

# ***NARM Establishes Artist Managers Council***

## ***Not the same old song...***

As the evolution of the music business brings more and more players into the world of commerce, NARM, the music business association, is forming an Artist Managers Council (AMC). The AMC will provide a voice for the creative community to engage with both the commerce and content communities who are already actively intersecting in NARM. The Council will focus on establishing transparent information and educational channels for all players within the music value chain. NARM feels strongly that a well-informed creative community is good business as the vitality and relevance of the new music business depends on a seamless and more transparent flow of information between partners. It is absolutely critical that artists and their representatives understand the implications of the rapidly evolving nature of industry operations, charting/metrics, and new products/formats on their businesses. In the new music economy, what you don't know can hurt you. NARM is reaching out to artist managers of all shapes and sizes to be a part of this group so we can ensure the most diverse chorus of artists and genres.

## ***Set the stage...***

Through a series of conference calls, e-mail chats and informal get-togethers, the AMC members will work collaboratively with us to create, among other things, an exciting Artist Manager Town Hall Meeting as the kick-off event of NARM's Music Business Convention at the Los Angeles Hyatt Regency Century Plaza Hotel on Tuesday, May 10, 2011.

## ***Get involved now...***

Visit <http://www.narm.com/membership/workgroups/amc/> to complete a simple form, including all of your pertinent contact information. We will follow up with you to discuss NARM membership and participation in the Artist Managers Council.

***We look forward to welcoming you to the NARM community!***

NARM, the music business association, has a 52-year history of advancing the promotion, marketing, distribution and sale of music by providing members with diverse meeting and networking opportunities, information and education resources, and advocacy for their common interests.



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## *Hear what members of the creative community, who have participated in past NARM events, are saying about the Association:*

“So much of one's success in the music industry is the network of people you can rely on for questions and mentoring. There is nothing better than a conference where people share common interests and network with each other.”

*Alison Brown, Owner of Compass Records,  
internationally recognized banjoist*

“It's a whole new world out there and we need to get a handle on what that new world is. The only way to do that is by talking with each other, brainstorming, and thinking outside the box. NARM is a great forum for that.”

*Cyndi Lauper, Downtown Records*

“To me as an artist, I come to these conventions to get a greater depth of knowledge on the music business. To be in the industry, no matter what you do — lawyer, artist, label — you need to be at these industry events. NARM is one of the best because it is concentrated and it really, really answers the questions that need to be addressed even before they are asked.”

*Malik Yusef, spoken word performer,  
MY Music/G.O.O.D. Music Recordings*

*“I love how NARM moves music and the whole culture forward. They are always conscious and try to steer the whole team in the right direction. NARM is the truth and the reality of where your industry is going.”*

*Randy Jackson  
Manager, The Paper Tongues, A&M/Octone*

Randy Jackson and A&M/Octone Records debuted The Paper Tongues during a NARM showcase at Buddy Guy's Legends in 2010. James Diener, CEO-President of A&M/Octone, told a CNN iReport, “NARM is THE premier music business convention. They are the leaders in the game. Everyone is here that we would need to see the band. All the heads of all the retail chains, etc. This is really where you can get the greatest concentration of critical mass from the tastemakers that make the business.”

