



We All Make Music Announces the Launch of Deeper Dives Web Series

NEW YORK, NY--(Marketwire - June 8, 2010) - WeAllMakeMusic.com, a website dedicated to providing musicians with information and content that will help them thrive in today's uncertain music business, is pleased to announce the launch of [Deeper Dives](#), a web video series of never-before-seen interview segments featuring some of the most eloquent musicians working today.

Deeper Dives is an organic outgrowth of [Rehearsal Space](#), an original series produced by Magnet Media that explored the art and craft of music making through interviews with emerging artists and established icons. The series, which featured artists ranging from T-Pain and Erykah Badu to Ratatat and Stereolab, garnered millions of views on YouTube and led to a Webby nomination for Magnet Media.

"Up until very recently, musicians had reason to believe that a record deal would take care of everything," said Max Willens, We All Make Music's editor. "But with so much of the music business in flux, a series like Deeper Dives provides answers to the questions that all artists have to ask themselves now."

These questions -- Should I sign with a major label or an indie? How does one define art in the 21st century? What does it feel like to actually succeed? How can you prepare yourself mentally for it? -- have already been addressed in Deeper Dives episodes, and many more will be answered soon.

We All Make Music is part of the Zoom In Online network, a production of Magnet Media, a company uniquely equipped to serve the evolving needs of today's musicians. Magnet Media is a longstanding member of the music community, serving as an official ASCAP new media provider and creating the first external community site for Logic 8, Apple's leading software suite for musicians.