



HEADCOUNT TEAMS UP WITH ARTISTS AND MUSIC INDUSTRY TO STAGE TOP EVENT-BASED VOTER REGISTRATION CAMPAIGN IN U.S.

Nonpartisan Group Registered Over 100,000 Voters, Including 50,000+ At Concerts

New York, NY – HeadCount announced today that its 2008 voter registration campaign yielded 105,697 registrations, constituting the largest event-based voter registration campaign in the United States. The group more than doubled its voter registration total compared to the previous presidential election by registering voters at more than 1,000 concerts and staging extensive online and college-based initiatives. Of all the voters HeadCount registered this year, over half were age 24 or younger, and three-quarters were under the age of 30, establishing the organization as a leader in galvanizing the youth vote.

Founded in 2004 by Marc Brownstein, bass player for the electronic rock band The Disco Biscuits, and author and journalist Andy Bernstein, HeadCount has grown from an entirely grassroots operation into a professionally-managed, widely-respected force in youth voter mobilization. This year it fielded street teams in over 40 cities and sent volunteers on the road with 10 different concert tours.

Dave Matthews Band, Jack Johnson, Pearl Jam, John Mayer, and The Grateful Dead's Bob Weir threw major support behind the organization this year, covering the costs of having volunteers join their tours. Dozens of other bands and concert promoters hosted HeadCount volunteers locally, helping the organization register 53,475 voters at live music events.

"Generous backing from artists and the live music industry was a key to this year's success," said Andy Bernstein, HeadCount's Executive Director. "Our voter registration campaign was built around a series of interlocking partnerships between bands, promoters, media outlets, and other nonprofit organizations."

Bernstein cited the contribution from Live Nation and its sister company House of Blues, who opened up all their clubs and theaters to HeadCount's volunteer street teams. This added an additional 100 events to the voter registration campaign. Other promoters such as AEG Live!, Bowery Presents, and I.M.P. also welcomed HeadCount at dozens of events.

Working online as well as on the ground, Live Nation's digital marketing subsidiary, Musictoday, sent out 1.5 million voter registration reminder emails – mostly to subscribers of various musicians' email newsletters. JamBase.com sent another million, while eMusic, Relix Magazine, and the Bonnaroo Music + Arts Festival hit their own lists with the same message. These efforts helped HeadCount amass another 23,624 registrations via its website, www.HeadCount.org.

HeadCount worked directly with several colleges and fellow nonprofit organizations to register another 28,598 through co-branded activities. A New York City "Street and Subway Canvass Blitz" staged with partner New York Public Interest Research Group netted 10,161 registrations. An additional 15,546 registrations came from colleges and universities who teamed directly with HeadCount to stage voter registration drives on their campuses. This represented only a portion of the organization's college campus activity, as HeadCount was one of three lead nonprofit groups (with Why Tuesday? and Declare Yourself) that put together "Ultimate College Bowl," a nationwide contest to encourage voter registration by students. The prizes included free concerts with HeadCount artists Death Cab for Cutie and Colin Meloy of the Decemberists.

The November 4th election will not mark the end of HeadCount's collaboration with these artists, promoters and partner groups. Instead, HeadCount will build on the momentum it has created while looking well beyond voter mobilization. In the near future, HeadCount will work to encourage all forms of civic participation among fans of live music, bringing a greater political voice to this passionate community. America's future leaders can be found at concerts and listening to music. HeadCount will work to unlock their great potential.

HeadCount's 2008 Campaign Facts and Highlights:

- The highest number of registrations was generated on the **Dave Matthews Band** tour – 8,420 in total. Dave Matthews Band's website and email communication also generated an estimated 10,000 additional online registrations, by far the largest of any HeadCount artist or media partner.
- The artist that helped generate the largest number of registrations per concert was **Jack Johnson**, averaging 257 registrations at each of his solo concerts (even more at festivals). The platinum-selling singer-songwriter personally visited the HeadCount tent and met the volunteers each night at his shows before the doors opened. This inspiring act clearly buoyed the nightly registration totals.
- More than ten artists directed financial contributions toward HeadCount that enabled representatives to travel on the road with their tours and have a consistent presence at all of their concerts. **Pearl Jam** and **John Mayer** actually hosted HeadCount volunteers on their tour busses and in their hotels, essentially making them part of their touring crew. **O.A.R.** staged a VIP ticket auction to help defray travel costs, while **STS9** (Sound Tribe Sector 9) and **Umphrey's McGee** assisted through ticket surcharges. The "Touring Teams" traveling with bands racked up over 18,000 new registrations, nearly 40 percent of the concert total. Among the most successful Touring Teams was the one that followed the **Allman Brothers Band** and **Bob Weir & RatDog** tour, trailing only the Dave Matthews Band and Jack Johnson tours in terms of average number of registrations.
- HeadCount recorded and produced radio public service announcements by **Jack Johnson**, **Jim James of My Morning Jacket**, **Jeff Tweedy of Wilco**, **Bob Weir**, **Ben Gibbard of Death Cab for Cutie**, **Warren Haynes of the Allman Brothers Band** and **Gov't Mule**, **Marc Roberge of O.A.R.**, the **Indigo Girls**, and **HeadCount co-chair Marc Brownstein of The Disco Biscuits**. The spots aired on over 35 commercial stations in major markets and were also played extensively on college radio, public radio, and **Sirius Satellite Radio**.
- New affiliations with a diverse array of musicians drove HeadCount's expansion. This year marked the first time HeadCount worked with **Pearl Jam**, **John Mayer**, **Jack Johnson**, **Death Cab for Cutie**, **My Morning Jacket**, **Nine Inch Nails**, **The Black Crowes**, **Colin Meloy/The Decemberists**, **Kings of Leon**, **Neil Young**, **Cake**, **Ani DiFranco**, **The Indigo Girls**, and **Megadeth**, to name just a few. HeadCount also had a major presence on the "**Music Builds**" tour featuring Christian Rock bands – another first – and on the **Rock the Bells** hip-hop tour via a partnership with **Rock the Vote**.
- HeadCount got more than 50,000 concertgoers and music fans to "Pledge to Vote," creating a massive database used for **Get Out the Vote** purposes. As with most of the organization's activity, HeadCount used music as the ingredient to inspire young people to be active. Anyone who signed a Pledge to Vote was entered into a drawing to win VIP tickets for the 2009 **Bonnaroo** festival. Those who pledged

online also received free music downloads from **Phil Lesh & Friends, Phish, Dave Matthews, Medeski, Martin & Wood, Mike Gordon, Wilco, Michael Franti & Spearhead, Younger Brother, Mike Gordon, Ben Harper** and many others.

- The influential voice of musicians is the centerpiece of a thorough and innovative **Get Out the Vote** plan staged by the organization. Each person in the HeadCount database receives emails, text messages and automated phone calls – primarily from the musician whose concert they had attended – encouraging them to go out and vote.
- A peer-to-peer element of the **Get Out the Vote** operation included a large phone canvass, with volunteers and professionals making more than 10,000 voter reminder phone calls to young people who had registered to vote or signed a pledge to vote through the organization.
- HeadCount staged two very special live music events on its own in 2008, with a third to come on November 3rd. The first was an unforgettable private party with **Bob Weir** at a home in Washington D.C., which was later featured in Rolling Stone. Weir led a sing along of Grateful Dead classics “Ripple” and “Not Fade Away” with hundreds of HeadCount supporters, most of whom were D.C.-insiders dressed in suits. HeadCount also staged a private party in Denver with **Robert Randolph** (produced by **AEG Live!** and **Bruce Kieloch Consulting**). Randolph will return as one of the headliners at HeadCount’s “Get Out the Vote” concert in New York on November 3rd, sponsored by **Magic Hat Brewing Co.** Other headliners at this upcoming benefit concert include **Joss Stone, Stanton Moore and Questlove of the Roots**, along with several surprise guests. **Mixed Bag Productions** is producing the event.
- Corporate sponsors played an important and positive role in HeadCount’s 2008 campaign, with eight companies making sizeable cash contributions while simultaneously supporting the organization’s mission. **Magic Hat**, for instance, launched a “Participation Variety 12-Pak” that included information on voting in over 600,000 inserts and on the packaging. **iClips.net** distributed the HeadCount documentary “A Call to Action” and will also webcast the November 3rd “Get Out the Vote” concert. **Grassroots.org** provided technology consulting. **Relix Magazine** donated proceeds from the sale of guitar string bracelets via its “Wear Your Music” program and provided droves of print and online advertising. Another natural fit for HeadCount was the online music platform **OurStage**, where users vote on their favorite up and coming bands. Two sponsors also made valuable in-kind donations – environmentally-friendly printer **JakPrints** saved HeadCount thousands of dollars in printing costs, while **Jam Cruise** provided destination travel packages as incentives for volunteers. Along with these sponsors who contributed financially, several media sponsors donated valuable advertising inventory to help encourage voting. They included **Voice Media, Spin Magazine, JamBase.com** and **Phantasy Tour**.
- Taking sponsorship activity a step further, HeadCount teamed up with eight media and technology companies to stage the “90-Day Challenge” starting July 4th. This primarily comprised of online promotion of voter registration from **Virgin Mobile USA, Musictoday, CMJ, eMusic, imeem, Spin Magazine, JamBase.com, and SexyPolitics.com**. Virgin Mobile also hit over 2 million customers with SMS messaging encouraging them to vote.

- Over 40 million impressions of “earned media” were generated by HeadCount this year, amplifying the “Vote” message while building the organization’s brand. Print coverage included articles in **USA Today**, the **Washington Post** and dozens of daily newspapers, as well as a feature story in **Relix**. **CBS Evening News** and **ABC’s 20/20** also devoted segments to HeadCount, as did **CNN**. In addition, HeadCount hosted **CNN’s “League of First Time Voters,”** filming questions from attendees at the **Virgin Mobile Festival** and airing them during **CNN’s** primetime election coverage.
- HeadCount had the unique opportunity to tell its own story through the documentary “A Call to Action” produced by a fellow nonprofit organization called **Concerts4Charity**. Chronicling HeadCount’s history through interviews with more than a dozen major artists. “A Call to Action” was released in March 2008. It was distributed online at **iClips.net**, thru video-on-demand by **ConcertTV**, and via 10,000 DVDs that were given away at concerts (made possible through the support of **Terrapin Presents**).
- HeadCount received generous financial support from a variety of funders, and was not dependent on any single donor or funding category. The organization received over \$250,000 in direct contributions from musicians and the live music industry, highlighted by a \$50,000 grant by **Dave Matthews Band’s Bama Works Foundation**. Artists and promoters contributing in the \$7,000 to \$15,000 range include: **Bonnie Raitt** (through the **Guacamole Fund**); Grateful Dead members **Bob Weir, Phil Lesh** and **Mickey Hart**, who each made sizeable donations; **moe.**, who donated a portion of album sales and played a special acoustic concert fundraiser; **Superfly Presents** and **AC Entertainment**, promoters of the **Bonnaroo Festival**; and **Terrapin Presents**, promoter of **Gathering of the Vibes**. HeadCount’s Board of Directors developed another music-based funding mechanism branded “**Cents for Sense,**” where artists and promoters donated 50 cents from the sale of each ticket at specific events. Six major concert festivals signed on (**All Good Music Festival, Mountain Jam, SummerCamp, High Sierra Music Festival, Camp Bisco, and Gathering of the Vibes**) along with several individual artists. The program kicked off with **The Disco Biscuits**, followed by an entire tour by **STS9** (Sound Tribe Sector 9), who provided nearly \$11,000 to the organization. It reached its zenith during Labor Day weekend when the **Allman Brothers Band, Bob Weir & RatDog, Gov’t Mule** and **Umphrey’s McGee** performed under the **Cents for Sense** banner at the world famous Red Rocks Amphitheater.
- For the first time in the organization’s history, HeadCount received major grants from philanthropic foundations. In fact, this category surpassed music industry-related contributions as HeadCount’s largest source of revenue. Foundations that made grants to HeadCount include: **HKH Foundation, Cedar Tree Foundation, Tides Foundation, The John Merck Fund, The Angelina Foundation, The Rockefeller Family Fund, The Arca Foundation, Make Change! Trust, CrossCurrents Foundation, and The Rex Foundation**. Also supporting HeadCount were labor unions and associations such as **The International Brotherhood of Teamsters, Service Employees International Union, American Federation of Teachers, American Dental Association, National Rural Letter Carriers Association, International Brotherhood of Boilermakers, American Optometric Association, International Brotherhood of Electrical Workers, Laborers International Union, and the American Road and Transportation Builders Association**.
- HeadCount forged strategic partnerships with more than a dozen other nonprofit organizations. Most notable was a joint effort with **Oxfam America** and the **Rex Foundation** to print and distribute 10,000

nonpartisan voter guides, featuring interviews with musicians and background on various issues. Other key partners include: **Reverb**, which managed the nonprofit “villages” on the **Jack Johnson, Dave Matthews Band** and **Maroon 5** tours, **New York Public Interest Research Group**, which provided office space and collaborated on voter registration outreach, **The c3 Youth Table**, a consortium of organizations that shared resources and strategy, **Rock the Vote**, **The Student PIRGs**, **Declare Yourself**, **Why Tuesday?**, **The New Organizing Institute**, **SAVE**, **The Lawyers' Committee for Civil Rights**, and **The Bus Project**. HeadCount also branched out to new communities and audiences by registering voters at multiple **PRIDE Festivals** as well as homeless shelters (as part of the National Homeless Voter Registration Campaign, staged by the **National Coalition for the Homeless**).

- Socially-conscious corporations were important partners in HeadCount’s voter registration work. **Patagonia** funded much of HeadCount’s presence on the **Jack Johnson** “All at Once” tour. The grassroots marketing firm **Music Matters** brought HeadCount into the tour and also distributed HeadCount’s public service announcements. **Credo Mobile**, a division of **Working Assets**, powered HeadCount’s text messaging campaign and several other initiatives. Atlanta-based grassroots marketing firm **Shimon Presents** recruited volunteers. Apparel brand **RVL7** and its marketing agency, **OrganicWorks**, created a signature line of V-O-T-E t-shirts and a corresponding ad campaign featuring various artists. **FanMail Marketing**, a division of **JamBase.com** that provides database marketing tools to bands and promoters, provided its service to HeadCount and also worked with its other clients to send over one million voter registration reminder emails to music fans around the U.S.
- Popular rock poster artists **Jim Pollock** and **Lebo** designed and printed original HeadCount limited edition prints for the organization, serving the dual purpose of raising funds and conveying the “Vote” message. The posters are now completely sold out. An equally valuable donation was made by **Gibson Guitars**, which provided two guitars that would later be signed by **Warren Haynes** and members of **My Morning Jacket** and auctioned to the highest bidders.
- The website www.HeadCount.org and the organization’s digital strategy as a whole, reached a new level in 2008. The site now serves as a hub for voter information, with a mix of original resources and links to other sites, all just a click away from the home page. HeadCount.org also has a Blog, a multi-media page, and a constantly-updated archive of press clippings. Unleashing the power of online communities, HeadCount staged the “Push the Button” contest, which awarded a trip on the sold out “**Jam Cruise**” to the person who generated the most voter registrations by placing HeadCount’s “Register to Vote Button” on websites. The contest attracted over 1,700 entries.
- HeadCount has become a veritable mainstay on the burgeoning concert festival circuit, setting up voter registration tents at more than 50 multi-day events this year. At two such festivals, **Bonnaroo** in Tennessee and the **All Points West** festival in New Jersey, HeadCount registered more than 1,000 voters. It registered 500 or more voters at several others, including **Lollapalooza**, the inaugural **Rothbury** festival, the **Green Apple Music Festival**, **Outside Lands**, **Gathering of the Vibes**, the **Virgin Mobile Festival**, and two street and music festivals in Chicago.
- Perhaps HeadCount’s greatest accomplishment of all was creating and maintaining a grassroots network of more than 4,000 volunteers who worked tirelessly to register voters and inspire their peers. From Seattle to Tampa, Boston to Los Angeles, and in every major city in between, HeadCount volunteers

were organized into local “teams” that signed up voters at concerts on a regular basis. Each team was asked to register at least 1,000 voters across a minimum of 20 concerts. These were very high expectations as most cities had 10 or fewer concerts scheduled from HeadCount-affiliated artists, and the average small concert produces fewer than 40 voter registrations. However, HeadCount’s teams were industrious and proactive. They forged their own alliances with local promoters in order to add more concerts. When major tours came to their cities, they recruited extra volunteers and registered hundreds of people. And in September, when the summer concert season was over, the volunteers pulled together like never before. In the first four weeks of that month, HeadCount’s street teams were on hand at 220 events and registered 7,435 voters. Then, in the week leading up to the first voter registration deadlines in early October, they hit another 75 events and tallied 2,536 new registrations. Through this effort, HeadCount reached and passed its goal of 50,000 registrations at concerts, representing one of the most comprehensive and far-reaching “ground” campaigns in the entire voter registrations arena.

Register to Vote at <http://www.HeadCount.org>

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HeadCount is a 501(c)3 nonpartisan organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 150,000 voters. HeadCount’s board of directors includes Bob Weir of The Grateful Dead, other well-known musicians, and the very top managers, promoters and media publishers in the live music community. More information can be found at www.HeadCount.org.