

S.O.S.

SAVE OUR SOUNDS

Unusual and powerful times are with all of us right now. We are being tested to let go of the old ways that no longer serve us and embrace a new paradigm. Not only personally but globally. December 21st is the beginning of the "Age of Aquarius". Remember that song! A shift from masculine dominance and the old guard to the nurturing, compassionate qualities of the feminine. This is already happening, as more women are holding significant positions of power all around our earth.

Change is upon us. The systems we have relied on are now outdated, and in need of a reboot! Yet resistance is strong. The few in control are doing very well thank you! There will continue to be a lot of kicking and screaming, however, in the end, any resistance will be futile. Momentum has its own inertia when it is backed by the universe. Not so long ago electric cars were a pipe dream!

The music business needs to change. The social acceptance that it's okay to receive content for next to nothing is unjust and the true value of an artist's work must be reconsidered. In a world where we are willing to pay five dollars for a cup of coffee, how is ninety nine cents appropriate for a song? One that has taken considerable time, talent and effort to produce for our listening pleasure over and over again. Not to mention, for the rest of our life?

We value people that play with a ball and pay them millions every year. We value escapist fantasy, so much so, that video games are a financial phenomenon. Streaming is now an everyday habit and we're willing to pay for a quality movie/product, however disposable it is. A twenty dollar rental fee is now common on Apple, watch it once and you're done! A marketing success.

However, the music industry has failed to employ the same methods. Spotify, and other streaming services generate an enormous amount of revenue, and yet very little trickles down to the artists that create the work? The most successful songwriters on the planet cannot afford to pay their rent.

This system of unjust payment has been operating for decades, particularly in the music industry. If fair compensation to the artist is to be achieved, we need to be willing to challenge the status quo. What other smart business would accept a single digit profit margin for their idea, when 90% plus of the money/profit is being made by the middle men?

As Nile Rogers recently stated; "Labels have unilaterally decided that a stream is considered a sale because it maximizes their profits, when a stream is more like a radio broadcast, or a license of the original recording, which would give artists about 50% of the royalties. We don't even know what a stream is worth. There's no way to find out because of non-disclosure agreements between record labels and the streaming service."

A change of perception is needed. The service music provides to society is an essential part of our overall wellbeing. What price do we put on inspiration? What value do we give to feeding one's heart and soul, delivering joy, bringing people and nations together through song?

Ticket prices are increasingly expensive at most events and concerts. Yet we are willing to pay the cost; to watch, listen, and engage in a live experience. But we will not pay an adequate amount to the artist for the music itself? How much is an album worth? Would you pay five dollars for a song? Think of an album that is dear to you. What is that really worth? How have the messages stayed with you and had a deep impact on your life?

The reason we mention all of this, is that we (like many artists) have developed a self-contained system of producing a high quality product, by ourselves. We write our own music/songs in our home studio and play all instruments needed between us. We also record, engineer and produce the music to its completion, only sending the files out for final mastering.

Three years have passed for us to really find our musical style/formula. We call this "NEW AGE SOUL", a new genre and feel proud that this new music is reaching a wide audience around the world. Being a husband and wife team, our union is a powerful synergy. This is evident in the music's pure, channeled and seemingly inspirational affect on others.

Our goal is to provide beauty that raises awareness and endeavors to support unity consciousness for all life. The deep messages reflect a spiritual path journeyed together and come from our heart and soul.

We are releasing our second collection of songs, called "DIVINE TIMING" on the 21st December. This time, we intend to bypass the music machine, and sell directly to our fans by offering a digital download (only for now) monies transferred via paypal.

On our website, you will see two options to make a purchase. We ask you to pay what you feel our music is worth.

Thank you for taking the time to consider our S.O.S and blessings to you all this holiday season. For sure, the year ahead will be full of more change and growth!

Ted & Majella
December 20th 2020.