

A GLOBAL MEDIA PUBLISHING INC PROGRAM BRIEF

Economic Justice

Music is economic infrastructure — not just art.

THE PROBLEM

Why This Matters

The industry made billions last year. Most of the people who made it didn't.

A musician who signs without understanding what they're giving up doesn't get a second chance. The royalties are already gone. The publishing rights are already transferred. The credit, the leverage, the future income — owned by someone else. LOUDmusic exists so that moment never happens: so that an artist in this city knows exactly what they own, exactly what they're owed, and exactly how to collect it. Economic justice in music isn't a political position. It's a curriculum.

The creative economy is booming, but its wealth is still routed through contracts, platforms, and intermediaries that leave independent artists underpaid and under-credentialed. Economic Justice is urgent because one uninformed signature can permanently strip a musician of publishing, royalties, and bargaining power—locking entire communities out of generational income. LOUDmusic treats this as a systems problem, building curriculum and infrastructure that turns ownership, collection, and business formation into standard practice, not insider knowledge.

VOICES FROM THE COMMUNITY



I'm from the South Side—I've watched talent fill clubs while the money left the block in paperwork nobody explained. I got nominated for a Grammy and still had to fight to see clean statements and keep my publishing. Economic justice means artists learn the rules early, keep what they create, and build companies that hire our people.

Malik Vaughn

a Grammy-nominated hip-hop artist and entrepreneur from South Side Chicago

"In Atlanta's District 4, we can't call it growth if creators are producing culture but not building wealth. Economic justice is the missing infrastructure—rights education, revenue recovery, and business ownership—so artists keep equity and our local economy keeps the returns."

Councilmember Renée Hightower · a city council member for Atlanta's District 4, focused on economic empowerment

EXTENDED CONTEXT

What the Research Shows

FINDING 1

Artists with basic publishing administration can recover \$200–\$2,000+ per year in previously uncollected royalties — immediately, with existing work Source: NMPA 2023. Artists who register with PROs (ASCAP, BMI, SESAC) and a publishing administrator capture mechanical, performance, and sync royalties that go uncollected without that infrastructure. Average first-year recovery: \$200–\$2,000+ from existing catalog.

FINDING 2

LLC formation and separate business banking reduces tax liability and opens access to emergency credit that sole proprietors do not have Source: SBA Financial Literacy Report, 2022. LLCs with S-corp elections qualify for the QBI deduction (up to 20% of taxable income), and separate business banking establishes the credit history required for emergency capital programs, grants, and SBA loans.

FINDING 3

Music licensing and sync placements generate income 10–100× the per-stream rate — a skill gap that closes in one curriculum cycle Source: NMPA Sync Rate Guide, 2023. A single national TV sync placement generates \$5,000–\$50,000+ — equivalent to 5–50 million streams. Film, advertising, and gaming markets pay rates dramatically higher than streaming, and the negotiation skills required can be taught in a structured curriculum.

WHAT WE'RE BUILDING

The Future

Triple Artist-Owned Publishing by 2035

By 2035, thousands of independent musicians will register works correctly, retain publishing, and collect every revenue stream on time. The result: predictable income, stronger negotiation leverage, and fewer careers derailed by one bad deal.

Build 500 Creative Worker Businesses

LOUDmusic will help artists form LLCs, secure credentials, and access capital to scale studios, labels, and production teams. Ownership will translate into jobs, tax base, and community-controlled creative infrastructure in multiple cities.

Make Rights Literacy Industry Standard

Economic Justice will normalize contract fluency, transparent accounting, and enforceable credit practices across the local music pipeline. When artists enter negotiations informed and organized, systemic extraction loses its advantage—and wealth stays with creators.

GET INVOLVED

Partner With LOUDmusic

\$500 funds one month of professional studio access. \$5,000 covers one full career credential. Whether you're an individual, a foundation, a brand, or a city — there's a way in. Every contribution is tracked to specific outcomes, reported quarterly, and fully tax-deductible.

Mentorship

Mentorship Your time unlocks something no grant can buy: proof that the pathway works. When industry professionals mentor inside LOUDmusic, participants gain direct access to the knowledge, networks, and norms that determine who breaks through in a creative career — without the gatekeeping. The difference between a credential and a career is often a single relationship. 250 master instructors needed by 2032. Your field experience is the curriculum we can't buy.

In-Kind Contributions

In-Kind Contributions Equipment and software donations directly remove the barrier that keeps most creators out — professional tools they can't afford. A donated interface, instrument, or DAW license goes immediately into a youth program in a high-need community, where access to professional-grade gear is the single largest obstacle to entry. Every donated asset is appraised, documented, applied to a program budget, and often qualifies as matching leverage for government grant funding. Your equipment does not sit in a warehouse. It produces sessions the next week.

LEARN MORE

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