



# *The Recording Academy*<sup>®</sup>

3030 Olympic Boulevard • Santa Monica, CA 90404

[www.grammy.com](http://www.grammy.com)

## **THE RECORDING ACADEMY<sup>®</sup> LAUNCHES NEW MEMBER WEBSITE: GRAMMYPRO.COM**

*Official Website for Recording Academy Members Features Exclusive Professional  
Development Content and an All-New Member Community*

[#GRAMMYPro](#)

**SANTA MONICA, Calif. (Sept. 04, 2014)** — The Recording Academy<sup>®</sup> has launched [GRAMMYPro.com](http://GRAMMYPro.com), the official website for members of The Recording Academy. The new site features exclusive members-only programming and functionality that includes: hours of professional development video content; an all-new member community; streamlined membership-management tools; the ability to access the new site on mobile devices (smartphones and tablets); and complete coverage of Recording Academy activities. GRAMMYPro.com is accessible to anyone interested in the business of and craft behind music. In-depth interviews, full content and social features are available exclusively to Recording Academy members. For updates and new features, please visit GRAMMY Pro's social networks on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

GRAMMYPro.com features 24/7 access to an extensive library of video and articles exploring the music business and the art of making 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, audio production and engineering, singing, songwriting, touring, management, and licensing are among the growing number of subjects covered throughout the site. In addition, coverage of professional development events presented by The Recording Academy's 12 Chapters brings local programming directly to members nationwide.

The website is also members' gateway to the GRAMMY Awards<sup>®</sup> process (with links to balloting and ticketing information, as well as an online listening function); serves as a one-stop shop for membership management (allowing for easy sign-ups and renewals); provides one-click access to Member Services staff; and features more detailed "Privacy & Notifications" settings. Brimming with new features, the members-only network of GRAMMYPro.com offers a community in which members can build business relationships, collaborate creatively, or simply connect socially with other artists and music professionals across the country.

Some of the video and editorial features on the site include:

\*A keynote conversation featuring 15-time GRAMMY<sup>®</sup> winner Alicia Keys with "CBS This Morning" co-host Gayle King

(from the New York Chapter's GRAMMY futureNOW event)

\*Up Close & Personal with Kendrick Lamar

\*Pro Tools Master Class

(presented by the Producers & Engineers Wing and the Los Angeles Chapter)

\*Interview with Sub Pop Records President and co-founder Jonathan Poneman

\*One-on-One With Producer Salaam Remi

(from the Florida Chapter's futureNOW event)

\*Tips To Care For Your Vocal Cords  
(from vocal coach Roger Love)

\*Producers & Engineers Pro Sessions: Insight & Innovation With Mick Guzauski & Steven Slate  
(presented by the Producers & Engineers Wing and the Texas Chapter)

\*The Future Of Music, Money & Technology  
(from the Washington, D.C. Chapter's Business, Beats & Inspiration event).

Music industry professionals can explore previews of the full-length members-only content, discover more about how The Recording Academy serves the music industry at large, and learn how to join The Academy all by visiting [www.grammypro.com](http://www.grammypro.com).

### **About GRAMMY Pro**

GRAMMY Pro is The Recording Academy's newest membership initiative, designed to provide tools to help members grow in their careers creatively and technically. Through online content at GRAMMYPro.com, 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 Academy members.

In addition to the 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 an array of content and initiatives to serve Recording Academy members of all backgrounds and experience levels. For more information about GRAMMY Pro, please visit [www.grammypro.com](http://www.grammypro.com). For Recording Academy news and exclusive content, follow @GRAMMYPro on [Twitter](#), like "GRAMMY Pro" on [Facebook](#), and join GRAMMY Pro's social communities on [Instagram](#) and [YouTube](#).

### **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](http://www.grammy.com). For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Foursquare](#), [GetGlue](#), [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

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