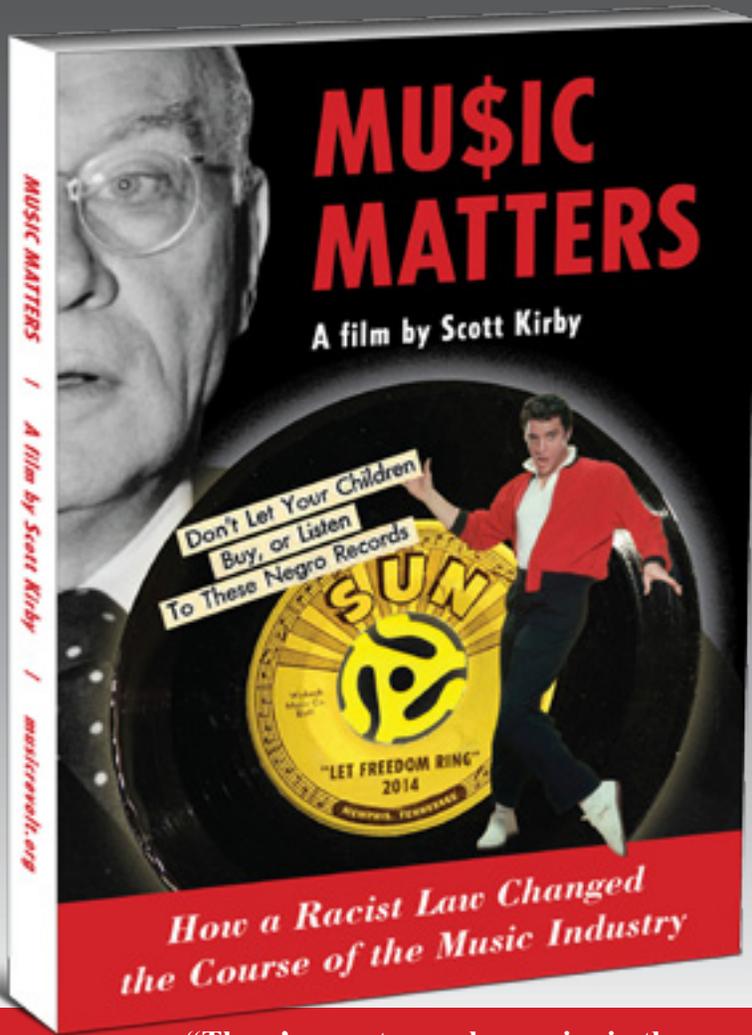


MUSIC MATTERS

More than a movie. . . a Movement

An exposé on the long-term and far-ranging effects of the radical and race-driven 1960 law known as "The PAYOLA Act", and its continued obstructionist effect on the music business today.

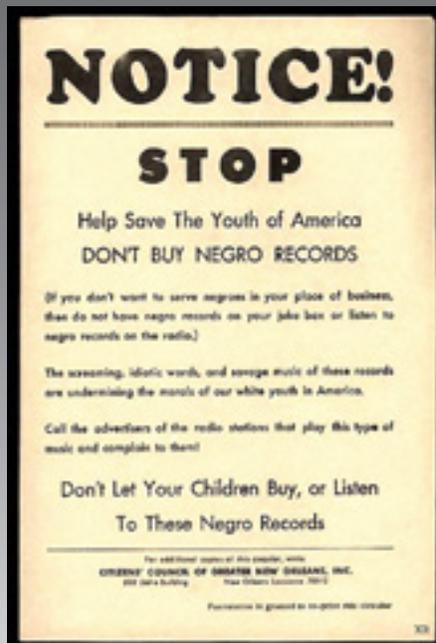


MUSIC MATTERS, a documentary by journalist, music promoter and publicist Scott Kirby, addresses the state of the music business as it struggles to reach profitability in the new millennium.

Unable to utilize the power and international saturation of the world wide web to its advantage, major music labels continue to struggle as they fix prices and bypass free market economic edicts to the detriment of fans and bands alike.

The film illustrates how a dysfunctional business dynamic between labels, bands and radio grew from the seed of a little understood and racist-driven decree called "The Payola Law".

In the film, authors, professors and tech innovators describe the problems of the business today and offer sensible solutions as to what needs to occur for music sales to prosper and for the internet to finally be utilized effectively.



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"There's a grotesque hypocrisy in the government saying 'we don't want you influencing each other with money' to the record and radio industry, and yet our congressmen and senators are letting lobbyists influence them with money virtually every single day."

—Scott Kirby, Co-Founder, MusicRevolt.org

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SCOTT KIRBY: DIRECTOR

Mr. Kirby's foremost passion in life is music. He began singing in the Episcopal Church Choir in San Marino, California and then began writing and playing songs throughout high school and college. Scott worked as a record promoter, first promoting his own self-penned songs, then graduated to promoting Kool and The Gang, Prince, Morris Day and the Time, PM Dawn and many others. He also acted as a publicist for the Oklahoma based pop quartet PC Quest and helped them secure a record deal with RCA.

Kirby realized early in the 21st century that the Payola Law was not doing what it intended to—level the playing field between cash rich and cash poor bands—but was actually causing chaos and dysfunction between music making and music distributing factions in the music world.

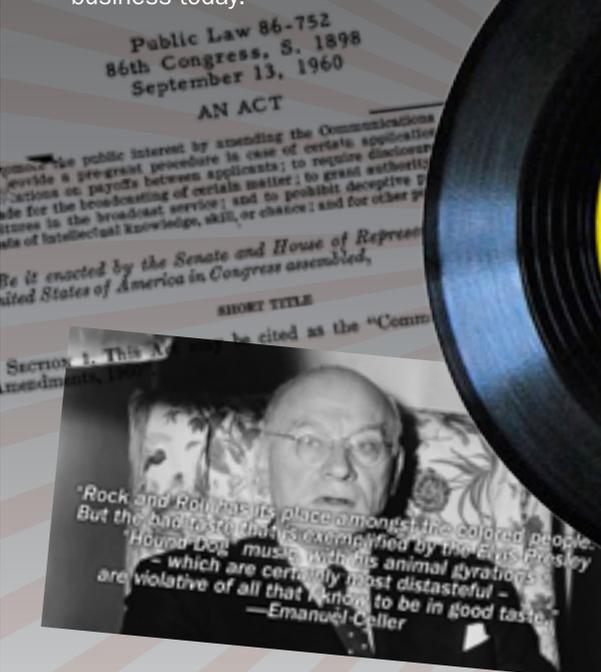
In MUSIC MATTERS he cites the problems and offers solutions to the many issues that plague the music business today.



TIM MUNIZ: PRODUCER

Tim has been a part of the music industry for 35 years. Starting as a traveling musician and vocalist at a early age playing six instruments, he went on to be a published songwriter at the age of 15 and recording artist at the age of 16. Tim has worked all over the country not only performing but producing young artists. Early in his career Tim performed in about every genre of music from Los Angeles Opera à la Carte to Nashville's Evergreen Records and On the Wall publishing.

Tim recorded his last body of work in 2002 "Songs of Devotion" an album that was written while he was doing mission work with kids in the Navajo nation. Tim is now the CEO for CSCi Management Group which advocates for adults with developmental disabilities as well as abused and neglected children. Tim has a music education from NOC and is a Master Analyst from Villanova University.



“Entertainment industries have always fought against things that are an outside technological threat to doing business . . . this is especially true in the record business. It has a history going back decades of fighting radio, recorded music, the LP, the CD, on and on and on.”
 —Steve Knopper, Rolling Stone contributing editor and author of *“Appetite for Self-Destruction: The Spectacular Crash of the Record Industry in the Digital Age”*

PATRICK MUREITHI: CINEMATOGRAPHER, EDITOR

In addition to being a singer-songwriter, Patrick Mureithi has produced, filmed and edited “ICYIZERE:hope,” a feature-length documentary about a gathering of 10 survivors and 10 perpetrators of the 1994 Rwandan genocide, as they learn about Post Traumatic Stress Disorder and go through a series of group exercises that are designed to build trust. ICY-IZERE (pronounced ee-cheez-eh-reh) has been shown on college campuses all over the US, as well as in Brazil, the United Kingdom, Kenya, Rwanda, Burundi, Uganda, Zambia and the Democratic Republic of Congo.

His most recent documentary, “Kenya: Until Hope is Found,” was inspired by his experience in Rwanda. It is a film about forgiveness and reconciliation after the 2007/8 Post-Election Violence that left more than 1,200 dead and 500,000 displaced from their homes. Before he passed away, film critic Roger Ebert called “Kenya: Until Hope is Found” “an urgent documentary by a filmmaker I admire.”

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