



RECORDING ACADEMY® TAKES YOU BEHIND THE RECORD FOR A SECOND ROUND

GLOBAL SOCIAL MEDIA CAMPAIGN TO #GIVECREDIT WITHIN MUSIC COMMUNITY; LAUNCHES OFFICIAL ARTISTS PETITION URGING DIGITAL MUSIC SERVICES TO DISPLAY COMPLETE CREDITS

SANTA MONICA, CALIF. (OCT. 15, 2020) — For a second consecutive year, the Recording Academy® will highlight and showcase creative credits with [Behind the Record](#), a social media initiative aimed to spotlight the many producers, engineers, songwriters, mixers, instrumentalists, and other creators who contribute to the music recording process. Launching today, **Oct. 15**, Behind the Record will continue the industry-wide conversation initiated with last year's launch by inviting artists across all music genres to recognize their collaborators' incredible behind-the-scenes work on the tracks, records and albums loved by music fans across the globe. Additionally, a special Behind the Record animated film, narrated by spoken word artist and Recording Academy Chicago Chapter President **J. Ivy**, takes you on the songwriter, producer and engineer journey, from the creative stage, soundboard and mixing directly to your ears. **Watch [here](#).**

This year, Behind the Record launches alongside an official artist petition aiming to give credit where credit is due by urging all digital music services to display complete credits for songwriters, producers, engineers, and non-featured performers. After creating their Credit Cover, artists will have the option to add their name to the petition in support of their collaborators.

"As a music producer and someone who has made my living working behind the scenes, I'm so thrilled at the opportunity to spotlight all the different creatives behind the magic of recordings," said Harvey Mason jr., Chair and Interim President/CEO of the Recording Academy. "This initiative comes at a time where the music community deserves recognition now more than ever. During a time where we aren't certain about much, there is one thing that will remain true: We have to be the change we want to see in our community. I'm hopeful that this will go beyond Oct. 15, and that Behind the Record will continue pushing the music industry in the right direction toward visibility and recognition."

Artists can participate in Behind the Record by:

- Visiting Behind The [Record Credit Cover Generator portal](#) to create a Credit Cover
- Posting your Credit Cover across social media channels and tagging those who worked on your project. Use hashtags #BehindTheRecord #GiveCredit
- Artists can create Credit Covers for a single track or album, and covers will live in a gallery on the site for music fans to view and discover the roles of creatives behind some of their favorite records
- After artists have created their Credit Cover, they will be encouraged to sign the [artist petition](#) to urge digital music services to display complete credits for songwriters, producers, engineers, and non-featured performers



Behind the Record is supported by the Recording Academy's Producers & Engineers Wing®. [Jaxsta](#), the world's largest public-facing, dedicated database of official music credits, provided credits for Warner Music, Sony Music, Universal Music Group, and Merlin releases.

The 2020 Behind the Record video was produced in partnership with creative agency TBWA\Chiat\Day LA and directed by YOUTH and Maldita, the film animates 33 album titles with corresponding music inspiration by CANJA Audio Culture.

For more information, or if interested in creating a limited edition sleeve, please contact givcredit@recordingacademy.com or visit www.grammy.com/behindtherecord. Follow and join the global conversation on social media using the hashtags #BehindTheRecord #GiveCredit and #WeAreMusic.

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards® — music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [LinkedIn](#) and [YouTube](#).

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