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## **FOR IMMEDIATE RELEASE:**

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### **WFMU's Free Music Archive receives support from the MacArthur Foundation**

Jersey City, NJ, April 2010 — WFMU is pleased to announce a major grant received from The John D. and Catherine T. MacArthur Foundation in support of the Free Music Archive (FMA).

Initiated in 2007 with support from the New York State Music Fund, the Free Music Archive is an interactive library of high-quality, legal audio for download and creative use. The Free Music Archive distinguishes itself from other music sites in two ways – as an essential resource for filmmakers, educators, podcasters and others who rely on pre-cleared audio for their non-commercial projects, and as an interactive platform that combines the social aspects of new media with the curatorial approach of established arts programmers.

With a demonstrated history of philanthropic commitment to visionary projects serving the public and creative sector, MacArthur's investment in the Free Music Archive will help bring the project closer to reaching its ambitious goals as a dynamic interactive model for music distribution in the digital age.

*"We've come a long way since our beta-launch last April, but we have even bigger goals for this project. I'm honored that the MacArthur Foundation shares in our vision. This is good news for everyone who likes free music, especially for artists with music to share, curators in need of an online platform, and producers in search of quality audio for their creative projects."* says Jason Sigal, managing director of the Free Music Archive.

The Free Music Archive's library has grown rapidly since its beta-launch in April 2009, and currently houses 20,000 mp3s curated by a broad spectrum of organizations ranging from radio stations like WFMU, KEXP and CBC Radio 3, to international independent labels like ESP-Disk, live arts presenters such as Brooklyn's ISSUE Project Room and established cultural institutions, like the Isabella Stewart Gardner Museum in Boston.

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*"The Free Music Archive is an absolutely invaluable resource for us, enabling the live performances we produce each week to reach a vast audience around the world. As an organization whose mission is to support and uplift artists, the Free Music Archive is an invaluable tool."* says ISSUE Project Room Chief Curator, Zach Layton.

The MacArthur grant will enable the Free Music Archive to add significant new functionality and social features including a recommendation system to help users find content based on their current listening habits, last.fm scrobbling, and an enhanced API.

*"We have an ambitious road map in place for the Free Music Archive and one of our main focus areas going forward will be positioning the FMA as an open platform that our partners and other third party sites can leverage."* says Doron Gura, WFMU's Technology Director and product manager for the FMA.

Audio from the Free Music Archive has found its way into videos made by organizations such as New York's Museum of Modern Art and WNYC as well as many videos by ordinary internet users on YouTube.

*"Creative Commons could not be more pleased to learn that the MacArthur Foundation is supporting the Free Music Archive's innovative and important work. Through its curation efforts, the FMA has become an indispensable source of high quality music that is available to people for free and legal sharing and use in new creative projects."* says Eric Steuer, Creative Director for Creative Commons.

#### **About WFMU**

WFMU-FM is a listener-supported, non-commercial radio station broadcasting at 91.1 Mhz FM in Jersey City, NJ, right across the Hudson from lower Manhattan. Widely recognized for its inventive programming, WFMU is currently the longest running freeform radio station in the United States. With a forward-thinking approach to digital media, the station pioneered webcasting in the mid-1990s, and was the first radio station to stream audio to the iPhone but the Free Music Archive is WFMU's most adventurous project to-date.

For additional information, Contact:

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