

Declaration of Dance

AUGUST 2011 - The Declaration of Dance was a blueprint for growth within the dance music industry written and published by Clint Dantine in 2007. At that time, he was the general manager of a dance music radio station. He went on to form the Dance Radio Network LLC. The Declaration of Dance is now the name of a syndicated radio show (<http://www.declarationofdance.com>).

As stated in the original summary, the goal was “to bring dance music into the mainstream popular culture as an alternative for CHR/Top 40, Urban, and Rock radio formats.” The objective was realized as much contemporary hit radio throughout the United States, per summer 2011, has become dance-oriented. The music industry has taken note of the global dance trend.

Declaration of Dance

A Blueprint for Growth in the Dance Music Industry

STRATEGIC PLAN 2007 - 2011

SUMMARY

The Declaration of Dance is an American perspective on the dance music genre. This is a specific plan to bring dance music into the mainstream popular culture as an alternative for CHR/Top 40, Urban, and Rock radio formats. The music referred to in this plan is the high *energy* songs performed by today’s vocalists. Radio stations chart this music as either Hot Dance Airplay or Top 40 Dance. Dance music is for all people... all cultures... all the world.

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