

## Transforming Music from Entertainment Business to Service to Others

The Music Industry Is Dead, Maintained by Life-Support: Grammy Viewership (millions, M): 1984-52M; 2012-40M; 2019-20M; 2020-18.7M; 2021-8.8M.

The music industry is ripe for a transformation that has been underway, as declining interest in the industry flagship, The Grammy Awards show, has dwindled to a shadow of its former self. It is simply a sign that everyone knows the music is shit, put out for mindless consumption by (less-and-less) gullible youth. We are going to find out we don't need the Sony's, the Apple's, the Disney's and all the rest of the schlock and over-promoted idols like, say, Taylor Swift. The old model is winner-take-all with over-the-top riches and extravagances on the personal level, but for the select few, and seldom achieved by the unconnected. That is, despite a world flourishing with music and video created largely by individuals and small groups, the industry only puts its star-maker promotion machine into action for a select few, and the selection process I will leave for another time. All the others are left to go begging, and their musical talent is expected to be given for free, tips, etc. It's a model based not on true merit, but largely on insider connections, industry and family, and being from the right bloodlines. The new model simply puts the "industry" as it is aside, and focuses on the reason to make music in the first place, and doing it at a much lower cost, so those gig tips and music/merch sales go further without a middle man to pay. The advantage is freedom.

**The Mission:** Creating musical experiences that serve to connect hearts and minds to joy, unity, and magnificence while raising consciousness for a healthy, peaceful world.

The job is to give people what they want, but don't know they want, because it has not been effectively offered. They have had to take what was pushed at them by MSM.

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<b>OLD, DYING, DEAD MODEL (LOW-FREQUENCY)</b>	<b>NEW MODEL (HIGH-FREQUENCY)</b>
SERVICE TO SELF, FAME, EGO (MONEY, POWER)	SERVICE FROM JOY, UNCONDIT. LOVE, ABUNDANCE, SELF-EXPRESSION
PROPAGANDA (CIA, MSM AND OTHER), HYPE	TRUTH, EMPOWERMENT OF INDIVIDUAL
EXTRAVAGANZA CONCERTS/MOB SCENES (\$\$\$)	PRIVATE, INTIMATE CONCERTS, PODCASTS (\$)
RECORD CONTRACT WITH MAJOR LABEL/PROMO - ONLY FOLLOWING SUCCESSFUL SELF PROMOTION	SELF-PRODUCED, SELF-PROMOTED, SELF-DETERMINED
ARTIST AS DISCOVERED "IDOL," <u>CORPORATE SLAVE OWNED BY CONTRACTUAL SERVITUDE</u>	<u>INDEP ARTIST/INDEPENDENT MNGT.</u>
ARTISTIC EXPLOITATION	ARTISTIC SELF-DEVELOPMENT
BANAL MUSIC...SAME AS PRIOR HITS, MOVE TO LEGACY SONG CATALOGS AND RECORDINGS	EXCITING MUSIC, SONICS, FORMS, NEW THEMES, NOT FOR "COMMERCIAL" APPEAL
STREAMING VIEWS—CORPORATE CONTROLLED: YOUTUBE, SPOTIFY, INSTAGRAM, ETC; AI - ALGORITHM AND AD-DRIVEN (DATA MONSTER)	STREAMING LISTENS (AND VIEWS)-ARTIST CONTROLLED, WEB-BASED; DRIVEN BY MEMBER GROUPS AND FANS, EMAIL (ALLOWED TRACKING)
CORPORATE MSM (TV, RADIO, CABLE)	ALTERNATIVE PLATFORMS, NET-WORD OF MOUTH, SONGWRITER SHOWCASE CONCERTS
"BIG STUDIO" RECORDINGS (\$\$\$\$)	HOME STUDIO + PRO MASTERING (\$)
BASIS: INSIDE CONNECTIONS AND WHO YOU KNOW, HOW THEY CAN USE YOU	BASIS: WHO YOU ARE AND WHAT YOU DO, WHAT YOU WISH TO ACCOMPLISH/EXPRESS AS ARTIST
DISEMPOWERING LYRICS/MESSAGING: MYSOGENY, ADULTERY, VIOLENCE, "SEX, DRUGS, AND R&R," ANGER, MISERY, ISOLATION, VICTIM, CONSUMERISM, DIVISION; FORMAT IS OFTEN BAD PROSE, UNPOETIC, LYRICS UNINTELLIGIBLE	INSPIRING LYRICS: LOVE, CREATIVE POWERS, WISDOM, UNITY, CONNECTION, SELF-AWARENESS, GRATITUDE, ABUNDANCE, SHARING, CARING FOR OTHERS; FORMAT IS POETRY WITH RHYTHM AND RHYME ELEMENTS, LYRICS INTELLIGIBLE
IMAGERY PROMOTING IDOLOTY, SATANIC RITUALS, SECRET SOCITIES, BAAL WORSHIP, HIDDEN SYMBOLISM, OCCULT SYMBOLS, DIVISION, SEX, SEX, SEX, EVIL (MURDER/ TRAFFICING), CONSUMPTION, EXCESS, PERVERSIONS	IMAGERY PROMOTING TRIUMPH, THE HUMAN SPIRIT, LOVE, FAMILY AND COMMUNITY, HEALING, COLLECTIVE VISION, SACRED GEOMETRY, UNITY, MASTERS AND ANGELS, NATURE, SPIRITUALITY, CARE FOR EARTH...ALL LIFE
COMMERCIAL MAINSTREAM AND CIA-PLATFORM MEDIA (i.e., Google), MADISON-AVENUE MARKETING, SURVIELLANCE CAPITALISM AND PSY-OPS DRIVEN BY AI	ALTERNATIVE PLATFORMS, ALTERNATIVE FUNDING SOURCES, BENEFACTORS, ETC., ORGANICALLY DRIVEN BY LISTENERS
ARTIST AS "PROJECT" BY OTHERS	ARTIST AS ARTIST FOR OTHERS
MUSIC FOR THE MASSES, LOWEST COMMON DENOMINATOR, LEAST-SOPHISTICATED LISTENER, PROMO BY INDUSTRY MOVERS (e.g., Clive Davis)	MUSIC FOR THE INDIVIDUAL, COMMUNITY, SPECIAL OCCASION (WEDDING/SPONSORED EVENT); PROMO –BY LOCAL/REGIONAL CONTACTS
GLITZ AND GLAMOUR AND CELEBRITY TO DISTRACT PEOPLE FROM THE POWERLESSNESS THEY OFTEN FEEL DUE TO MSM MESSAGING	ARTISTRY AND VIRTUOSITY TO EXCITE AND INSPIRE PEOPLE TO ENGAGE WITH LIFE IN ALL ITS ASPECTS
TABOO TOPICS (ANYTHING IMPORTANT)	NOTHING TABOO, ACTIVISM, "PROTEST SONGS"
HIGH COST, MANY MIDDLE-MEN (MEDDLE-MEN)	RELATIVELY LOW-COST, SUSTAINABLE
SERVE THE "INDUSTRY" (MUSIC, FILM, TV)	SERVE THE INDIVIDUAL AND COMMUNITY