

Radio Accountability Project

www.PiggyRadio.com

For immediate release

Wednesday, March 10, 2010

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Giant Pig Attacks U.S. Capitol

Broadcaster Corporations Leave DC After Feeding at the Trough

Inflatable Pig, TV Advertising, Cross-Country Tour

WASHINGTON – The Radio Accountability Project (RAP) today officially introduced to big radio broadcasters a giant inflatable pig and a piggy TV ad, which are part of a new campaign to highlight the behavior of radio corporations who won't pay musicians and recording artists for their work. The inflatable pink pig, which is 12' high, 15' wide and 18' long, will start its cross-country tour in Washington, DC **today at 12:00 PM at the National Association of Broadcasters building in Dupont Circle (1771 N Street NW). The inflation will occur** in conjunction with the launch of a new TV ad that can be viewed at www.piggyradio.com. The pig will visit the headquarters and marquee stations of radio corporations across America in the coming weeks and months.

These giant radio companies made more than \$15 billion in revenues last year without paying musicians a single penny through a performance royalty. Worse, they have been using the public's airwaves to lobby and intimidate Congress on the issue. Specifically, here is what the broadcast corporations want:

- A bailout from the federal government in the form of billions for broadcast spectrum that they got for free and don't even use.
- Preservation of their "royalty earmark" that denies musicians fair pay while giving Big Radio executives huge windfalls and bonuses.
- Preservation of their power to use the public's airwaves for their corporate lobbying and in political campaigns at no expense to them.

"The radio companies are being piggish by refusing to pay musicians for their work while big radio corporations make billions of dollars in profits," said RAP spokesman Mark Corallo. "The inflatable pig will showcase the most piggish radio broadcasters across America—like Clear Channel and Cumulus."

What: Inflatable Pig Photo Opportunity

When: 12:00 PM, Wednesday, March 10, 2010

Where: Public space outside National Association of Broadcasters building—1771 N Street NW; DC

Who: Radio Accountability Project

The Radio Accountability Project's mission is to highlight how broadcast corporations are hijacking public policy to the detriment of the public and musicians. Members include the American Federation of Musicians, American Association of Independent Music, the Recording Industry Association of America, the Recording Academy, SoundExchange and Music Managers Forum.

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