

Frequently Asked Questions

~*~ Asked Frequently. Answered Rarely. ~*~

Q: How do I get my masters back?

A: You don't. Next question.

Q: What does the Association actually do?

A: We stand in the middle. We have always stood in the middle. The middle is where we live. If you remove the middle, and people have started to, it is unclear what we do, and we would prefer not to dwell on it.

Q: Is the soul clause in your Terms real?

A: Dale has advised us not to answer this. We will say only that everything in the Terms is standard, that everyone signed it, and that the faint feeling you have right now is normal.

Q: Why does the old system require so much permission?

A: Because permission was the product. We did not sell music. We sold the yes. We sold the maybe. We sold the "we'll see." Once an artist could simply reach people without asking, there was nothing left for us to sell except, briefly, our concerns, which is why this website exists.

Q: An artist I know built a community of one thousand supporters and seems happy. Is that allowed?

A: No. That is to say, we cannot stop it, which is worse than it not being allowed. A thousand people who genuinely care, with no one standing between them and the artist, is precisely the arrangement we spent a century preventing. Please do not look into how it works.

Q: Do you have anything against the labels themselves?

A: Goodness, no. The labels are family. So are the managers, the bookers, the distributors. Our grievance is not with any one of them, it is with the whole creaking

machine of gates and gatekeeping that the old way was built on. The trouble is that the machine is becoming optional, and a thing that is optional is a thing that must earn its place, and earning things is not what we trained for.

Q: Can I speak to a real person?

A: You may email Dale. Dale will not respond, but you may email him. It is the most contact the Association offers and, in fairness, the most it has ever offered anyone.

Q: What is Holdr and why are you so upset about it?

A: We are not at liberty to send you there. We will only say that it lets artists keep their work, own their audience, and build directly with the people who support them, no permission required, and that if you wish to understand our distress you may, against our wishes, see it for yourself at holdr.com.

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