division created to serve the needs of producers, engineers, remixers, manufacturers, technologists, and other related music-recording professionals. A network with more than 6,000 members, the P&E Wing is comprised of experts whose work spans all genres, regions and styles. As a powerful, organized voice for the creative and technical recording community, P&E Wing members address critical issues that impact the art and craft of recorded music. Sound quality, development of new technologies, technical best practices, education in the recording arts, and advocacy for the rights of music creators are all part of the P&E Wing mix.

As advocates on behalf of its membership, The Academy works with Congress and federal agencies and is active throughout the country, utilizing its membership to advance artists' rights. The Academy's annual GRAMMYS on the Hill Advocacy Day is the music community's

only national advocacy day in Washington, D.C., while Chapter events across America bring legislators, artists and music industry leaders to the membership through panel discussions and GRAMMY Town Halls.

In 2005 The Academy launched **GRAMMY**, a digital newsletter/magazine that brings together news about Academy programs with feature content in a publication geared specifically to members but of interest to all music fans.

Additionally, in 2014 The Academy launched **GRAMMY Pro**, a new member benefit providing tools to help members grow in their careers creatively and technically. GRAMMY Pro's dedicated website, [GRAMMYPro.com](http://GRAMMYPro.com), features an exclusive library of video and editorial content exploring the industry and the craft of music. Through [GRAMMYPro.com](http://GRAMMYPro.com), Academy members are able to collaborate and connect socially with fellow members, artists and music professionals in a true professional network.

Members of The Recording Academy are involved in the GRAMMY Awards process. The GRAMMYS are the only peer-presented award to honor artistic achievement, technical proficiency and overall excellence in the recording industry. Member involvement is essential to the integrity of the GRAMMY Awards.

The staff headquartered in Santa Monica, Calif., as well as in the 12 Chapters, conducts the daily operations of The Recording Academy with guidance provided by the National Board of Trustees. The Trustees are elected by the Governors of each Chapter to provide vision and ensure effective corporate governance of The Academy. ●

*For more information on Recording Academy membership, visit [www.grammy.org](http://www.grammy.org).*



MUSICARES®

## The Mission

More than 20 years ago, MusiCares was established by The Recording Academy to provide a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. Since its inception, MusiCares has developed into a premier support system for music people and its innovative programs and services are designed to meet the specific needs of its constituents. Last year MusiCares distributed more than \$3.5 million in direct financial assistance to thousands who needed help.

## Emergency Financial Assistance Program

With a commitment to providing help to those in need as quickly as possible, the **Emergency Financial Assistance Program** provides assistance for basic living expenses including rent, utilities and car payments; medical expenses including doctor, dentist and hospital bills; psychotherapy; and treatment for HIV/AIDS, Parkinson's disease,

Alzheimer's disease, hepatitis C, and other critical illnesses.

The program is open to music people who are able to document at least five years of employment in the music industry and/or credited contribution to six commercially released recordings or videos, and who can demonstrate proof of need. MusiCares operates toll-free phone lines in the West region (800.687.4227), East region (877.303.6962) and South region (877.626.2748).

## Healthy Essentials Services

Proactive services can often prevent our community members from falling into crisis. MusiCares has developed a slate of **Healthy Essentials** maintenance and preventative services, including dental and medical screenings and clinics; workshops on financial, legal and health issues; and panels at industry conferences and festivals. In addition, MusiCares will be helping music professionals understand medical insurance options available under the **Affordable Care Act**.

## Addiction Recovery

The **MusiCares MAP Fund**, launched when MusiCares joined with the Musicians' Assistance Program, has become a leading force in the effort to identify and address the problems of addiction in our industry by utilizing a pool of resources set aside specifically to provide members of the music community access to addiction recovery treatment and sober living. The MusiCares MAP Fund benefit concert is held annually to generate resources for our addiction recovery services.

Staffed by qualified chemical dependency and intervention specialists, MusiCares **Safe Harbor Rooms** offer a support network to those in recovery while they are participating in the production of

televised music shows and other major music events. In addition, MusiCares offers weekly addiction support groups for people in the music industry to discuss how to best cope with the issues surrounding the recovery process, and the **MusiCares Sober Touring Network** provides a resource of individuals across the United States who take music people to recovery support meetings while on the road.

## Person Of The Year Tribute

The annual MusiCares **Person of the Year** tribute dinner and silent auction take place during GRAMMY Week. Each year, the dinner honors a recording artist who has made important contributions to the world of music and has demonstrated extraordinary humanitarian and philanthropic efforts. The event generates significant financial support for MusiCares and draws attention to the critical work of the organization. The 2014 honoree was Carole King; previous honorees include Tony Bennett, Bono, Natalie Cole, Phil Collins, David Crosby, Neil Diamond, Gloria Estefan, Aretha Franklin, Don Henley, Billy Joel, Elton John, Quincy Jones, Paul McCartney, Luciano Pavarotti, Bonnie Raitt, Paul Simon, Bruce Springsteen, Sting, Barbra Streisand, James Taylor, Brian Wilson, Stevie Wonder, and Neil Young.

## How Can I Help?

Your help is more important now than ever. Please talk to us about the people you know who are in need. Invite us to your company, studio or other gathering to talk about how we can help, and please consider MusiCares for your personal or professional charitable contribution. Your contribution can make a real difference in the lives of the members of our music family.

Throughout the year, the GRAMMY Charity Online Auctions raise funds for these programs by bringing exclusive VIP experiences and autographed memorabilia to the public at [www.ebay.com/grammy](http://www.ebay.com/grammy). ●

To learn more about MusiCares' programs and services, visit [www.musicares.org](http://www.musicares.org) or call 310.392.3777.



2014 MusiCares Person of the Year Carole King



The GRAMMY Foundation was established in 1988 to cultivate the understanding, appreciation and advancement of the contribution of recorded music to American culture. The Foundation accomplishes this mission through programs and activities designed to engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with its founder, The Recording Academy, to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural legacy. An important part of this mission includes the direct involvement and interaction of music professionals.

### Education Programs

Under the banner of **GRAMMY in the Schools**, the GRAMMY Foundation achieves its goals in music education through programs that draw public attention to the importance of maintaining music education as a curriculum element; bringing students together with working professionals for “real-life” exchanges of information and inspiration; and recognizing excellence in musical achievement nationwide among individual students and school music programs.

**GRAMMY Camp** is a residential summer camp for high school students with a focus on the many careers in the music industry. In 2014 GRAMMY Camp was presented in Los Angeles, New York and Nashville, Tenn., and St. Paul, Minn., for the first time.

**GRAMMY Camp — Basic Training** is a one-day event that brings top music industry professionals together with high school students to make them aware of careers that are available in music and present a behind-the-scenes look into the industry.

**GRAMMY Camp — Jazz Session** selects top high school instrumentalists and singers to form a band, choir and combo. They receive an all-expenses-paid trip to Los Angeles during GRAMMY Week to perform at GRAMMY-related events, record an album and attend the GRAMMY Awards, and they are eligible to receive \$2 million in scholarships.

**GRAMMY Signature Schools** provides

awards and grants to public high school music programs in two categories: need and excellence.

Using the model of the GRAMMY Signature Schools program, the GRAMMY Foundation created the **GRAMMY Signature Schools Community Award**, which provides grants to high school music programs across the United States.

The Recording Academy and GRAMMY Foundation debuted the **Music Educator Award** during GRAMMY Week in 2014. The first-ever recipient was Kent Knappenberger of Westfield Academy and Central School in Westfield, N.Y.

### Preservation & Advancement

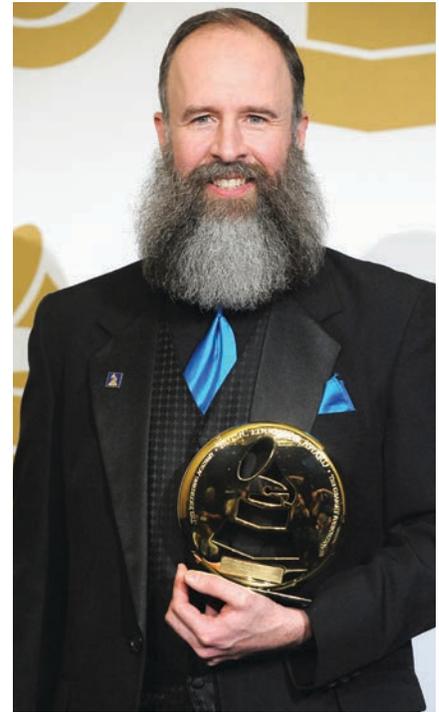
The GRAMMY Foundation’s preservation and advancement initiatives are designed to foster dialogue about the compelling issues facing the music industry, support projects that increase the understanding of music and its role in society, and raise public awareness about the urgent need to preserve our nation’s recorded sound legacy.

The **Entertainment Law Initiative** is comprised of a legal seminar series, a national scholarship essay competition for law students and a high-profile luncheon during GRAMMY Week. Moving into its 17th year, ELI has awarded more than \$160,000 in scholarships and prizes since its inception. Winners’ essays are also published in professional law journals.

The GRAMMY Foundation **Grant Program**, with funding generously provided by The Recording Academy, awards grants each year to organizations and individuals in two categories: scientific research and archiving and preservation. The Grant Program has awarded more than \$6 million over the life of the program.

The **GRAMMY Living Histories** program preserves on visual media the life stories of key recording industry professionals and visionaries who helped create the history of recorded sound. This footage is utilized by the GRAMMY Foundation and its partner organizations to develop educational video programs. To date, the Foundation has completed more than 200 interviews with artists, producers, executives, and technology pioneers.

The GRAMMY Foundation continues



First-ever Music Educator Award recipient Kent Knappenberger

Steve Granitz/WireImage.com

to partner with organizations and archives to preserve and feature historic music performances and materials. Entering its 17th year, the GRAMMY Foundation Legacy Concert, a special event produced during GRAMMY Week, highlights this effort.

The GRAMMY Foundation was instrumental in writing and successfully passing the **National Recording Preservation Act** in 2000. This legislation created a National Recording Preservation Board that works with the Librarian of Congress and the public to select entries for the National Recording Registry, ensuring the preservation of these designated historic recordings. To date, 400 recordings have been added to the Registry.

Throughout the year, the GRAMMY Charity Online Auctions raise funds for programs by bringing exclusive VIP experiences and autographed memorabilia to the public at [www.ebay.com/grammy](http://www.ebay.com/grammy). ●

For more on the GRAMMY Foundation, visit [www.grammyfoundation.org](http://www.grammyfoundation.org). For more on the Foundation’s education programs, visit [www.grammyintheschools.com](http://www.grammyintheschools.com).



In 2014 The Latin Recording Academy is celebrating its 15th year of honoring the best in Latin music. Established in 1997 as the first international venture launched by The Recording Academy, The Latin Recording Academy is a unique membership-based association dedicated to improving the quality of life and cultural condition for Latin music and its creators.

The Latin Academy has offices in Miami and Santa Monica, Calif., and conducts outreach through educational and other events in cities such as Sao Paulo, Mexico City and Madrid. The Latin Recording Academy is a virtual meeting place for members, including music professionals in Spanish- or Portuguese-speaking communities from more than 35 countries around the world.

Since 2002 The Latin Recording Academy Board of Trustees has guided the organization from its initial stages of growth to the 15th Latin GRAMMY telecast. The Board members, who rotate after serving their respective terms, drive the organization's efforts in staging the annual Latin GRAMMY Awards and ancillary events while achieving annual goals. The Latin GRAMMY Awards aims to recognize artistic and technical excellence, not sales figures or chart positions, and the nominees and respective winners are determined by their peers — the qualified voting members of The Latin Recording Academy.

A main purpose of the Latin GRAMMY

Awards is recognizing achievement and creating a greater public awareness of the cultural diversity of Latin music artists and creators, both domestically and internationally. The Latin GRAMMY nominees and winners are chosen via a process that is similar to the GRAMMY Awards, with a few subtle but important differences: membership and voting are international and the releases eligible for awards can be issued both inside and outside the United States.

The Latin GRAMMYS, the most high-profile celebration of Latin music culture, was the first primetime English-, Spanish- and Portuguese-language telecast on U.S. television. After redefining the international market approach to the Latin GRAMMY Awards telecast, the show was sold to approximately 50 international markets (representing more than 100 countries), with a focus on branding, long-term objectives and social media impact — as well as a goal of reaching more than 75 million pairs of eyes and ears with the best in Latin music.

Culminating a week full of Latin GRAMMY-related events, the 14th Latin GRAMMY Awards telecast aired on the Univision Network live for a sixth consecutive year from the Mandalay Bay Events Center in Las Vegas. Approximately 10 million viewers tuned in to all or part of the live three-hour broadcast. The telecast also delivered an average audience of 4.6 million total viewers 2+, 2.4 million adults

18–49 and 1.2 million adults 18–34, and positioned Univision as the No. 3 broadcast network for the entire night among adults 18–34. Additionally, the telecast ranked as the No. 1 social TV broadcast of the entire night based on the number of unique tweets.

The Latin Academy continued another longstanding tradition when singer/actor Miguel Bosé was celebrated

as the 2013 Latin Recording Academy Person of the Year. The day prior, The Latin Recording Academy recognized the impressive long-lasting careers of Oscar D'León, Juan Formell, Roberto Menescal, Totó La Momposina, Palito Ortega, Eddie Palmieri, and Miguel Ríos as 2013 Lifetime Achievement Award recipients; and Mario Kreutzberger aka “Don Francisco” and Pedro Ramírez Velázquez as 2013 Trustees Award recipients.

Through the Latin GRAMMY Street Parties, a successful signature event for more than 10 years, The Latin Recording Academy brought music and the Latin GRAMMY brand to top U.S. Hispanic markets in 2013. Additional efforts included educational sessions in the United States, Mexico and Colombia and the Latin GRAMMY Acoustic Sessions, which was held for the first time in Bogota, Colombia, and repeated successfully in Mexico City in addition to several U.S. cities. As an extension of these efforts, in November 2013 The Latin Recording Academy, with the support of The Recording Academy, announced the creation of the Latin GRAMMY Cultural Foundation as a means to provide funds to individuals who have the potential to excel in genres related to Latin music.

LatinGRAMMY.com continues to be the preferred communication tool with members, media and Latin music fans. The Latin GRAMMYS' Twitter account has nearly 2 million followers and the organization's presence on Facebook provides a connection for nearly 300,000 constituents. In addition, music fans can learn more about how The Latin Recording Academy operates and obtain information about Latin GRAMMY winners and the awards process.

The active, generous and selfless participation of The Latin Recording Academy's Trustees and various committees and members around the world, along with the help of its sister organization, The Recording Academy, ensures that programs and activities are current and relevant to the music community. ●

*For more information, visit [www.latingrammy.com](http://www.latingrammy.com), or contact The Latin Recording Academy's headquarters in Miami at 305.576.0036 or the Awards office in Santa Monica at 310.581.8689.*



**Marc Anthony performs at the 14th Annual Latin GRAMMY Awards in 2013. Anthony won Record Of The Year for “Vivir Mi Vida.” The night's big winner, with three awards, was Colombian singer/songwriter Carlos Vives**



The GRAMMY Museum has served as a dynamic educational and interactive institution dedicated to the power of music since opening its doors in December 2008. The four-story, 30,000-square-foot facility is part of L.A. Live, the premier sports and entertainment destination in downtown Los Angeles. A joint venture of The Recording Academy

Museum aims to have visitors experience the artistic and creative process of making music with a number of interactive and experiential exhibits. At its essence, the GRAMMY Museum supports and recognizes artistic excellence and the art of making music across all genres.

The GRAMMY Museum serves as home to a living archive of the GRAMMY Awards' colorful history. Dedicated computer databases contain information on more than 50 years of GRAMMY recordings and artists, and rare artifacts connect visitors to the legendary recordings and artists that have been honored by the GRAMMY Hall Of Fame and The Recording Academy's Special Merit Awards. The Museum also shares the process through which GRAMMY winners are selected as well as how the telecast comes together.

Since its inaugural year, the Museum has presented exhibits including the political Songs Of Conscience, Sounds Of

Freedom; a Michael Jackson memorial retrospective; an expanded Latin GRAMMY Awards exhibit; Elvis At 21, a Smithsonian-curated collection of Alfred Wertheimer's insightful photographs chronicling arguably the most pivotal year in Presley's career; Strange Kozmic Experience, exploring the innovations, legacies and continued impact of the Doors, Jimi Hendrix and Janis Joplin; George Harrison: Living In The Material World; This Land Is Your Land, an exhibit dedicated to Woody Guthrie; the Songwriters Hall of Fame Gallery, which premiered the exhibit John Lennon, Songwriter; and Whitney! Celebrating The Musical Legacy Of Whitney Houston. The Museum's more recent exhibits include Blue Note Records: The Finest In Jazz; John Fogerty: Wrote A Song For Everyone; Ringo: Peace & Love; and Cheap Trick: I Want You To Want Me!

The GRAMMY Museum also hosts a wide range of public programs in the Clive Davis Theater, including artist interviews, live

performances, film series, lectures, continuing education classes, town hall meetings, and more. The past year has seen an exciting lineup of critically acclaimed programs with Bad Company, the Beach Boys, Black Sabbath, Michael Bolton, Stanley Clarke, Clive Davis, Plácido Domingo, John Fogerty, Amy Grant, Skylar Grey, Josh Groban, Kaskadee, Paul Kelly, Kris Kristofferson, Macklemore & Ryan Lewis, Natalie Maines, Graham Nash, Orianthi, Phillip Phillips, and Verdine White, among others.

The Museum's Education Division also offers a variety of multidisciplinary programs to inspire, teach and engage students, teachers and families. The education staff uses music as a gateway to learning by providing hands-on experiences that allow students to deepen their understanding of music, culture and history. From education workshops that are developed based on state and national educational content standards, to digital music production, DJ and photography workshops emphasizing various career pathways, and outreach programs designed to bring music to disenfranchised communities, the Museum aims to enrich those of all ages interested in learning. In 2012 the GRAMMY Museum launched the Music Revolution Project, a new program that offers talented youth the opportunity to engage in musical discourse and performance with their peers.

In June 2013 a groundbreaking ceremony took place for the GRAMMY Museum Mississippi in Cleveland, Miss. Expected to open in summer 2015, the 20,000-plus-square-foot facility is planned to be the most technologically advanced music-themed museum in the world.

Membership dues and donations support the Museum's public and educational programs as well as maintain the Museum's cutting-edge exhibits. There are a variety of membership packages available, including corporate packages. All members enjoy exclusive access to the Museum and its programs. ●

*To learn more about the GRAMMY Museum and its various programs, or to become a member, visit [www.grammymuseum.org](http://www.grammymuseum.org) or call 213.765.6800. For updates and news, please visit the Museum on Twitter (@TheGRAMMYP Museum) and Facebook (The GRAMMY Museum).*



Courtesy of the GRAMMY Museum

and Anschutz Entertainment Group, the Museum serves the community with an array of public and education programs.

The GRAMMY Museum explores and celebrates the enduring legacies of all forms of music; the creative process; the art and technology of the recording process; and, of course, the history of the GRAMMY Awards, the premier recognition of accomplishment in the recording arts. Four floors of cutting-edge exhibits, interactive experiences and films provide a one-of-a-kind visitor experience — engaging, educational, celebratory, and inspirational. In addition to more than two dozen exhibits exploring GRAMMY-winning music including everything from rock, hip-hop and country to classical, Latin, R&B, and jazz, the Museum offers the 200-seat, state-of-the-art Clive Davis Theater as well as curated special programs, lectures and film series.

Although the GRAMMY Museum isn't a traditional museum, there are many iconic and historical artifacts on display. The



THE RECORDING ACADEMY™

GRAMMYS ON THE HILL™  
ADVOCACY & INDUSTRY RELATIONS

## Advocacy & Industry Relations: Advancing The Rights Of Music Creators

The only membership organization representing all music creators, The Recording Academy is known as the “supersized musicians lobby” by *Congressional Quarterly*. The Academy’s Advocacy & Industry Relations office in Washington, D.C., serves as policymakers’ go-to representative of the collective world of recording professionals — performers, songwriters and studio professionals.

Through its year-round GRAMMYS on the Hill Initiatives, Academy members from across the country partner with the Advocacy team to present a compelling, 23,000-member strong lobbying corps for music creators’ rights. From congressional hearing testimony by Academy witnesses to online advocacy tools to the music industry’s only annual grassroots advocacy day, the music community’s point of view is heard by leaders from the Capitol to the White House.

Through advocacy, education and dialogue, The Recording Academy protects the rights of music makers and advances their interests on important policy matters.

Programs include:

### Advocacy

- **GRAMMYS On The Hill Awards And Advocacy Day**

This two-day event in Washington brings hundreds of music creators to Capitol Hill for an awards ceremony honoring artists

and legislators who have improved the environment for music, followed by a grassroots lobby day during which Academy members meet with their members of Congress

- **Congressional Testimony**  
Numerous Recording Academy leaders have served as expert witnesses before key congressional hearings determining music policy. Most recently, Recording Academy President/CEO Neil Portnow testified in favor of a bill to address fair pay for all music creators across all platforms. Others who have testified recently include GRAMMY-winning composer and New York Chapter Board member Maria Schneider and former Academy Chair Jimmy Jam
- **Congressional Caucus**  
The Recording Academy works closely with the Recording Arts and Sciences Congressional Caucus, co-chaired by congressional leaders Rep. Kevin McCarthy (R-Calif.) and Rep. Steny Hoyer (D-Md.), the two House “whips” of their parties. In conjunction with the caucus, The Academy produces congressional briefings and events at the Capitol to educate policymakers
- **State Advocacy**  
From Washington state to Washington, D.C., The Recording Academy partners with its 12 Chapters to advocate for local and state initiatives that help the local music community

### Education

- **Advocacy Year In Review**

This annual publication serves as a roundup of the year’s Advocacy & Industry Relations objectives and successes. An educational tool for music professionals and policymakers alike, the publication can be accessed at [www.grammy.com/advocacy](http://www.grammy.com/advocacy) (click Year in Review)

- **Online And Social Media Engagement**

Through its Advocacy Action tool, members can contact federal, state and local government officials to advocate for pro-music policy. Through Facebook (GRAMMYS on the Hill) and Twitter (@TRAinDC), Academy members receive real-time updates on policy matters, with new online tools launching in 2014

- **Panels, Seminars And Speaking Engagements**

From South by Southwest to legal seminars and Chapter events, the Advocacy & Industry Relations team fans out across the country to paint the policy picture for those interested in creators’ rights

### Dialogue

- **GRAMMY Industry Roundtable**

A series bringing together policy leaders and music professionals to discuss critical issues in a private, off-the-record setting

- **“Give Fans The Credit”**

An industrywide discussion on finding ways to include the credits of songwriters, musicians and studio professionals on digital players, “Give Fans The Credit” was launched with spokespeople such as Skylar Grey, T Bone Burnett and Diane Warren. In the campaign’s first year, its petition garnered more than 12,000 signatures and Rhapsody became the first music service to support the initiative

- **Music Leaders Retreat**

A semiannual retreat for leaders of every major music association. Co-founded by The Recording Academy and co-hosted by Recording Academy President/CEO Neil Portnow, the leaders discuss their common legislative goals and important community issues ●

For more information about Advocacy & Industry Relations at The Recording Academy, visit [www.grammy.org/advocacy](http://www.grammy.org/advocacy). To learn more about the “Give Fans The Credit” campaign, visit [www.givefansthecredit.com](http://www.givefansthecredit.com).



Neil Portnow testifies at the House Judiciary Committee’s Subcommittee on Courts, Intellectual Property and the Internet hearing “Music Licensing Under Title 17 Part One” on June 10, 2014

# The Digital Academy

**A**s The Recording Academy has grown its mission, programs and services to meet the needs of the 21st century music community, so too has it evolved its methods for interacting with that community. The organization's digital initiatives reveal an embrace of new technologies to communicate and advance our mission and the GRAMMY brand.

GRAMMY.com has been the exciting online extension of the GRAMMY telecast for nearly two decades. While helping to build awareness for and drive viewership to the GRAMMY Awards, the site presents Recording Academy news, events and information; engaging features, video and photos; and its own unique content and creative coverage of the GRAMMYS. And with the launch of GRAMMYPro.com, the online component of the new GRAMMY Pro initiative, GRAMMY websites continue to provide a 24/7 connection for all Recording Academy members.

For the 56th GRAMMY Awards, GRAMMY.com offered more video, more photos, and a more live and interactive "second-screen" GRAMMY experience than ever before. For the fifth year, The Recording Academy presented

GRAMMY Live — a live video stream of GRAMMY activities that included a live webcast of the GRAMMY Premiere Ceremony and special behind-the-scenes action and backstage coverage during the GRAMMY telecast, including red-carpet interviews, and exclusive GRAMMY Week content. Nearly 70 categories of awards are presented in the GRAMMY Premiere Ceremony, and until 2008 the presentation was only available to those in attendance.

Social engagement, live event blogs, real-time video, photo uploads, and user comments enhanced the lively GRAMMY dialogue on the site. The mobile-optimized GRAMMY.com accommodated a growing community of visitors viewing the site on smartphones and tablets.

Additionally, The Academy continues to expand its digital presence for both the GRAMMY Awards and the organization's year-round initiatives by creating unique pages on YouTube and such social networking sites as Twitter, Facebook, Tumblr, Instagram, and others where users can interact with the GRAMMY brand in a meaningful and authentic way. The success of this engagement led to the 56th GRAMMY Awards generating 34 million combined social media interactions, marking television's

biggest social event at the time.

GRAMMYPro.com provides Academy members with exclusive professional development video and articles, easy online membership management tools and a new-and-improved members-only social network where they can share, connect and learn from one another. All Academy members can access GRAMMYPro.com for unique content and post status updates as well as audio, video, photos, and more.

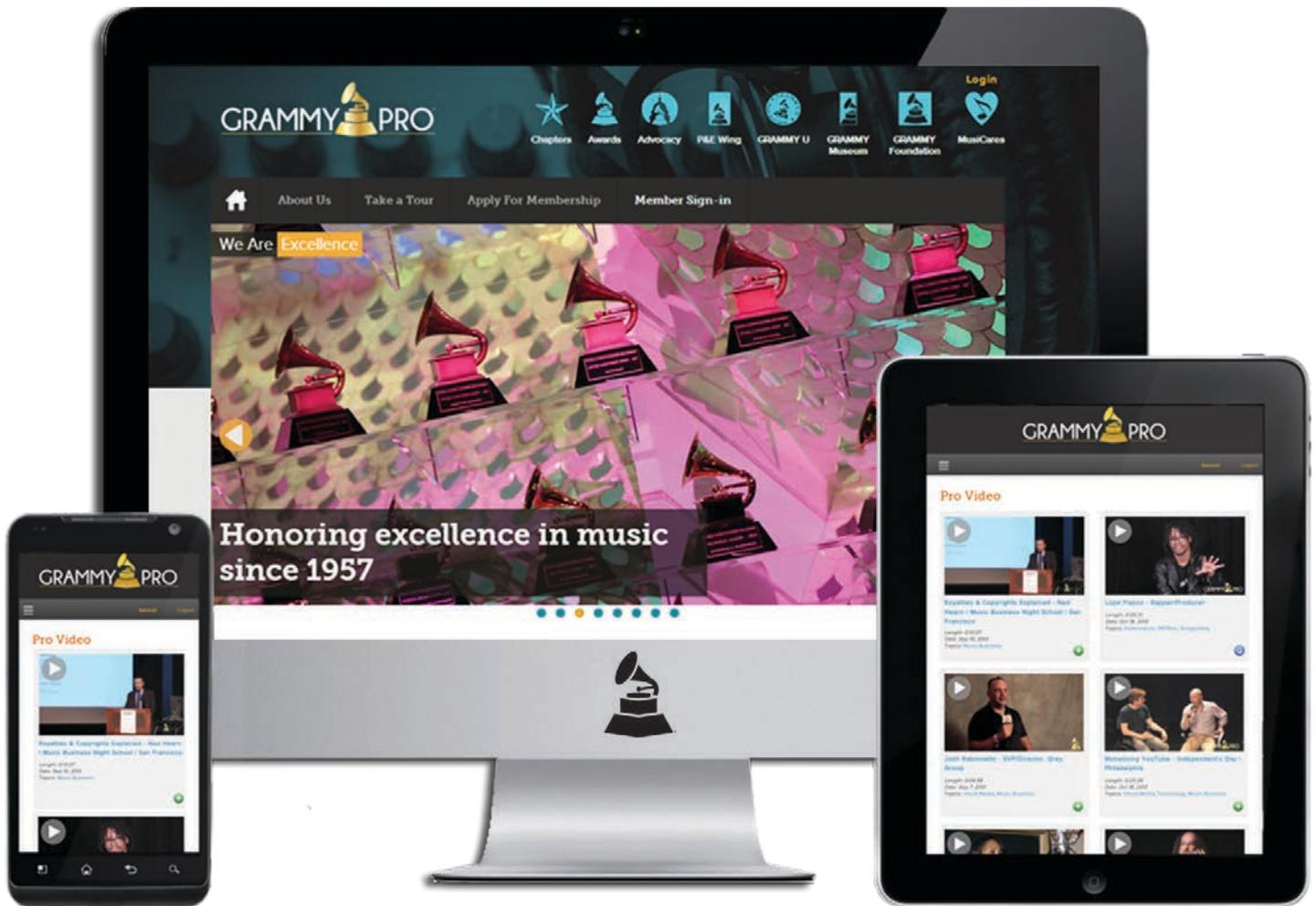
For 2014 The Academy once again launched Amplifier Center Stage: A GRAMMY U Initiative. Centered around an interactive online platform, the program invited emerging artists to share their songs via SoundCloud for a chance to have their music vetted by a panel of artist curators, who narrowed talent based on criteria such as quality and "amplification" — the amount of shares/likes they achieved. Ultimately, three winners were selected from the finalists by the Amplifier Center Stage ambassador.

Meanwhile, GRAMMY.com remains an invaluable and growing year-round destination and key content syndication hub for music news, a GRAMMY winners database, blogs, unique performance and interview video such as GRAMMY Best New Artist content, @theGRAMMYS and the ReImagined series, content from The Academy's vaults, the GRAMMY.com First Listen and First Look series, exclusive interviews, and enlightening features. GRAMMY.org launched in 2010 as a platform dedicated specifically to our mission — the work of The Academy (including our advocacy efforts and the Producers & Engineers Wing), as well as the MusiCares and GRAMMY Foundations.

The Academy also continues to grow its commitment to providing voting members with the ability to listen to full tracks of nominated music in a streaming, on-demand format. This online evaluation tool has become a powerful resource to support our GRAMMY Awards process.

It's all part of The Academy's ongoing digital development, with powerful tools providing members as well as the general public greater access to and interaction with The Academy. ●





GRAMMY Pro is The Recording Academy's newest Member Services initiative, designed to provide tools to help members grow in their careers creatively and technically. Through online content, events, community engagement, and collaborations with industry partners, GRAMMY Pro offers a wide range of professional development resources to expand the knowledge base and networks of today's music professionals. Representing the diverse interests of membership, GRAMMY Pro will evolve with the changing needs and feedback of Recording Academy members.

GRAMMY Pro's new members-only website, [www.grammypro.com](http://www.grammypro.com), gives Academy members 24/7 access to exclusive online content. The website features a library of videos and articles exploring the

business and craft behind music. Quick tutorials provide tips and techniques from industry veterans while in-depth interviews with professionals from various backgrounds deliver insight into the latest topics, trends and technologies shaping the music industry. Marketing, branding, social media, production, engineering, singing, songwriting, touring, management, and licensing are among the array of topics covered through the site. In addition, coverage of professional development events presented by The Recording Academy's 12 Chapters bring local programming directly to members nationwide.

The website also serves as members' gateway to the GRAMMY Awards process with links to balloting and ticket information, as well as an online listening function; provides a one-stop shop for

membership management, allowing for easy sign-ups and renewals; features one-click access to Member Services staff; and includes more detailed "Privacy & Notifications" settings. Brimming with new features, [www.grammypro.com](http://www.grammypro.com) offers a community where members can build business relationships, collaborate creatively, or simply connect socially with other artists and music professionals across the country.

In addition to on-demand resources via the new website, GRAMMY Pro will expand into live programming with a range of new professional development offerings, including up-close-and-personal conversations, engaging presentations and a variety of activities to serve Recording Academy members of all backgrounds and experience levels. ●

# GRAMMY Awards® Process

The Awards process is complex and involved. Each entry is subjected to verification, screening and multilevel nominating procedures that ensure fairness and integrity.

From early July through August each year, The Recording Academy receives approximately 20,000 entries, which are processed and verified by Academy staff for eligibility. Each fall, at the annual GRAMMY Awards screening meetings, hundreds of music experts from around the country gather in Los Angeles to screen entries for placement in their appropriate categories. These screening meetings are one of the many vital steps in the complete GRAMMY Awards process.

Over a two-week period, The Recording Academy hosts individual screening meetings comprised of panels of volunteer Field experts. The genres include Alternative, American Roots Music, Children's, Classical, Country, Dance/Electronic, Gospel/Contemporary Christian Music, Jazz, Latin, Metal Performance, Music For Visual Media, New Age, Pop, R&B, Rap, Reggae, Regional Roots Music, Rock, Traditional Pop, and World Music. During the screening process, a great deal of care is taken to ensure that each entry has been fully vetted, discussed and placed into its appropriate category.

Once the screening process is completed, the entry list is created and sent with the first ballot to all voting members of The Recording Academy. In addition, 25 craft committees with experts in the fields of packaging, album notes, historical, surround sound, remixing, composing/arranging, producing, and engineering meet to determine the nominees in these categories.

When the first ballot has closed, the initial results are tallied by The Recording Academy's independent accounting firm and the nominations list is created. This list is determined by the first-round vote of Academy voting members in good standing. In some categories, the top five nominees are determined by this vote. In other specialized genre categories — such as jazz, classical and American roots — the initial list is brought down to the top 15 to 30 vote

recipients in each category, then voted on by special national nomination review committees — by genre — comprised of voting members from all of The Academy's Chapter cities and approved by the National Board of Trustees. These committees, much like the screening committees, gather for multiday meetings to determine the top five nominees in each category. The vote is by secret ballot and the votes are, once again, tabulated by our independent accounting firm. The top five vote recipients in each category become the nominees in those categories.

The nominations are generally announced in early December. Approximately two weeks later, final

ballots are sent to the voting members of The Academy, who select the GRAMMY winners.

The accounting firm once again tabulates the votes, and the sealed results are opened for the first time on the GRAMMY telecast and GRAMMY Premiere Ceremony.

A group of specialists representing every genre of music meets in April to determine the necessity, integrity and feasibility of Awards-related proposals submitted throughout the year. Any proposals approved by The Recording Academy's Board of Trustees will be implemented immediately for the upcoming Awards year. ●

