



MUSIC AND ENTERTAINMENT ASSOCIATION OF IRELAND

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Good afternoon, everyone. It is a privilege and pleasure to be invited to speak in front of the committee today.

My name is Rebecca Cappuccini, an Irish artist. Recently, I released a track in the Irish music industry and underwent the PR process in an effort to get it highlighted on Irish radio. Out of 150 emails sent, I received three replies and three radio plays. As an artist, this is incredibly disappointing and challenging. We invest so much time, love, and money into creating our songs, only to be met with a wall of disappointment and silence.

I believe there should be a greater focus on homegrown artists on the radio. Ireland is rich with a variety of artists and incredible talent, making it perplexing why we don't feature this magnificence more prominently. Today, I appeal for collaboration to better support our homegrown artists. It seems counterproductive that we have grants to support the industry but lack a platform to propel their art to the masses.

Radio plays a vital role in connecting people to music, and I would like to see it used to its fullest potential to shine a light on Irish artists.

Thank you for your time and consideration on this matter.