



When we introduced Black Music Action Coalition in June, we emphasized accountability in the industry, first and foremost. Lip service, platitudes, and even annual donations just did not cut it anymore—if ever. Enough was enough. It was time to end systemic racism in our business, once and for all. However, we knew it was going to start with us.

Simply put, we held ourselves accountable and got to work.

In the past few months, we proudly stuck to our mission and are fulfilling it one step at a time. After a series of eye-opening conversations, open dialogue, and moments of real understanding, we have made crucial inroads already.

CAA, Morgan Stanley, and UTA were amongst the first to pledge their support by contributing money to our infrastructure and initiatives. Donations have also come by way of multiple artists who support the BMAC mission and purpose.

We've forged alliances with Entertainment Industry Foundation (EIF) and Propeller. Proceeds from pages run by both Demi Lovato and Trey Songz benefit Black Music Action Coalition.

We've launched social, economic, and criminal justice campaigns with attorney Benjamin Crump and the family of Jacob Blake, Milwaukee Bucks, Stacy Abrams, and Congresswoman Sheila Jackson. Additionally, we remain committed to holding the officers responsible for the deaths of George Floyd, Jacob Blake, Breonna Taylor, and others who have lost their lives to police injustice.

With the impending presidential election, we have also engaged voting initiatives with trusted partners such as Keke Palmer, Walshy Fire, TV On The Radio, BeWoke, BAM, SeeSay, Lfyt, and Chipotle. Our voter initiative expands beyond the election and includes a partnership with Stacy Abrams and her Fair Fight Action organization.

We've excitedly welcomed Black Entertainment and Sports Lawyers Association (BESLA), Black American Music Association (BAM), and the Recording Academy as our latest and most recent Coalition Partners. These organizations recognize the importance of institutionalizing long-term

change at every level of their operations and we have partnered with them to launch a series of initiatives to immediately address systemic racism.

We established and created several initiatives including our Black Music Matters campaign. This effort will raise critical funds to support artist foundations, charities and community programs, provide emergency relief to Black music industry professionals affected by Covid, establish a Black mental health fund, create an emerging Black creatives fund and will establish a funded internship and mentoring program. Additionally, BMAC partnered with Harvard Business School researchers to structure, and lead an independent study of the racial bias in the music industry. We're extremely proud of this long term initiative and looking forward to sharing with our music community.

We presented this agenda to the task forces and committees of every major industry conglomerate, including UMG's Task Force For Meaningful Change and respective departments at Sony, WMG, CAA, UTA, Spotify, Live Nation and more, each of whom are vital partners in the effort to create change. We are deeply encouraged by our conversations and optimistic about our ability to work together. We look forward to providing these dedicated professionals, each of whom have been receptive to our proposals, with the support they need as they continue their work internally.

We've partnered with #BreatheWithMeREVOLUTION in support of Rep. Barbara Lee's ["Truth, Racial Healing, and Transformation Commission."](#) A new 501(c)3 nonprofit co-founded by our members Prophet and Damien Smith, Breathe With Me leads a joint initiative to advance Congresswoman Lee's "H.Con.Res 100," which proposes the implementation of this "Truth, Racial Healing and Transformation Commission" in an effort to forever eradicate pervasive racial inequalities.

Our voter initiatives includes post election campaign

If passed by US Congress, this legislation will represent a turning point in our nation's history in the quest for racial equality.

With much of our business in Los Angeles, we have fought tirelessly for California police reform legislation, [including SB731 and SB776](#). We rallied our friends and supporters throughout the artist community to co-author letters addressed to appropriate government officials for numerous bills. These included pushing for [repeal of 50A](#) and support of the [George Floyd Justice in Policing Act](#).

Our members have also spoken on numerous panels, including Music Biz Live x National Museum of African American Music, The Sounds of Social Justice, MONDO: What Managers Can Do To Fight Racism, Music Biz Live x BMAC, Congressional Black Caucus Issues Panel – The Black Music Action Coalition: Carrying the Black Lives Matter Message to the Industry with Rep. Hank Johnson, Lollapalooza University, American Theatre Wing Network Panel: Not Going Back to Normal, Pitchfork Panel, and Soundthinking NYC: Presentation to Teens Interested in Music Business Careers.

We have also forged our Board of Directors, which consists of:

BLACK MUSIC ACTION COALITION— Board & Officers

Binta N Brown - Co-President

Prophet - Co-President

Shawn Holiday - Executive Vice President

Ashaunna Ayars - Vice President

Courtney Stewart - Vice President

Caron Veazey - Vice President

Damien Smith - Treasurer

Jamil Davis - Secretary

ADVISORY BOARD

Clarence Avant

Quincy Jones

Irving Azoff

Our Executive Leadership Council consists of:

Executive Leadership Council - Officers

Jeff Azoff – Co Chair

Shawn Holiday Co-Chair

Executive Leadership Council

Amina Diop

Andrew Gertler

Andrew McInnes

Anthony Saleh

Barry Johnson

Billy Clark

Brandon Creed

Brandon Goodman

Brenda Reynoso

Caroline'Baroline'Diaz

Cassie Petrey

Cortez Bryant

Courtney Lowery

Danny Rukasin

Deon Douglas

Dina LaPolt

Doug Davis

Dre London
Ebonie Ward
Gordon Dillard
Jennifer Justice
Jonathan Azu
Kareem "Biggs" Burke
Kei Henderson
Khadijah Sharif
Drinkard
Lou Taylor
Max Gousse
Naima Cochrane
Ron Gillyard
Ty Stiklorius
Tyler Henry
Vince Phillips
Zach Morgenroth

We thank everyone for their allegiance so far. Our mission is far from complete, but we have taken the first steps, continuing to set goals, and actively planning a slate of programming and activations for 2021.

Sincerely,

Black Music Action Coalition