

# Independent Artist Music Group (IAMG) NEWSLETTER

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*"Not bad, guys. Let's try one more take with more emphasis on tone, harmony, melody, rhythm, lyrics, musicianship, tempo and originality."*

## **Kickoff Meeting Date and Time Set for Wednesday - 7:00 PM Feb. 23rd!!**

We have finally set a date for the IAMG Kickoff meeting which will be held at Gracie's Tax Bar, February 23rd. Gracie's is located at 711 N 7th Ave, Phoenix, AZ 85007. Meeting will start promptly at 7:00 PM. Agenda will be sent out Monday (2/21) along with the weekly Newsletter.

## **Early Survey Analysis**

Looking over survey responses received, there are some interesting trends emerging. The greatest needs are "finding good paying gigs and events" (67%) followed by audio production and recording (50%). Perhaps some of the most interesting data is that artists, on **average**, have written at least 56 songs but only recorded 31. As such, 45% of most artists' creative work still needs to be recorded and published (73%). 59% of all respondents also feel that the recordings are neither high nor of low quality or low quality. Revealing a need for help and guidance in the audio recording and sound engineering area.

Surprisingly, Phoenix is not listed in any of the top cities with the most recording studios, yet we are one of largest metropolitan areas in the country (5th).

### *There is Power in Numbers.*

If 59% of artists need help with recording, audio engineering and production, there is no reason to believe that a strong partnership within those small businesses or entrepreneurs who deliver these types of services can't be established. Many of these entities may be interested in becoming sponsors or advertisers on our IAMG websites? (See the Independent Artists Internet Business Model). As a non-profit, IAMG advertising revenue can be funneled back to our active members, creating a financial symbiotic relationship between the artist's and this community.

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## How Can IAMG Help With Better Paying Gigs?

There is no reason to doubt that this same financial relationship can't exist for event venues as well. The IAMG-to-artist business earning models still need to be fully developed, but please note that these revenue concepts being discussed are not new. What is new and unique is the way IAMG will be able to distribute more of this revenue back to the professional artist community. Paying the professional artists much more than they would earn from the other streaming platforms. Artists whose music still needs to be professionally recorded and produced will also benefit not only from artist collaboration but this same IAMG advertising / sponsorship revenue stream.

### Artists Collaboration

77% percent of all original artists stated that they would like to collaborate with other artists. However, in the "*greatest needs area*", artists collaboration was ranked 4th, with *merchandising* and *video production* coming in higher. *Website presence* and *marketing* were also ranked 4th. Artist collaboration is a very interesting subject and a broad topic within itself. When one does an Internet search on the definition of "music collaboration" we find this occurs "*when two or more creatives come together to produce a musical project (and that) collaborative partnerships can occur at various stages of the creative process*". As such, collaboration can be viewed as a mixed bag. Within the context of the quote, artists that have lyrics or just a musical idea (i.e., good riff or chord pattern, etc.) but not both, can come together with other artists to create even a better music project. Perhaps bringing into the mix other professional IAMG musicians and audio engineers to further collaborate and add additional ambience into the final production?

Within the creative collaboration effort, the combination of bringing together two or more artists on a musical project is one of the most significant innovative forces driving music today. This activity also allows the artists to build better team-building skills and establishes a partnership within this circle of life experience, all the while helping to expand the artist's own knowledge and awareness associated with the production process. Often individual music performers' solo careers have typically proven that the band's overall contribution was greater than the sum of its parts. Meaning together, the musical synergy was more than you would expect because of how creative energy added a different quality to the end result.

Many people feel music production and audio recording are one in the same. Personally, I do not agree with this view. Audio recording engineering professionals may have a healthy understanding of the technical aspects of the recording process, creating the clearest and brightest sound, but music producers have that artistic and creative vision to make a recording the best it can be. We need to harness this vision by bringing all this talent together into a single collaborative effort.

I hope this short survey synopsis helps and we can discuss final survey results at the 1st Independent Artist Music Group (IAMG) kickoff meeting in three weeks at Gracie's Tax Bar.

Independent Artists Internet Business Model

[Independentartistmusicgroup.org](http://Independentartistmusicgroup.org)

[iammusicradio.com](http://iammusicradio.com)

[independentartistmusic.net](http://independentartistmusic.net)

[independentartistmusic.info](http://independentartistmusic.info)

[iammusicradio.net](http://iammusicradio.net)

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