Recording Academy® Continues to #GiveCredit with 3rd Annual Behind The Record™

Academy introduces new virtual program "Behind The Record Advocacy" to discuss creators' needs with Congress

Santa Monica, CAlif. (oct. 12, 2021)— Today the Recording Academy® announced that it will give credit where credit is due with its 3rd annual [Behind The Record™ initiative](https://behindtherecord.grammy.com/), a social media activation aimed to spotlight the many producers, engineers, songwriters, composers, mixers, instrumentalists, and other creators who contribute to the music recording process. Taking place on **Oct. 15**, the industry-wide conversation encourages artists across all music genres to celebrate their collaborators' incredible behind-the-scenes work on the tracks, records and albums loved by music fans across the globe. This year's campaign features a short film, narrated by Recording Academy Board of Trustees Secretary/Treasurer **Om'Mas Keith**, illustrating that behind every hit song is an intricate dance of creativity that builds and builds to the final product. Watch the video [here](https://www.youtube.com/watch?v=UJFVwlBhv30).

A day before the social media activation's launch, the Recording Academy will introduce Behind The Record Advocacy, a new virtual advocacy program to inform lawmakers about issues affecting the creators behind their favorite records. Building off the success of the Academy's Behind The Record initiative, Academy members will meet virtually with members of Congress nationwide to discuss legislation that would have a direct impact on America's recording artists, songwriters and studio professionals, such as the [HITS Act](https://www.grammy.com/advocacy/issues-policy/hits-act) and the [American Music Fairness Act](https://www.grammy.com/advocacy/issues-policy/american-music-fairness-act). With nearly 200 meetings with congressional offices anticipated for Behind The Record Advocacy, members will focus on ensuring that the individuals behind the record are able to earn fair compensation for their work.

"It takes a village to create a recording, and as an organization that serves to support all music creators, we invite our peers to join us in spotlighting the many music professionals behind our favorite songs," said Harvey Mason jr., CEO of the Recording Academy. "While we celebrate the music professionals behind the scenes, we also recognize the importance of fighting for fair treatment of creators. We're proud of the evolution of Behind The Record to include an advocacy element this year as we continue our ongoing work to ensure all music creators flourish."

Behind The Record is supported by the Recording Academy's Advocacy Department, Producers & Engineers Wing® and Songwriters & Composers Wing™. Supporting all music creators — including the artists behind our favorite records — is an urgent initiative for the Academy year-round. Within the past year alone, the Academy established the [Songwriters & Composers Wing](https://www.grammy.com/press-releases/recording-academy%C2%AE-establishes-songwriters-composers-wing) to better represent the diverse community of music creators who provide the world with the gift of song. The Academy also reintroduced the HITS Act in the House and Senate, which would allow artists and record producers to deduct 100 percent of sound recording production expenses in the year they are incurred, and continued efforts to support female producers and engineers through its Women In The Mix® initiative.

To help the Recording Academy further support creators working behind the scenes, artists can participate in Behind The Record by:

* Email [givecredit@recordingacademy.com](mailto:givecredit@recordingacademy.com) to request an access code to the [Credit Cover Generator Portal](https://behindtherecord.grammy.com/creditcovers).
* Post your Credit Cover across social media channels and tag those who worked on your project. Use hashtags #BehindTheRecord #GiveCredit.
* Artists can create Credit Covers for a single track or album, and covers will live in a gallery on [www.grammy.com/behindtherecord](http://www.grammy.com/behindtherecord) for music fans to view and discover the roles of creatives behind some of their favorite records.

For the third year, Jaxsta, the world's largest public-facing dedicated database of official music credits, provided credits for Warner Music, Sony Music, Universal Music Group, and Merlin releases.

For more information, please visit [www.grammy.com/behindtherecord](http://www.grammy.com/behindtherecord). Follow and join the global conversation on social media using the hashtags #BehindTheRecord, #GiveCredit and #WeAreMusic.

# about the recording academy

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards® — music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow @RecordingAcad on [Twitter](https://twitter.com/recordingacad?lang=en), "like" Recording Academy on [Facebook](https://www.facebook.com/RecordingAcademy/), and join the Recording Academy's social communities on [Instagram](https://www.instagram.com/recordingacademy/), [LinkedIn](https://www.linkedin.com/company/recordingacademy/) and [YouTube](https://www.youtube.com/user/TheGRAMMYs).

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# contacts

**Christina Dudash**

Recording Academy

[christina.dudash@recordingacademy.com](mailto:Christina.dudash@recordingacademy.com)

**Erica Hernandez**

Recording Academy

[erica.hernandez@recordingacademy.com](mailto:erica.hernandez@recordingacademy.com)

**Robert Clyne**  
Clyne Media, Inc.  
T. 615.662.1616  
[robert@clynemedia.com](mailto:Robert@clynemedia.com)

**Lisa Roy**  
Rock & Roy Entertainment  
T. 310.463.1563  
[lisaroyaudio@mac.com](mailto:lisaroyaudio@mac.com)