



The Recording Academy[®]

3030 Olympic Boulevard • Santa Monica, CA 90404

www.grammy.com

THE RECORDING ACADEMY[®] INTEGRATES ADVOCACY AND MEMBERSHIP DIVISIONS TO EXPAND GRASSROOTS ACTIVISM FOR MUSIC CREATORS

Academy Veteran Daryl P. Friedman Tapped To Head Joint Initiative That Broadens Member Benefits

SANTA MONICA, Calif. (April 30, 2015) – In a move that advances its mission of supporting music creators, The Recording Academy[®] announced a restructure that aligns its Advocacy and Member Services divisions. The alignment creates a broader unit focused on empowering the music community to get involved in creator issues and inform the national conversation with a unified voice. From emerging artists seeking professional development to established legends looking to pay it forward, Academy members who already enjoy a variety of networking and career advancement tools will now benefit from additional opportunities to get involved with and actively shape the music community's future. The new structure also enhances The Recording Academy's ability to activate its membership in grassroots advocacy efforts.

The merge comes at a critical time for music creators as a number of pro-creator bills are under consideration in Congress and the House Judiciary Committee conducts its review of current music licensing and copyright laws.

Daryl P. Friedman, who has led the Academy's advocacy work on Capitol Hill for more than a decade, has been promoted to the newly created position of Chief Industry, Government & Member Relations Officer. Nancy Shapiro, who previously led the Member Services group, has been appointed to lead high-priority Academy initiatives across all divisions as the Senior Vice President of Special Projects.

"There are inherent synergies between our Member Services and Advocacy groups," said Recording Academy President/CEO Neil Portnow. "For 30 years, Nancy has grown the Academy's presence through her work in launching many of its chapters and establishing professional development programs for local music makers. This evolution builds upon Nancy's work by providing our members a conduit to shape the future of the industry for the collective good of the music community."

"Daryl is an industry veteran who started at the chapter level, so he not only understands how to serve the needs of our local music communities, but his experience working with other leaders in the industry and lawmakers on the hill enable him to bridge an important gap by elevating the voices of local members to the national level," continued Portnow.

The alignment furthers The Recording Academy's existing professional development programs with an additional opportunity for members to advance their livelihoods and influence their industry. The Academy plans to work closely with members at each of the Academy's 12 regional chapters to help elevate music rights issues and educate lawmakers on the professional lives and challenges of the music makers in their districts.

"Our greatest asset is our 24,000-strong membership: When they speak, policymakers listen," said Friedman. "I look forward to working with the talented Member Services team, led by Laura Segura Mueller, to create an even more effective advocacy and membership operation."

Called "the D.C. chief for music's creative community" by *Variety* and named Executive of the Year by the Washington Area Music Association, Friedman joined The Academy to open its Washington Chapter in 1997. Later tapped by Portnow to establish the organization's first Advocacy Department, Friedman developed and currently oversees The Academy's GRAMMYs on the Hill[®] Initiatives, which include a number of programs to advance the rights of the music community through advocacy, education, and dialogue.

(more)

Advocacy and Membership

Page 2

In his role, Friedman also developed the GRAMMY Creators Alliance, a high profile coalition of leading artists, songwriters, and producers; GRAMMYs in my District, a grassroots nationwide advocacy day; and the Managers' Think Tank, a brain trust of leading music managers.

ABOUT THE RECORDING ACADEMY

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYs on [Twitter](https://twitter.com/TheGRAMMYs), like "The GRAMMYs" on [Facebook](https://www.facebook.com/TheGRAMMYs), and join The GRAMMYs' social communities on [Google+](https://www.google.com/+TheGRAMMYs), [Instagram](https://www.instagram.com/TheGRAMMYs), [Tumblr](https://www.tumblr.com/TheGRAMMYs) and [YouTube](https://www.youtube.com/TheGRAMMYs).

Photo available upon request.

Media Contacts:

Neda Azarfar

The Recording Academy

310.392.3777

neda.azarfar@grammy.com

Jim Hughes, FOR THE RECORDING ACADEMY, (323) 397-7077, jim@jim-hughes.net