

# Independent Artist Music Group (IAMG)

# NEWSLETTER

Mar 4, 2022

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## IAMG Interim Board Meeting

Tuesday 7:00 PM March 8th



The Interim Board Meeting will be held at **Let It Roll** 8925 N. 12th Street. The bowling alley is located at the corner of 12th street and Dunlap. Meeting will start promptly at 7:00 PM.

Primary goal will be to complete the draft of the IAMG Mission and Vision statement. Organizational bylaws and articles of incorporation will be discussed. The Interim Board of Directors currently includes: Robby Roberson, Ella Scofield, Rob DeFriese, Ricky Lockhart, Lila Sherman, Eric Ramsey, Sandy Hathaway, Dennis House and myself. I encourage additional feedback and

input from the IAMG Facebook Group members or any artists who are interested in this association. Please note, this is not an ego project for anyone. It will take a lot of folks to make this work, each and everyone of you are important! For those who did not attend the first Kick-off meeting and still want to be actively involved in this effort, you need to make plans to attend this 2nd organizational gathering. We have several tasks that need to take place: The most important is to make sure we are on track to meet 501c requirements, the second is to reach out to our local artists community and continue to grow our membership.

I want to thank Al and Fran Levinsky for their feedback and input. Both worked actively on similar efforts many years ago and pointed out that the biggest challenges we will face is (1) How will this endeavor be different from past attempts and (2) how do we sustain the synergy needed to make this effort lasting and viable?

Excellent questions! The only way I can answer that is to encourage everyone to believe in the new business model being developed and proposed. As we move forward it is important to bring forth your input, concerns and feedback so we can address any new challenges, do the necessary research, and apply a "best of practice" approach as we grow and develop this organization. How many entrepreneurs or businesses fail before they succeed? How many grassroots endeavors started out small and became big? This is no easy or small task.

In a Forbes December 16, 2019 article about grassroots efforts they discuss "*focus, focus, focus*" and go on to say that "*grassroots campaigns start small and gain their power by the sheer number of people joining the movement*". If we stay focused on our vision and mission people will join us. If each and everyone of us connects with like-minded individuals, be they songwriters, lyricists, artists, musicians, fans, listeners or potential sponsors, we can succeed. Everytime I go to an open mic or songwriters showcase it seems the majority of the folks there are artists supporting other artists, singing to the choir? This is not a desired outcome.

We must appeal and draw people in from diverse communities and ethnicities in our common cause. We need and want representation from all artists in the various musical genres that exist.

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When working on my doctorate, I wrote a research paper on *Technology Enabled Social Communities* (February 19, 2014). In my research I cited Randall Craig (2013) who stated that

*There are more than 500 social media sites in existence and each one is searching for “synergies and strategic growth” in an effort to gain critical mass and sustainability.*

Craig, R. (2013, March 3). How many social media sites will survive?

The list of streaming sites is less extensive than this of course. However Independent Artists still flock to these sites and upload their music for various reasons. Perhaps one of the strongest reasons is copyright protection. Once it is on a website or streaming site, it is published. Artists don't need to register their works with the Federal copyright office to own the copyright. Once put down into physical form – written or recorded – the artist has exclusive rights. Only you can create copies of your song, distribute it, make derivatives, display it, and perform the composition and sound recording. If someone else wants to do any of these things, they need to get permission from you, and, in most cases, provide some sort of payment. This is often referred to as a composition copyright, but a single song can have an infinite number of sound recording copyrights.

The independent artists group will be non-profit and as with any 501(c) we cannot claim to provide goods or services to the general public. Since this would run contrary to our mission and goal of helping artists earn more revenue. As such, we will be forming at least one or more for-profit LLCs under the umbrella of IAMG.

#### **Important Non-Profit vs For-Profit Business Model Questions:**

- Can a 501c be a Partner in an LLC?
- Can a Nonprofit Own a For-Profit?
- Can a Nonprofit do Business with a For-Profit?

The answer is **"yes"** to all of these questions. Nonprofits can own a for-profit subsidiary or entity. A nonprofit organization may create a subsidiary with either a for-profit or a nonprofit structure. Individuals, corporations and nonprofits can all form limited partnerships, taking either a limited or a general partner's role. As visualized in the diagram at the end of each newsletter I have diagramed the domain named websites that will fall under the IAMG Umbrella. All but one of these can or will be For-Profit LLCs.

Within this design the long-standing business model of advertising, specifically Internet Based Advertisement, will be used as a major source of revenue generation. These subsidiary earnings will be used to better compensate those artists who have created quality music and videos that have been uploaded and made available online through the various IAMG portals.

Many of today's top performing artists make more money from their own personal websites than they do through the traditional digital streaming providers who pay very little in royalty compensation. In the next newsletter we will talk more about artist collaboration.

#### 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)

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