

# THE CORE

**“There is something going on out there. What role are you playing?”**

## **Your Presence**

- Introductions - interviews — meetings – in public
- On paper

## **Your Plan**

- Cast a vision
- Self-assessment – ask & answer honestly – Freeze Frame
- Promotion – get it together
- Business of business
- Advice and role models

## **Endorsements**

- On back

## **Music advocacy & state of the music industry**

## **IMPORTANT WEBSITES**

- |                           |                                 |
|---------------------------|---------------------------------|
| • Supportmusic.com        | Music-for-all.org               |
| • Music-for-all.org/links | Musicachievementcouncil.org     |
| • Amc-music.org           | Vh1.com/partners/save_the_music |
| • Menc.org                | Artsusa.org                     |

**“You must have the courage to change what you know you must change.”**

**John Wittmann  
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