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**Initial communication with artists regarding the letter**

*First sent by Tim Westergren & team in early to mid-April*

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I'm not sure how much attention you've been paying to policy making these days, but over the past few years there has been a lot of activity in numerous areas that impact music - and that have profound impact on working musicians like yourself.

Unfortunately, these policies are being shaped without the input of the vast majority of artists. Essentially, Congress only ever hears from the RIAA, representing the interests of major labels. They really have no idea about the very large number of working artists that make up the vast majority of new music - a group I was part of for many years.

We feel that is a very unhealthy way to make laws and want to work to bring the voice of the working musician into the mix. In that spirit, we're working to pull together a "letter of support" for internet radio from working musicians.

Our aim would be to share the letter with members of congress. Would you be game to add your name to the following letter? Once we have at least 200 signatures, we would hand deliver this to members of Congress, particularly those overseeing legislation in this area. Eventually we'd like to collect over a 1000 signatures.

The primary intent is not to advocate a particular position, but make members aware of the missing voice on this issue, and for that matter other issues surrounding copyright, royalties, licensing, etc. If we get enough signatures, perhaps members will reach out and actively include working musicians in the process, which we view as a critical

Let me know what you think. The letter is below:

Thanks,  
Tim

**Artists for Internet Radio**

We are working musicians.

We do not have the promotional budgets of major acts. We have built our careers outside of the traditional music business, relying on our own ability to build an audience through years of touring, creative grassroots marketing and the enduring support of friends, family and our fans. It is not an easy life but our passion for making music keeps us going.

And now we have internet radio.

For the first time in our professional lives we are experiencing what it's like to have the power of radio in our corner, introducing thousands of new fans to our music all across the country.

Internet radio is young but it is already beginning to really make a difference for us and for thousands of others just like us. We are finding new fans, selling more music, and playing to larger audiences.

We are all fervent advocates for the fair treatment of artists. We are also fervent supporters of internet radio and want more than anything for it to grow; and to grow as fast as possible. We want more Pandoras.

As policy makers shape the future of radio, we urge you to listen to ALL musicians. Don't ignore us. We are not on top of the pop charts, but we are large in number and we represent the next generation of music in America and around the world.

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**Follow-up email to anyone who signed the initial letter of support**

*First sent by Tim Westergren & team in late May*

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Thanks again for joining the effort to support internet radio. The response has been nothing short of phenomenal - well over 500 signatures and growing! There's nothing more gratifying for us than corresponding with musicians for whom Pandora is really making a difference - it's very exciting.

I'm writing to give you the opportunity to remove your name from the letter.

I know that may surprise you, but since we began this effort, there has been a very concerted attempt on the part of various large industry organizations to drive a wedge between Pandora and artists. The campaign, orchestrated by a well-known "dark arts" PR firm in Washington DC, uses personal attacks and some shocking misinformation to influence lawmakers. The most egregious claim is that Pandora wants to lower rates by 85% which is simply a lie - we're actually committed to a solution that won't see **ANY** reduction in overall payments.

The last thing we want is to put any of you in an uncomfortable position, and will completely understand if you'd rather steer clear of it. We continue to believe that a brighter, more collaborative future will eventually come to this industry, and we don't want you to feel like a pawn in any of this.

We're going to turn our full attention to the product and the ambitious plans we're laying out for "Pandora for Artists." The opportunity is huge, and there's no time to waste.

The feedback on the artist deck has been fantastic, and is already being eagerly digested by our software engineers. There were two suggestions that were the clear top vote-getters:

1. Give listeners opportunities to share their email addresses with the bands
2. Create a targeted "alert" system to let local fans know when a show is coming in their area (that will be HUGE!)

We'll follow soon with a more comprehensive list of your suggestions.

Thanks again, and please keep sending us your music. We'll keep you posted on our progress.

Best regards,