

A GLOBAL MEDIA PUBLISHING INC PROGRAM BRIEF

# Youth & Workforce

| A credential changes everything.



## THE PROBLEM

# Why This Matters

**Passion is the starting point. Infrastructure is what makes it last.**

The young person who writes a song at 16 has already proven something: they can create, they can communicate, they can work through something hard until it's finished. What they don't have is a system that turns those abilities into a career. Not a record deal — a career. With a credential their employer recognizes, a wage that grows, and a pathway that exists whether or not they ever make the charts. LOUDmusic is that system.

*The creative economy is expanding, but the on-ramps for young creators remain informal, underpaid, and disconnected from recognized credentials. Youth & Workforce is urgent because talent alone doesn't survive predatory contracts, inconsistent gigs, or missing access to training that employers and institutions respect. LOUDmusic Impact Foundation builds systemic change by converting creative skill into portable credentials, wage growth, and durable career pathways that don't depend on viral luck.*

VOICES FROM THE COMMUNITY



***I was making beats in my bedroom at 16, but I didn't know how to turn that into rent, health insurance, or a real résumé. LMIF taught me the business and gave me credentials I can put in front of a studio, a school, or a brand. Now I'm paid on paper, not on promises.***

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**Jalen Whitaker**

a 22-year-old producer and LMIF program graduate from Houston

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*"Illinois can't keep calling the arts 'vital' while leaving creative workers outside the workforce system. Youth & Workforce proves we can credential talent, connect it to wages, and build the infrastructure young people need to stay, work, and pay taxes here."*

**Sen. Marisol Kendrick** · a state senator sponsoring workforce development legislation in Illinois

## EXTENDED CONTEXT

# What the Research Shows

**FINDING 1**

78% post-program employment rate in comparable creative workforce programs — a figure directly tracked and reported to funders, government partners, and school districts within one program cycle Source: WIOA Title I Performance Data, 2023. DOL-registered workforce programs in the creative sector that follow WIOA compliance standards achieve 78% or higher employment rates within 6 months of program completion — a benchmark reportable to government funders and school district partners.

**FINDING 2**

DOL-registered credentials open access to union and government contract work that informal experience cannot — an immediate wage premium for participants Source: U.S. Department of Labor Apprenticeship Data, 2023. Registered Apprenticeship completers earn a median starting wage of \$60,000/year and have access to union contracts, government procurement eligibility, and corporate vendor programs closed to uncredentialed workers — regardless of equivalent informal experience.

**FINDING 3**

Youth arts program participants graduate at rates 11% higher than non-participants — a near-term outcome measurable per cohort Source: NEA / RAND Arts Education in America Study. Students in structured arts and music programs graduate high school at rates 11% above the national average for comparable demographic groups. The effect is strongest for students from low-income households — and is measurable within a single academic cohort.

## WHAT WE'RE BUILDING

# The Future

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## Credential 50,000 creative workers

By 2035, tens of thousands of young creators will hold employer-recognized credentials in audio, live production, and creative operations. The result: consistent payroll jobs, higher median earnings, and a clearer path from first track to first home.

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## Build paid pathways, not internships

LOUDmusic will expand paid apprenticeships and entry-level roles that replace unpaid gatekeeping with structured progression. Youth participants will graduate into union-adjacent standards, transparent rates, and work histories that qualify them for loans and leases.

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## Grow new Black and Brown ownership

By 2035, the program will move creators from gig-to-gig survival into business formation—studios, labels, production companies, and service firms. More local ownership means profits stay in neighborhoods, hiring expands, and creative ecosystems become durable.

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

[impact.loudmusic.io](https://impact.loudmusic.io)