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## AMERICAN MUSIC CENTER RECEIVES GRANT FROM NEW YORK STATE MUSIC FUND

- *\$250,000 Awarded for Support of Counterstream Radio* -

NEW YORK – The **American Music Center** (AMC) announced today that it is the recipient of a \$250,000 grant from The New York State Music Fund. This grant will support several projects of *Counterstream Radio*, AMC's online radio station designed to broaden the audience for new American music.

The New York State Music Fund (NYSMF) was created when the New York State Attorney General's Office resolved investigations against major record companies that had violated state and federal laws prohibiting "pay for play." The settlement agreement stipulated that funds paid by music businesses would support music education and appreciation for the benefit of New York State residents. The Rockefeller Philanthropy Advisors, one of the nation's largest and most experienced philanthropy services, was enlisted to develop and manage the grant program.

AMC will use the NYSMF grant to enhance the Counterstream experience and raise the profile of the site and artists it represents. They will produce two programs that bring together individuals from the popular music and avant-garde worlds in conversation; add a personal touch to Counterstream's playlists through staff- and guest-curated programming; broadcast concert recordings; enhance connectivity with AMC's other online services; and develop a "Crash Course for New Music" designed to illuminate connections between disparate genres and traditions of music by American composers.

"We are delighted that the New York State Music Fund has once again provided such generous support of Counterstream Radio," said Joanne Hubbard Cossa, Chief Executive Officer of the American Music Center. "The Fund was instrumental in helping AMC start this exciting new initiative, and the current grant will go a long way in enabling the station to reach its full potential in disseminating adventurous new American music."

The award to AMC was among nearly 400 grants totaling more than \$35 million made by the NYSMF. It was among a subset of grants made to organizations increasing access to and for emerging artists via public broadcast and new technologies, and services ensuring an open and fair marketplace for independent music.

**more...**

AMC launched Counterstream Radio on March 16, 2007. The technology for the initiative was made possible by a separate grant from the New York State Music Fund. Counterstream's programming encompasses a broad range of genres, with airtime comprised of a combination of genre-specific radio hours (including jazz, new releases, and "On the Edge"), special content such as interviews, and a frequently-updated general mix of adventurous music. The station made its official debut by broadcasting an historic conversation between Meredith Monk and Björk, who were brought together for the first time by AMC after years of mutual artistic influence. Counterstream's launch drew much attention on the web and within the industry. According to Gregory Evans, Director of Merkin Concert Hall, Counterstream "is a tremendous and entertaining resource for a presenter. It sharpens my knowledge of American music and inspires me. When [AMC] launched the site, I told my staff that if they would like an idea of what my programming will be like, listen to Counterstream Radio."

Counterstream's MP3 catalog currently includes approximately 4,000 pieces representing the work of more than 900 composers. Access to the station is available through AMC's home website at [www.amc.net](http://www.amc.net), NewMusicBox (NewMusicBox.org), AMC's award-winning web-based advocacy magazine as well as through Live365.com, which provides streaming services for the project. The station can also be accessed directly at [www.counterstreamradio.org](http://www.counterstreamradio.org).

The American Music Center, founded in 1939 by a group of composers led by Aaron Copland and Howard Hanson, is the nation's first information and support center for new music. AMC has a long history of providing financial support to the field and administers nearly \$1.5 million each year through a wide range of grantmaking initiatives. Today, AMC's vanguard programs also include a web magazine for new American music (NewMusicBox.org), an online library of scores and recordings of new American music, a Professional Development Program offering workshops for those pursuing careers in new music, a comprehensive Information Service, and the AMC Collection of 20<sup>th</sup> century American music housed at The New York Public Library for the Performing Arts at Lincoln Center. AMC also publishes *Opportunity Update*, a monthly listing of opportunities in new music including calls for scores, competitions, and other information. Together, these activities further the Center's mission of building a national community for new American music.

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