



## **RECORDING ACADEMY® GRAMMY U® MEMBERSHIP PROGRAM EXPANDS TO BE MORE INCLUSIVE OF NEXT GENERATION OF MUSIC CREATORS AND PROFESSIONALS**

**MEMBERSHIP ELIGIBILITY NO LONGER REQUIRES COLLEGE ENROLLMENT; IS NOW EXTENDED TO ALL INDIVIDUALS AGED 18-29 ACTIVELY PURSUING A CAREER IN MUSIC**

**SANTA MONICA, CALIF. (AUG. 15, 2023)** — GRAMMY U®, the Recording Academy®'s membership program that has been a prominent gateway into the music industry for college students pursuing careers in music, is no longer requiring college enrollment in its application guidelines, expanding eligibility for all individuals aged 18-29 who are actively taking an alternate path towards a career in music.

"For many years, GRAMMY U has invested in the development of emerging young music creators and professionals by providing resources and a supportive ecosystem committed to helping them thrive in the music industry," said CEO of the Recording Academy, Harvey Mason jr. "With this expansion, GRAMMY U is ensuring that membership will be more inclusive and accessible for the next generation of music creators and professionals, no matter their career path."

A critical part of the Recording Academy's mission is to empower rising music leaders. In 2006, as part of that mission, the Academy established GRAMMY U, a membership program that connects the emerging music community with the industry's brightest minds to provide aspiring professionals with the tools and opportunities necessary to launch a career in the music industry. Recognizing the diverse pathways that lead to a fulfilling career in music, the Academy is committed to embracing and supporting the entire next generation of music creators and professionals, including those who are exploring nontraditional routes. Through GRAMMY U events and special programs that cover all aspects of the industry, from business and networking to technology and the creative process, the Academy is dedicated to fostering the next generation of music talent.

GRAMMY U has had more than 32,000 members over the course of its existence. There are 14 GRAMMY U representatives across the Recording Academy's 12 Chapters located in many of the country's legendary music centers. The representatives co-produce all events and oversee membership within their Chapters, with the help of over 100 GRAMMY U Ambassadors who work with their representatives on local initiatives each year. In the 2022-2023 program year alone, the membership program hosted more than 80 events and programs locally and nationally.



## **UPDATED ELIGIBILITY REQUIREMENTS**

### **Option 1: Full-Time Student**

- Students must be currently enrolled in an accredited college, university or trade school full-time (nine credits) and pursuing Associate, Bachelors, Masters, or PhD degrees.

### **Option 2 (NEW): Professional / Creative, 18-29**

- Professionals or creatives between 18-29 years old pursuing a career in music.
- Students between 18-29 years old studying at college part time or taking any certificate course or program.

**For more information about GRAMMY U and how to apply, visit [www.grammyu.com](http://www.grammyu.com).**

## **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 GRAMMY Awards and the Recording Academy, please visit [grammy.com](http://grammy.com) and [recordingacademy.com](http://recordingacademy.com). For breaking news and exclusive content, follow @RecordingAcad on Twitter, "like" Recording Academy on Facebook, and join the Recording Academy's social communities on Instagram, YouTube, TikTok, and LinkedIn. For media assets, please visit [recordingacademy.com/press-room/press-kits](http://recordingacademy.com/press-room/press-kits).

###

## **CONTACTS**

**Daniela Tellechea / Folashade Omosheyin**

Recording Academy

[daniela.tellechea@recordingacademy.com](mailto:daniela.tellechea@recordingacademy.com) / [folashade.omosheyin@recordingacademy.com](mailto:folashade.omosheyin@recordingacademy.com)