

## **Anzic Records' Mission**

Anzic Records' mission is to help musicians increase the commercial success of their artistic efforts.

## **The Anzic Story**

Anzic Records is a New York City based record label specializing in jazz and world music. It was founded in 2005 by Anat Cohen, multi-reedist and composer of jazz and world music, with the assistance of a music lover and philanthropist working in the financial services industry.

The founders knew many musicians near the peak of their creative powers who were putting out high quality releases yet finding it impossible to bring their efforts to the attention of wide audiences.

With a vague sense something must be completely out of alignment in the music industry, the founders set themselves to the task of understanding how the music industry operates. In time, they learned the particular importance, and practices, of booking and management for artists, and marketing and distribution for their music. Most importantly, they noted these elements all needed to be in place for any of them to function effectively. They realized the music industry would not, could not, provide many extraordinarily talented jazz and world music artists with the support they would need to achieve commercial success for their artistic efforts.

The founders decided to do what they could to improve this situation for as many artists as possible. To this end, as a first step, they established Anzic Records. (For the curious, the word Anzic is a contraction of ANat and muZIK).

Anzic Records' first release, in 2005, to considerable critical acclaim, was Anat Cohen's debut CD "Place & Time"). A&R for the label to date has been driven entirely by association; the initial group of artists performed together frequently, grew up together (some in the same household) or simply shared musical sensibilities. The current artist roster is Anat Cohen, Avishai Cohen, Joel Frahm, Jason Lindner, Manuel Valera, The Choro Ensemble, Third World Love, and Waverly Seven. All the Anzic Records artists have been, and continue to be, active in the vibrant New York City music scene.

The dispositions and experience of its founders, has led Anzic Records to develop the following operating principles:

- Anzic Records believes musicians should control what becomes of their music. It will never require any musician to give it complete ownership of any music they create. Any ownership interest it acquires in music will always be available to be purchased by the musician(s) who created the music, at a price equal to the actual budget (as agreed to by the musician) for producing and marketing the music.

- Anzic Records believes musicians are entitled to a larger share of the financial rewards from their efforts than has traditionally been made available to them.
- Anzic Records believes musicians must have complete and unfettered access to all financial data relevant to their interests.
- Anzic Records believes musicians must, and can, contribute greatly to the development of a strategy for achieving commercial success for their artistic efforts by constantly increasing their understanding of every aspect of the music industry.

Anzic Records looks forward to releasing more CDs featuring its current artist roster and expanding this roster as opportunities to do so present themselves.

2/24/07