

Independent Artist Music Group (IAMG) NEWSLETTER

Jan 17, 2022

Volume 1 Number 1

IAMG Kick-Off



A big . . . big thank you to those interested in being a part of IAMG!

This the 1st Issue of the IAMG newsletter. Volume 1 Number 2 will be coming out next Monday, January 24, 2022. We are planning on a mid-February meeting to discuss this exciting project and seek additional input.

The Independent Artist Music Group (IAMG) is being formed as a non-profit organization (LLC). IAMG will function as a business league IRC 501(c)(6) to benefit its members and as a civic entity for the public. From a civic approach, helping to promote the quality of life for Arizonans who love to listen to and stream music while supporting the small business community who benefit from fan patronage. League membership will be made up of independent artists who create original compositions for their fans and the listening public.*

As a non-profit organization, IAMG will be the managing entity over other revenue based entities and websites. As defined in its bylaws, IAMG will perform the necessary administrative and operational functions to support this new and unique business model. Besides our members, IAMG will be composed of a board of directors and a management council.

** Distinction: Listener: someone who streams or listens to music on a connected device Fan: someone who follows an artist/band, attends live events, and purchases related merchandise.*



GET ON BOARD THE IAMG PEACE TRAIN

The main goal behind IAMG is to help Independent Artists (IA) sustain their passion to create, produce and write music. To do this is not an easy process. Independent artists need all the help and support they can get to make their vision come true and have their music heard. As an art service organization, IAMG will be dedicated towards bringing these creators together through membership and act as a cooperative liaison with these musicians, their fans, other IAMG entities, as well as local small businesses who support these artists in helping them to create, play, record, and perform their original music.

The recording industry produces three separate products: (a) compositions, (b) recordings and (c) media. These are each a type of property where compositions are usually owned by the artist, recordings by the record companies, and the media companies who stream musical content and earn subscription and advertising revenue by catering to the larger listening public.

The Internet has had a significant impact on music delivery, using websites to stream artist music and videos. IAMG will work to help promote Independent Artists using various Internet-based revenue and advertising models through the website domains listed below, allowing the parent organization to funnel more earnings back to the independent artist. Additionally, this new business model will focus on small business owners within this community: (a) those who provide venues for live music events, (b) studios for mixing and recording and (c) other business services supporting this economic cluster. Together it will be a win-win for all artists and the local small business community.

Independentartistmusicgroup.org

iammusicradio.com

independentartistmusic.net

independentartistmusic.info

iammusicradio.net

iammusicradio.org

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