



## **What is The Music Matters Project?**

*Music Matters is a not for profit project created by Gregory Taylor, a professional music photographer from Tempe, AZ. Music Matters is meant to be a great visual illustration of the power of music photography. A call for submission is in place asking photographers (professional and amateur) to submit their best music photography. All proceeds of the Music Matters book will be sent directly to Sweet Relief Musicians Fund, a registered 501(c)3 in California. Sweet Relief Musicians Fund provides financial assistance to all types of career musicians who are struggling to make ends meet while facing illness, disability, or age-related problems*

### **- How The Project Started**

*This project began as a way to say thank you to all bands and musicians who allowed Gregory Taylor to photograph them as he was getting started in music photography. After much consideration Taylor decided that this project is larger than his body of work and this could be great opportunity for photographers worldwide. This book will not only serve as a fundraiser for Sweet Relief Musicians Fund but also as a learning aid to budding music photographers by publishing the photograph's EXIF data.*

### **- Who Benefits**

*The primary benefactor is Sweet Relief Musicians Fund. Sweet Relief was selected to acknowledge their great work with musicians in need.*

## **What is Sweet Relief Musicians Fund?**

*Sweet Relief Musicians Fund provides assistance to all types of career musicians who are struggling to make ends meet while facing illness, disability, or age-related problems. Grant recipients include recording artists, club and session musicians, composers & songwriters from across the country. From Classical to punk, jazz to country, reggae to blues and everything in between, Sweet Relief is there to help the musician in need.*

### **- Position Statement**

*Since inception in 1993, Sweet Relief has served the music community by helping musicians with medical and living expenses including insurance premiums, prescriptions, housing costs, food costs and alternative therapies and treatments that are not covered by insurance.*

*Sweet Relief works to help determine a musician's most pressing needs. We are also a member of the Entertainment Assistance Coalition and can help in finding additional sources of funding to provide the most complete assistance possible.*

*Even if a grant recipient has private or publicly funded healthcare they often require assistance, and Sweet Relief is there to help. We have aided people suffering from a wide range of conditions including: AIDS/HIV, spinal cord injury, STD's, hearing impairments, strokes and head injuries, diabetes, kidney failure, alcoholism and chemical dependency, repetitive stress injuries, mental illness and psychological disorders, cystitis, heart defects, Hepatitis.*

*To qualify for assistance, applicants must clearly show that they have spent at least three years actively pursuing a musical career, are in financial need, and have a diagnosis of a serious medical condition.*

*We also help elderly musicians, regardless of medical condition, who are having trouble making ends meet.*

### **Why do we help?**

*Music has made all of our lives, and the events in our lives special and memorable. While fame and fortune are found by few, most musicians remain in the field for love and passion of music. What they give up is financial security and a safety net when health and age take a negative toll. Sweet Relief acts as a conduit for society to help the artist who has brightened our lives and souls by helping them in their greatest time of need.*

## **Product Information**

### **- Product Description**

*Music Matters will be produced as a full color soft cover book on glossy stock. The anticipated page count is 50-60 pages, with room for an introduction to the project, the benefiting party and an index of submittals.*

### **- Ordering Model**

*To lessen the inventory holding costs and minimize financial exposure all books will be ordered through the manufacturer's online ordering site. Referring links will be strategically placed and redirected to the mfg.'s ordering site.*

### **- Mfg. Model**

*To minimize financial exposure all books will be printed using a print on demand model. (One product is ordered it will be printed in a one-off manner.)*

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## **- Dissemination of Funds**

*Funds will be directly remitted to the benefactor after all production costs have been recouped. At no time will Gregory Taylor be receiving funds to distribute to the benefactor.*

*\*as of date of publication a mfg. has not been selected for this project*

## **Call For Submission**

*A global call for submissions will be published beginning 3/15/10 and ending on 7/1/10. Social Media, Interactive and Viral Marketing will be the channels used to publish our call for submission (and the project). This call is open to professional photographers and the amateur photographer alike. Submissions will be judged solely on the overall quality of the photograph and the relevance as described in the subject matter portion of this document. Proper attribution with a link to the photographer's website of choice will be published along with the musician/band's name and location next to the image. The same information will be published in a submittal index..*

## **Subject Matter**

*All photographs should be of Live Music or Music Studio Sessions and the property of the submitting party. Band publicity photographs will not be considered for publishing. Images are not limited to famous bands and or musical personalities. Images are not limited to one specific genre of music.*

## **EXIF Settings**

*This publication will be considered a music photography reference guide. All basic EXIF information will be published. (Basic EXIF data is defined as: ISO, Focal Length, Aperture, Shutter Speed)*

## **Timeline for Submissions**

*Submissions will be accepted beginning 3/15/10 and ending on 7/1/10. Please submit only high resolution images without watermarks or branding to [submissions@musicmattersproject.org](mailto:submissions@musicmattersproject.org) – Images submitted without the associated EXIF will not be considered and there will be no exceptions made.*

## **Photography Disclaimers**

- All Copyrights Remain the Property of the Photographer*
- All Images Need to be Clear of Usage and Licensing Restrictions Please DO NOT submit images that have been licensed by a third party or have been taken under a strict photographer's contract with the artist, artist's label, PR Firm or the like.*
- By submitting images to the Music Matters Project you agree that all images meet the above disclaimer restrictions.*