



## IN THEIR OWN WORDS

### What Performers Say About the Importance of Radio to Record Sales

"[T]he primary function of a record label's promotion department is to secure radio airplay for its artists."

- *RCA Senior Vice President Peter Gray*

"Without radio, a hit would not be a hit."

- *Pop Artist Enrique Iglesias*

"If a song's not on the radio, it'll never sell."

- *MCA Records Senior Vice President Mark Wright*

"The radio is what you're always striving to get to. . . once you get to radio, that's the top of the mountain. . . ."

- *Country Artist Dustin Lynch*

"Internet, Twitter, and everything else put together doesn't equal what country radio does for us as artists and as an industry."

- *Country Artist Kix Brooks*

"To our world, nothing is more important than radio."

- *Epic Records COO Mark Shimmel*

"We have a lot of platforms, but there is no platform more important than radio."

- *Epic Records Chairman, songwriter, producer, & TV personality L.A. Reid*

"Radio remains the best way to get new music into the listeners' lives."

- *Sony BMG Executive VP Butch Waugh*

"Radio has proven itself time and time again to be the biggest vehicle to expose new music."

- *Island Def Jam Music Group Senior Vice President for Promotion Ken Lane*

"It is clearly the number one way that we're getting our music exposed. Nothing else affects retail sales the way terrestrial radio does."

- *Warner Bros. Records Senior Vice President for Promotion Tom Biery*

\*\*\*

As Congress continues its review of copyright law, including various issues relating to music licensing, it is critical that Congress continue to reject calls for a new performance fee that would cripple free local radio stations that serve more than 244 million Americans and prevent new artists from breaking into the recording business.