

Announcing the formation of the Fourth Sunday Music Co.

We are pleased and proud to announce, we have formed an Indiana public benefit corporation, a not-for-profit entity, to help Indianapolis/Indiana musicians advance their music through professional recording, education, collaboration and by showcasing these artists in a way that promotes local music to the public.

Wait, what is happening? That sounds like the first line off a 501(c)(3) application for tax exempt status! (Yes, we are in the process of seeking tax exempt status.) In regular English here is what we are doing:

As many of you know, Craig Helmreich is a local dude and he's crazy. He decided to be a musician at 39 and at 42 he has put out a few albums and played a few shows. Once he had music of his own, Craig discovered the Indianapolis local music scene and y'all adopted him with open arms, despite his many drawbacks¹. Some of the first to support Craig locally were Jess and Kels, from the duo, Von Strantz. When Craig made his second album, he offered to take Von Strantz with to California and record an album of their material. Last April, they all went to Tiny Telephone in Oakland, CA and cut their records, Dark Corners and Apple of Your Eye, respectively. It is cost prohibitive to travel, musicians and cellos and all, to the West Coast every time you want to make a record – or every time you want to help someone else make a record.

Upon returning to Indianapolis, Craig played more shows, and met more insanely talented Indiana based musicians. He began brainstorming ways to help musicians advance to the next level, how to grow the amazing sense of community that we have in our local music scene, and how to ultimately launch a platform that, if successful, could lead to others contributing dollars, time, talents, etc. to the cause. Ways to help more members of our scene get their dreams, their art recorded.

It is in this spirit that the Fourth Sunday Music Co. was formed.

Fourth Sunday Music Co. has booked seven full day sessions and one half day session at the amazing Postal Recording (<http://postalrecording.com/>) here in Indianapolis, run by Alex Kercheval and Tyler Watkins.

¹ Kels thinks this should be removed, but Craig is intent on making it clear he knows he's a part time pain in the ass. Case in point, he can't even explain a simple concept in less than 1,000 words.

Fourth Sunday Music Co. will offer local musicians the chance to record their music at Postal (and potentially at other locations in the future) with the studio time and engineer/producer paid for completely by Fourth Sunday Music Co. Each artist has full control over what they do with their session. If they have one song they want to track, mix and master with a full band – we can very likely get that accomplished. If they want to spend a day tracking as many songs as possible, terrific. Artists will be offered a specific block of time in the studio (full day – 10 hours; half day – 5 hours; or something else). The plan for how to effectively use that time will be agreed upon well in advance of the session. Our first artists include Jon Knot of the Knot Brothers and Meghan Cristeen Martin.

To the artists in our community, it is very important for us at The Fourth Sunday Music Co. to make it clear from day one we are not going to tell you what to do. It is your music and you own everything that is made in your session. We are available to discuss your plan for the session and to assist when appropriate. We are committed to educating others regarding the recording process, in addition to the production/pressing/publication options. We are looking forward to learning from you and your experiences. We are dying to hear what you will create.

We envision, when appropriate, that The Fourth Sunday Music Co. could be more than a session for an individual artist. It is our hope it could lead to collaborations, or even invitations to other non-selected artists to observe the process (for their education, development and inspiration), and we hope it develops in ways we haven't imagined.

We intend to release a compilation record and digital album download/stream highlighting our first year artists in early 2019. Yes, you read that right, it is our plan to get the artists we work with on vinyl. We will ask any artists included on our release donate any proceeds to assist us in funding The Fourth Sunday Music Co.'s second year. We have already started working with a favorite venue on a show celebrating our project, tentatively planned for the end of 2018/early 2019.

Unlike many non-profits, The Fourth Sunday Music Co. is fully funded now. The founders have secured the funds required to try this for a year and can accomplish the initial vision as funded. Our initial funding is sufficient to cover the formation of the non-profit, its application for tax exempt status with the IRS (to encourage future donations by others) and to arrange for 75 hours of recording time at Postal Recording to pass along at no charge to the artists we select. If we are able to secure additional funding, we will be able to increase our commitment to providing opportunity,

education and experiences to our music scene while also strengthening both our scene and its visibility to the general public.

We are committed to successfully proving this concept before asking anyone to contribute to our vision – although we welcome opportunities to grow our list of sponsors, supporters, local business partners, and musicians/artists at any time!

We would love to have you involved in the Fourth Sunday Music Co.in any way you'd like to be involved. Maybe you are an artist who would like to be considered, or a local business interested in a relationship, or a person with ideas how to improve this idea, or would like to volunteer as a session musician on a particular instrument. We are currently accepting applications for March – July 2018, are building a roster of volunteer session musicians to offer to artists who need help filling out their recording vision. We are very interested in learning how we might work together with you to advance our goals, build our scene, and help each other.

Please reach out to us at FourthSundayMusic@gmail.com
or text Craig at (317)979-7105

We can't wait to hear from you.

Craig Helmreich– Founder/Board member

Kels Arntzen – Board member

Wes Heaton – Board member

Erin Laird – Board member

