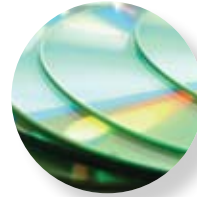


hfa soundcheck

Fall 2010



It's The People

**A few words from
Gary Churgin,
HFA President & CEO**



HFA supports the Source Awards
From left to right: Danielle Boone, Wendi Crosby
(Major Bob Music), Adam Tully, Nicole Iovino,
Marghie Evans (Do Write Music LLC)

At HFA, our people are, by far, our greatest asset and are directly tied to all of our achievements. It's the spirit of our employees, their out-of-the box innovations and welcomed collaboration that define our culture and are the foundation of our company. As the leader of a client-centric organization, I never lose sight of the fact that it is our people who deliver what our clients really need.

In an industry where "data is king," HFA recognizes that it's our employees who are uniquely positioned to translate that data into revenue generating products and services that provide real value to our clients. Although HFA's sophisticated technologies have been nationally recognized, it is our people who create and refine these essential tools powering our trajectory forward in the ever-changing and dynamic music landscape.

HFA's employees are committed to quality, leadership and excellence and are highly regarded by our peers in the industry as evidenced in one way by the frequent invitations we receive to share our insights and perspectives at prestigious conferences around the globe. HFA's competitive advantage in this dynamic new environment is a fundamental component of our corporate DNA – that is we are an organization comprised of individuals who share a passion for music, many of whom are gifted musicians in their own right, and all of whom are committed to the advancement of music rights.

HFA's employees come from various backgrounds and many from different facets of the music industry, but all share in the common appreciation and respect for music. It is this passion and drive which sets HFA apart from our competitors and positions us as the leading music rights organization. I am so grateful for the dedication and hard work of all of our employees and look forward to the challenges that lie ahead. ●



Elizabeth Perri Joins HFA as Vice President of Marketing & Communications



HFA announced that Elizabeth Perri has joined the company as Vice President of Marketing & Communications. Perri will oversee the newly-structured marketing and communications department and will report directly to Gary Churgin, President and CEO.

“I’m pleased to have an executive with Elizabeth Perri’s experience and talent on our team,” said Churgin. “With her specific skills in launching and marketing new products and services, I am confident that she will help move the company’s trajectory forward as we broaden our scope to address the challenges of a dynamic and ever-changing rights management landscape.”

“I’m excited to join HFA at such an important time in the company’s history. In the last 10 years HFA has had a renaissance of sorts and I’m happy to be here as the company continues to reinvent itself,” said Perri. “As technology continues to reshape music distribution and rights management, I look forward to contributing to the reshaping and rebranding of HFA.”

With over fifteen years of experience in Marketing, Perri has worked with the top telecommunications companies. Her unique skill of translating technological innovation into revenue-driven marketing strategies will play a key role as HFA broadens its product and service offerings. In the last decade, HFA has transformed itself from an antiquated 80 year old institution to a technologically cutting-edge leader in Intellectual Property rights management. Perri’s initial focus and key challenge will be the transformation of HFA’s brand, which was established before the sweeping modernization of the industry.

Prior to HFA, Perri was Vice President of Product Marketing at Vonage, a provider of VoIP (Voice over Internet Protocol) phone service, where she developed business requirements for new promotional offers ensuring increased subscriptions to the service. Perri’s demonstrated success is most evident by the significant contributions she made during her eight year tenure at Comcast, the country’s largest provider of cable TV, high-speed Internet, and voice services, where she was a principle architect in the development of Comcast Digital Voice®, the company’s hugely popular home phone service. In her role as Senior Director of Product Marketing, Perri led regional marketing teams across Comcast’s national footprint as they launched the service adding more than 5 million customers to the service in less than 3 years. Prior to that, Perri was Director of Bundled Services at RCN where she successfully launched the industry’s game-changing “bundled” service.

Perri holds a Bachelor in Business Administration from The Wharton School of Business at The University of Pennsylvania.

Fred Beteille Named Senior Director of Strategic Technology for HFA



HFA announced that Fred Beteille has been promoted to Senior Director of Strategic Technology. Beteille had been Director of Business Affairs and Licensing Technology. He will report to HFA's Chief Information Officer, Lou Trebino, with a matrix reporting relationship to Maurice Russell, SVP – Licensing, Collections and Business Affairs.

"I am pleased to have Fred join my team," said Trebino. "He has played a significant role in HFA's business technology initiatives, specifically the development of the company's transactional database, which facilitates automated matching to ensure expedited licensing and royalty administration. Additionally, he has made outstanding contributions to digital licensing and new business initiatives. I look forward to collaborating with him to develop and refine HFA's technological trajectory."

"Working at HFA for the past 6 years has provided me with invaluable experience that has primed me for the challenges of my new role." said Beteille. "Over the past decade, our industry has changed radically and HFA has transformed itself technologically to prepare itself for the business of the future. I am honored to be continuing my growth with an industry leader."

Beteille has been with HFA since 2004. Joining as a Publisher Services Inquiry Agent, Beteille was quickly promoted to a Senior Licensing Agent. He was then promoted to Manager, Business Affairs and Licensing Technology in July 2007. In 2009, he became Director of Business Affairs and Licensing Technology.

Prior to joining HFA, Beteille was a Personal Assistant to entertainment attorney Stuart Silfen, at the entertainment law firm of Frankfurt, Garbus, Kurnit, Klien & Selz. In this position, he worked with high profile clients on contracts and licensing deals. Before moving to Frankfurt, Garbus, Kurnit, Klien & Selz, he was a consultant for the start-up media firm, Syrinx Media Group, Inc.

Beteille has a Bachelors Degree in Music Business Management from New York University.

HFA nabbed a coveted spot on the *2010 InformationWeek* 500 List of Top Technology Innovators Across America ranking #121, the only music company to be included.

HFA has entered into a ringtone licensing agreement with Zed, a multiplatform digital entertainment company and the leading mobile value added services (MVAS) player in the world.

Garth Brooks has made his prestigious catalog available for licensing with HFA. Licenses can now be obtained for Brooks' compositions in cover recordings for CDs, permanent digital downloads (PDDs), ringtones and interactive streams.

HFA and Madacy Entertainment, the leading independently distributed music label in North America have entered into a digital licensing services agreement for ringtones.

LiveCut, LLC has entered into a mechanical licensing arrangement with HFA for the use of HFA's Express Live service. Express Live provides the licenses necessary for immediate distribution of live recordings moments after a live show ends.

HFA now provides its Administration Services to MediaNet™, the leading provider of premium digital media content.

Internationally celebrated songwriter and Grammy winning artist Juan Luis Guerra has affiliated with and made his catalog available for licensing through HFA.

HFA and IODA, a global leader in digital distribution, marketing, and technology solutions for the independent music industry, entered into an alliance which will provide IODA with a seamless and fully transparent back-office solution for rights administration.

To learn more, go to www.harryfox.com/press

NMPA News

Jay Rosenthal, Esq., the Senior Vice President and General Counsel for the National Music Publishers' Association (NMPA), was recently honored for 10 years of service at George Washington University Law School. For the past 10 years, Mr. Rosenthal has been an active member of the adjunct faculty as a Professorial Lecturer in Law. He was honored at the University's Third Annual Adjunct Appreciation Luncheon, held on campus in Washington, DC.

In addition to his work at the George Washington University Law School, Mr. Rosenthal is also an Adjunct Professor of Entertainment Law at the Washington College of Law at American University. He is a former SoundExchange Board Member, a Copyright Examiner with the U.S. Copyright Office, a Vice President of the Washington Area Music Association, and an Advisory Board Member of the Songwriter Association of Washington.

Mr. Rosenthal has authored numerous articles on entertainment law and intellectual property. He is a Contributing Editor with *Entertainment, Law & Finance*, and is a periodic contributor to *Billboard* and other industry newsletters and journals.

Before joining the NMPA, Mr. Rosenthal was General Counsel for the Recording Artists' Coalition (RAC), and has represented, among others, SoundExchange®, Thievery Corporation, ESL Music, Mya, Salt-N-Pepa, Sweet Honey in the Rock, Mary Chapin-Carpenter, Rare Essence, and Robert Schimmel.

He received a Bachelor of Arts in History and a Masters of Arts in International Affairs from American University, a J.D. from The Antioch School of Law (where he was Editor, *Antioch Law Journal*), and a Master of Law degree in International and Comparative Law from Georgetown University Law Center. ●

Downloading Royalty Statement Files

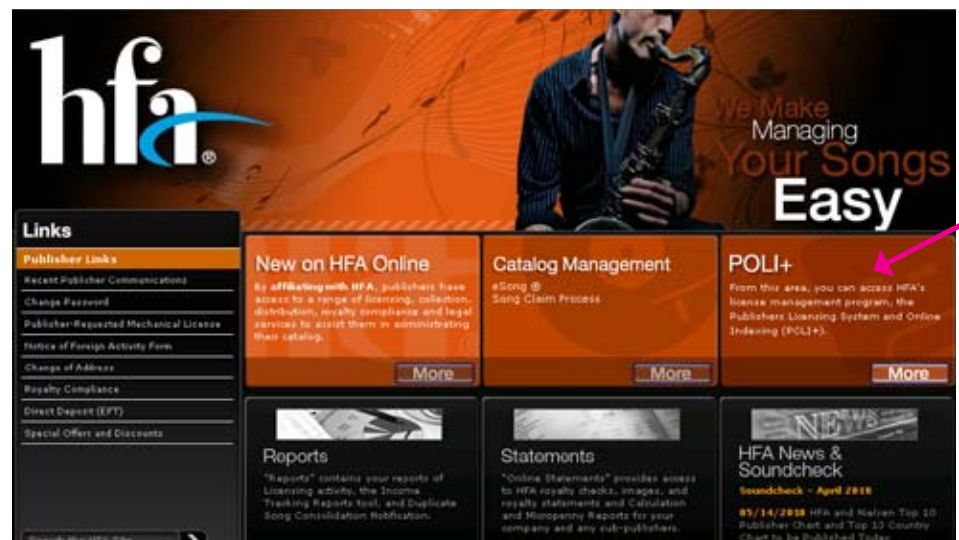
For faster and more efficient processing of royalty statements, HFA offers a download feature in the POLI+ system. This feature is available for downloading electronic royalty statement data files via an FTP connection. The electronic data is in a standard ASCII text format and setup requests can be made available in a tab-delimited format, if necessary. These files are compatible with most royalty software programs including Counterpoint, RightTrack and other custom systems.

To receive electronic royalty statement data files, HFA needs the following:

- IP Address for your FTP site
- User ID/password to access the FTP site
- Any specific directory for statement location

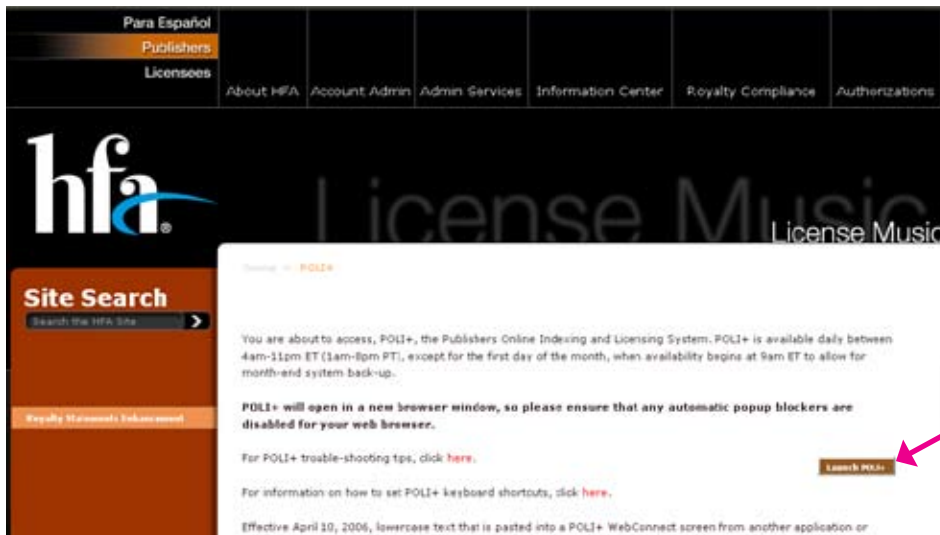
With all of the above credentials available, HFA will then provide access to the data files via a POLI+ interface known as **Option 80**. A file layout for mapping information will also be provided – this enables programming for transfer to your royalty and/or accounting systems.

Access your HFA online user account from the Publisher page.

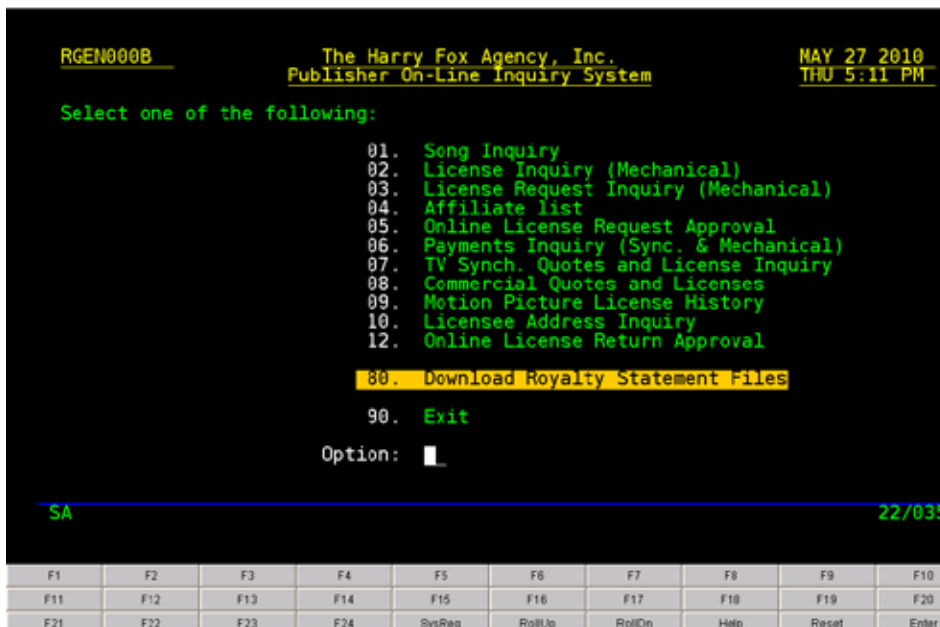


[More...](#)

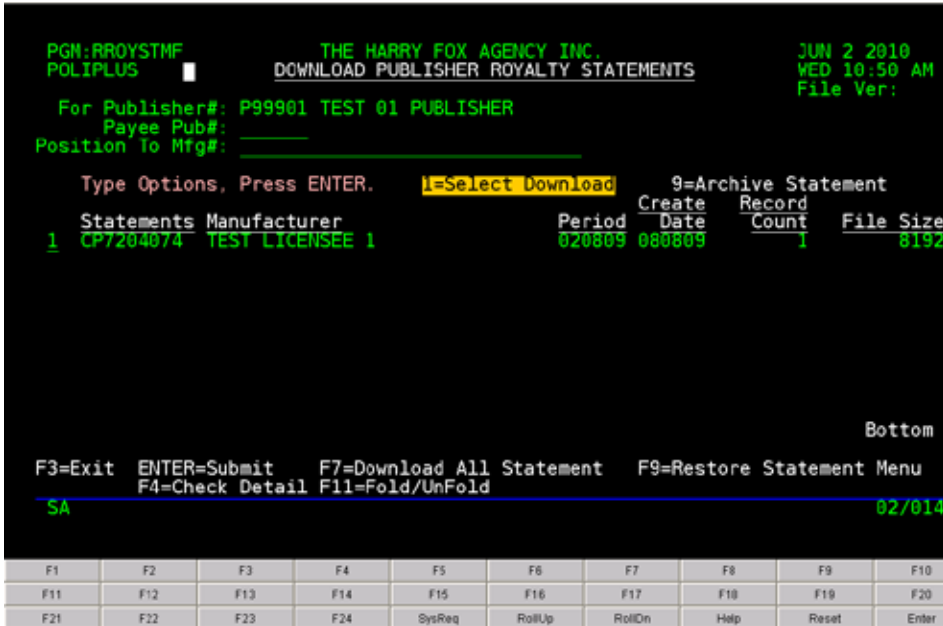
POLI+ ...



After logging into your www.harryfox.com account, select the **Launch POLI+** button from the Publisher home page to launch the program.



Select Menu **Option 80**:
Download Royalty
Statement Files.



After each check run, data files are created with your royalty statement information. After selecting the desired statement, a list of available statements will populate where voucher detail files can be verified.

Check Voucher details are also provided in an Excel file format, along with the Summary and Royalty Statement files. Once populated, select the necessary files for downloading, archiving or restoring as indicated by the function keys. Below is an example of the File Layout.

HFA offers two different file formats based on client requests – ASCII and AS400.

**ASCII File Format
 Statement File Layout**

Seq	Field Name/Description	Type	Start Pos.	End Pos.	Length
1	HFA Manufacturer Number	A			
2	HFA Publisher Number	A			
3	Manufacturer Publisher Number	A			
4	Manufacturer Song Number	A			
5	Song Title	A			

Once the download has been initiated using the POLI+ interface, files can be accessed via your FTP server.

If you are interested in receiving electronic royalty statement data files, please contact your Publisher Services Agent or the Publisher Services department at 212-834-0100 or at publisherservices@harryfox.com.

hfa on the road

Billboard Country Music Summit

Nashville, TN June 7 – 8

Ed Hunt, Senior Vice President of Publisher Services & Distributions, along with Danielle Boone, Team Lead, Publisher Services, attended the first-ever Billboard Country Music Summit presented in association with Country Music Association (CMA). The event featured two days of panel sessions, roundtable discussions and keynote interviews geared toward managers, artists, label executives, mobile/digital executives, the copyright community, publishers, songwriters, music supervisors, producers and others closely associated with the country music business. HFA was able to interact with many of their publisher clients as well as meet new faces.

Publisher Services – Client Visits

Recently Brian Durant, Senior Agent, Publisher Services, visited the team at Chrysalis Music. This was after Chrysalis’ recent acquisition of First State Media Group (FSMG), operating under the brands of S1 Songs and State One Music in seven countries. FSMG controls 45,000 music copyrights including the catalogue of Sheryl Crow, the former DreamWorks catalogue (including John Denver’s “Take Me Home, Country Roads” and “Leaving on a Jet Plane”), and the Wind-up catalog (including “Bring Me to Life” by Evanescence). Additionally, Chrysalis has made their complete catalog available for limited quantity licensing through Songfile®.



From left to right: Mike Fink, Josh Mancuso, Perrie Jones, Brian Durant (HFA), Jeff Brabec, Phyllis Rosenberg, Karla Lopez, Mark Roble, David Kawanishi, Jonathan Poe

Other upcoming events:

Digital Music Forum West
Fred Beteille to speak
Los Angeles, CA October 6–7

Digital Hollywood
Maurice Russell to speak
Santa Monica, CA October 18–21

CMJ Music Marathon & Film Festival
Fred Beteille to speak
New York, NY October 19–23

The Hollywood Reporter/Billboard
Film and TV Music Conference
Los Angeles, CA October 27–28

HFA affiliate publishers, send us your news! Send new signings, employee announcements, life notes (births, weddings, obituaries) to soundcheck@harryfox.com.

News

UMPG has announced the renewal of a long-term, exclusive, worldwide publishing administration agreement with acclaimed hit songwriter, producer, and superstar **Jon Bon Jovi**. The company will continue to publish Jon Bon Jovi's extensive catalog and future works for the world.

"We are honored to continue our relationship with Jon Bon Jovi, one of the most distinctive and celebrated songwriters and artists of our time. Jon and the band continue to raise the bar with their artistry and continuing global popularity," said David Renzer, Chairman & CEO, Universal Music Publishing Group.

With a legendary discography that spans a quarter century, Bon Jovi has written and performed songs that have come to define rock and roll. These include the Billboard Hot 100 No. 1 hits "Livin' on a Prayer," "Blaze of Glory," "You Give Love a Bad Name," "Bad Medicine" and "I'll Be There for You," as well as Top 10 singles "Wanted Dead or Alive," "Bed of Roses," "Living in Sin," "Lay Your Hands on Me," "Born to Be My Baby," and "Always." Beginning with "Livin' on a Prayer" in 1986, eighteen of Bon Jovi's singles have landed in the Top 10 on the U.K. Singles chart. His band has sold more than 130 million albums worldwide, their studio albums and compilation albums having reached sales in excess 33X Platinum in the U.S. alone.

Jon Bon Jovi received a GRAMMY® in 2007 for Best Country Vocal Collaboration for "Who Says You Can't Go Home," a duet with Sugarland's **Jennifer Nettles**. Earlier in his career, he earned an Oscar® nomination and a Golden Globe for "Blaze of Glory," a No. 1 hit from his first solo album and from the film *Young Guns II*. In June 2009, Bon Jovi received the distinction of being inducted into the Songwriters Hall of Fame.

On the heels of this renewal, **Bon Jovi** continues their worldwide tour to promote their eleventh studio album, *The Circle*. The band also plans to release their second greatest hits compilation this fall. The highly anticipated album promises a few previously unreleased songs, as well as tracks not featured on *Cross Road*, their first greatest hits album released in 1994.

Arthouse Entertainment, co-owned by Bug Music, published seven of the top-100 singles on iTunes, with five placing in the top 50. Arthouse Entertainment Co-Presidents Stephen Finfer and Kara DioGuardi, and Bug Music CEO John Rudolph, made the announcement.

"Arthouse continues to be the sure hit maker in the music business," Rudolph said. "For five years now, no one has put up as many hits as Arthouse writers on a consistent basis."

DioGuardi co-wrote two of the seven songs: Carrie Underwood's "Undo It" (#1 on Billboard's Hot Country Songs, #23 on Billboard's Hot 100 and #5 on Mediabase Country) and Colbie Caillat's "I Never Told You" (#48 on Billboard's Hot 100 and #65 on Mediabase).

"I am so proud to be a part of a company whose diverse writers, producers and artists are at the forefront of shaping today's popular hit music," DioGuardi said.

Writer/producer Ari Levine co-wrote three of the seven songs, including Bruno Mars' "Just The Way You Are" (debuting at #36 on Billboard's Hot 100 and at #29 on the Mediabase Top 40); Travie McCoy's "Billionaire" (explicit and clean) featuring Bruno Mars (currently #4 on Billboard's Hot 100 and #6 on the Mediabase Top 40); and B.o.B's "Nothing On You" featuring Bruno Mars (which peaked at #1 on Billboard's Hot 100).

"I love working with Ari, Kara and Bug," Mars said.

KC Livingston co-wrote Flo Rida's "Club Can't Handle Me" (charting at #2 in the UK, #33 on Billboard's Hot 100 and #33 on the Mediabase Top 40). The song has also been featured in the trailer for *Step Up 3D*.

Signed to Warner Brothers' by DioGuardi, recording artist Iyaz rounds out the seven with Auburn's "La La La" featuring Iyaz (#51 on Billboard's Hot 100 and #30 on the Mediabase Top 40). He previously had a #1 on Billboard's Pop Songs chart with his own co-write, "Replay."

Upcoming Arthouse single releases include Carrie Underwood's "Mama's Song," Mike Posner's "Bow Chicka Wow Wow" and David Archuleta's "Elevator."

[More...](#)

peermusic has announced veteran music executive **Michael Knox** will join the company as Senior Creative Director. In his new capacity, Knox will identify and sign talent and work closely with the peermusic staff in sourcing and developing talent globally. The announcement was made by Kevin Lamb, Vice President, Nashville.

Knox's production abilities are currently represented in the charts by Jason Aldean's "Crazy Town," Josh Thompson's "Way Out Here," Montgomery Gentry's "While You're Still Young," Trace Adkins' "This Ain't No Love Song," Chuck Wicks' "Hold That Thought" and Frankie Ballard's "Tell Me You Get Lonely."

Before becoming affiliated with peermusic, Knox was employed by Warner/Chappell, from 1992 to 2002. In that period he signed artist/writers John Rich, Gretchen Wilson, Emily West and Jason Aldean. His production credits include Jason Aldean, Josh Thompson, Trace Adkins, Montgomery Gentry, Hank Williams Jr., Chuck Wicks, Frankie Ballard, Miranda Lambert, Randy Owen, Brantley Gilbert, Lost Trailers, Crossin Dixon, Lila McCann, the Road Hammers, Danni Leigh, JD Myers and the late great Buddy Knox. Most recently, Knox has produced three straight #1 singles for Jason Aldean with single sales reaching more than 3 million. ●

"On the Road Again?"

Make Sure Your Mail's Not Marked "Return to Sender"

On the move? Make sure HFA has your current contact information. You can obtain change of address information on our website at www.harryfox.com or by contacting HFA Publisher Services at 212-834-0100.

The HFA website also has a list of publishers for whom we may be holding royalties due to the lack of a valid mailing address - see the "Help Us Find Publishers" link.

If you have any comments regarding HFA Soundcheck, please contact the Editor at 212-922-3297 or email soundcheck@harryfox.com.

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HFA is the nation's leading provider of licensing and royalty calculation and distribution services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA makes licensing fast and easy with Songfile®, its online application. The company also offers a variety of outsourced technology solutions designed to facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). In fact, HFA was recognized by *InformationWeek* on its 2010 Top 500 Relentless Innovators list, where the company ranked 121. HFA was the only music company to be included on the list. In business for more than 80 years, HFA is the music industry's most comprehensive resource for rights management.

For more information about HFA visit our website www.harryfox.com.

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