

THE RECORDING ACADEMY[®] TAPS FINN PARTNERS TO BOOST ITS MUSIC ADVOCACY PROGRAM

Organization Expands D.C. Presence To Call For Pro-Creator Legislative Reform At A Critical Time

LOS ANGELES, Calif. (Nov. 9, 2015) — The Recording Academy[®], the only trade association that represents all music creators, including performers, songwriters, and studio professionals, has selected leading independent public relations and public affairs agency Finn Partners to help boost its music advocacy presence on Capitol Hill. This engagement comes at a critical time for music creators as Congress prepares to overhaul copyright laws that determine how creators are compensated for the use of their work.

"As an organization dedicated to amplifying the voices of music creators, The Recording Academy works to ensure that policymakers understand how their decisions in D.C., impact the lives of music makers across the country," said Neda Azarfar, Vice President of Marketing and Communications, The Recording Academy. "This partnership comes at a crucial time for the music industry as we address key issues resulting from the fast pace at which both the creation and distribution of music are evolving. By tapping into Finn Partners' expertise in grassroots activism, we further our commitment to our members — enabling all creators to become more effective as music advocates."

To kick off the partnership, Finn Partners helped The Recording Academy grow its annual GRAMMYS[®] In My District Day, the largest advocacy event for music policy. The grassroots advocacy initiative activated nearly 1,650 music creators to have face-to-face conversations with their congressmen about creators' rights, copyright review, and the impact that the current patchwork system of outdated regulations has on the music community.

"Finn Partners has at its core a commitment to support the arts, and collaborating with The Recording Academy to advance the rights of music makers is important to both culture and the economy," said Peter Finn, Founder of Finn Partners. "By bringing together our public affairs capabilities with our entertainment and arts expertise, we can really work in true partnership with The Recording Academy."

The account is co-managed by Finn Partners' Washington, D.C., Public Affairs and Advocacy team under Jessica Berk Ross and Finn Partners' Los Angeles entertainment practice, led by Hope Boonshaft. The firm will work closely with The Recording Academy's Advocacy and Communications teams.

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, "like" The GRAMMYS on Facebook, and join The GRAMMYS' social communities on Google+, Instagram, Tumblr and YouTube.

About Finn Partners, Inc.: Finn Partners was launched in late 2011 to realize Peter Finn's vision to create a leading communications agency dedicated to shaping a bold new future in which innovation and partnership are strong drivers of the brand. Finn Partners specializes in the full spectrum of communications services, including digital and social media. Specialty areas include technology, consumer, education, travel & lifestyle, CSR, arts, health, and public and corporate affairs.

Since its inception four years ago, Finn Partners has received six agency-specific awards including Best Midsize Agency in 2015, Best Agency to Work For in 2013, and "Best New Agency" in 2012 from the Holmes Report and Midsize PR Firm of the Year in 2015 and Top Places to Work in PR in 2013 from PR News. Headquartered in New York City, the company has approximately 500 employees, with offices in Chicago, Detroit, Fort Lauderdale, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, San Francisco, and Washington, D.C., and has additional international capabilities through its own global network and PROI Worldwide. Find us at www.finnpartners.com and follow us on Twitter @finnpartners.

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