



RECORDING ACADEMY™ WILL #GIVECREDIT WITH BEHIND THE RECORD ON OCT. 25

SOCIAL CAMPAIGN TO HIGHLIGHT THE COLLABORATION BEHIND MUSIC RECORDINGS AND SHOWCASE CREATIVE CREDITS

SANTA MONICA, CALIF. (OCT. 24, 2019) — The Recording Academy® will give credit where credit is due 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. Behind the Record will launch on **Oct. 25** and ignite a cultural conversation 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. A campaign video featuring artists' intimate recording session photos and compelling GRAMMY acceptance speeches that acknowledge professionals who contributed to the music creation process can be viewed [here](#).

"It's our responsibility, as a service organization, to serve our membership community of creative professionals and to ensure we celebrate and recognize all the incredibly talented musicians and creators who are making the music we love," said Deborah Dugan, President/CEO of the Recording Academy. "Credits have been a casualty of the digital age, for all that we gained with streaming we lost in the opportunity for recognition and even discovery. Behind the Record champions all professional music creators and aims to connect with artist fan bases in order to give recognition to those who work tirelessly on these recordings."

Artists can participate in Behind the Record by:

- Joining the Recording Academy and Behind the Record to help promote and share recognition for all creators. Sign up [here](#) to receive an alert when the Credit Cover generator is released
- Creating a custom Behind the Record Credit Cover on the Recording Academy's [campaign webpage](#)
- Posting your Credit Cover across social media channels and tagging those who worked on your project. Use hashtags #GiveCredit #WeAreMusic #BehindTheRecord

Artists can create Credit Covers for a single or album, and all 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. In addition to supporting the initiative on social media, artists may also create a custom vinyl sleeve for "extra credit."

Behind the Record is supported by the Recording Academy's Producers & Engineers Wing®. [Jaxsta](#), a database of official (not crowd-sourced) music credit information for members of the music community, provided credits for Merlin, Warner Music, Sony Music, and Universal Music Group releases. Additional partners for Behind the Record include Pandora, TIDAL, and Genius. For more information, or if interested in creating a limited edition sleeve, please contact givecredit@recordingacademy.com or visit www.grammy.com/behindtherecord. Follow and join the global conversation on social media using the hashtags #GiveCredit, #WeAreMusic, and #BehindTheRecord.



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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