



**GRAMMY
Music
Education
Coalition**

Cues for Kids

A perpetual development campaign with
the GRAMMY Music Education Coalition





COALITION MISSION

Every young person,
100% of American public
school students,
making music every day



CUES FOR KIDS GOAL

Create a way to provide a continuous income stream for music education organizations.



THE IDEA

Composers, publishers, musicians, and others direct a percentage of future public performance income to benefit the Coalition and its affiliates.

CUES FOR KIDS CREATORS



Richard Foos,
Founder, Rhino Records
CEO, Shout Factory

*Senior music industry
executive, Coalition
founding board member*



Larry Kohorn,
President, Kohorn Company
Former SVP, Sony Pictures
Entertainment

*Senior music industry
executive, social entrepreneur*

HOW IT WORKS

A composer, publisher or musician donates 3, 5, or 10 percent of future performing rights income in perpetuity (opt-out option after five years).

Current income does not have to be affected.

Contribution can go to the Coalition or to any of a select group of affiliates.

Cues for Kids Advisory Board will:

- Designate and approve beneficiaries
- Manage fund disbursement
- Oversee reporting

HOW IT WORKS

Initial outreach will be to film and television composers.

Expand to songwriters, music publishers, performing artists, record labels, PROs.



**GRAMMY
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The Coalition's Role

Manage the mechanics:

- Marketing materials
- Legal
- Online donation site
- Text-to-give
- Social media
- Advertising & press

Minimum [TBD%] of contributions go to the Coalition to cover administrative costs.

EXAMPLE USE CASE

5 Steps



APPROACH COMPOSER

Larry approaches Composer X.
Uses Coalition-produced
marketing materials to:

- Discuss our universal music education mission
- Introduce Cues for Kids



**COMPOSER
APPROACHED**



**COMPOSER
COMMITMENT**



- Composer X signs a one-page “Assignment of Royalties” form
- Commits to donating 3%, 5%, or 10% of performance income from the next film to Cues for Kids
- Acknowledges opt-out opportunity after five years



**COMPOSER
APPROACHED**



**COMPOSER
COMMITMENT**



**PRO
SUBMISSION**



Coalition submits
assignment to
applicable PRO.



GLOBAL MUSIC RIGHTS





**COMPOSER
APPROACHED**



**COMPOSER
COMMITMENT**



**PRO
SUBMISSION**



**FUNDS
RECEIVED**



Specified percentage then goes
directly to Cues for Kids fund.

Coalition tracks and accounts
donations.



**COMPOSER
APPROACHED**



**COMPOSER
COMMITMENT**



**PRO
SUBMISSION**



**FUNDS
RECEIVED**



**FUNDS
DISTRIBUTED**

Coalition manages funds distribution to beneficiary underserved schools, as approved by Coalition Grants Committee.



JOIN US

Just a small percentage of your future performance income will open access to music education for millions of underserved young people.