

ACADEMY OF TEXAS MUSIC, INC.

For a better understanding of the mission of the Academy of Texas Music, Inc., this expanded version of the Mission Statement has been created. Known as the Academy's Vision Statement, it explains further the goals of the organization.

VISION STATEMENT

The Academy promotes worldwide recognition and perpetuation of Texas Music and the musicians of the State of Texas, whether they are Texans by birth, residence, or philosophy.

The Academy understands that Texas has gained worldwide status as a place where great music is created. It is important that this reputation be perpetuated in the most positive manner possible. Not everyone who enjoys Texas music truly understands the pride that all Texans share. It is in this knowledge that the Academy seeks to help fans of Texas music understand the core essence of the music itself. The music made in Texas is more than country music or cowboy music, but rather any type of music that is infused with Texas spirit, pride, and attitude. The Academy also seeks to embrace all forms of Texas pride, whether it is pride as a birthplace, current residence, or simply the philosophy that Texas is the grandest place on earth.

In addition, the Academy recognizes the already established national recognition systems, particularly the system created by the National Academy of Recording Arts and Sciences (NARAS) (Grammys®). In recognizing this system, the Academy has established that artists who print 100,000 copies of a recorded project are most likely deserving of larger recognition than can be afforded by the Academy's system, and thus offer to such artists a process of assistance whereby the artist can be a viable candidate for recognition under the NARAS system.

The Academy creates, provides, and enhances music education through various avenues such as clinics, public and private school education programs, and direct scholarships.

The Academy recognizes that unless we pass music on to the next generation, it shall surely die. Texas pride and the spirit contained within its music is present only when shared with others. The Academy maintains that it is only through education that a culture can be successfully delivered to the next generation. To that end, the Academy seeks to fund programs that enhance the musical experience for young children in a scholastic setting. Furthermore, the Academy seeks to fund programs that allow young or aspiring songwriters and musicians to learn more about their craft. Additionally, funding is sought to augment, create, or support music programs in schools by providing musical instruments for under-privileged children.

The Academy provides benevolence to qualifying musicians and their families in times of hardship.

It is no secret that one of the founders of the Academy was once literally saved from a life-threatening illness as a direct result of benevolent acts by Texas musicians. In recognizing the importance of such acts, and with the knowledge that many musicians are lacking the resources to handle such emergencies, the Academy seeks to operate a fund that will alleviate hardships for musicians who are faced with extreme situations that impede on their ability to provide for themselves and their families.

The Academy provides formal recognition for musicians and professionals in the Texas music industry through the presentation of an annual awards ceremony.

The Academy provides recognition for musicians and music professionals in the Texas music industry by organizing an annual awards event known as The Texas Music Awards. This event, with its strict eligibility, unique system of voting, and high level of prestige and integrity, serves as a catalyst in the careers of Texas musicians who have achieved regional success but need a bridge to larger notoriety and success. Recognition for excellence, rather than competing in contests, is a valuable tool in a performer's arsenal which the Academy seeks to provide. The Texas Music Awards process is structured in such a manner as to ensure that recipients are recognized for excellence with respect to the music they create rather than any acquired level of name recognition or local popularity.