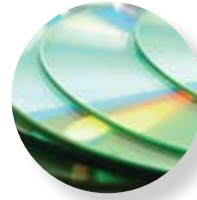


# hfa soundcheck

July 2009



## HFA, MENC, MTNA and MPA Announce Collaboration for Music Licensing

A few words from Gary Churgin, HFA President & CEO



### Initiative will Help Educators Navigate Music Licensing for their Organizations

In early June, Michael Blakeslee, the Senior Deputy Executive Director of The National Association for Music Education (MENC), Gary L. Ingle, Executive Director & CEO of the Music Teachers National Association (MTNA), and Lauren Keiser, President of the Music Publishers' Association (MPA), and I announced together an unprecedented collaboration to connect America's music educators with the music catalogs they need to license when they record student performances.

Recordings of student performances are commonplace, but educators are often unaware that under U.S. Copyright law, these recordings must be properly licensed. Our four organizations have come together to address this issue by endeavoring to make the MPA's members' serious and educational music catalogs available for fast and easy licensing by the many thousands of MENC and MTNA members through HFA's Songfile online mechanical licensing service.

The MPA will encourage its publishers that are not already HFA affiliates to register their catalogs for mechanical licensing through Songfile and will also

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## collaboration...

provide marketing support. MENC and MTNA have committed to reach out to their members through their events and publications to educate them on the need for mechanical licensing and direct them to HFA's Songfile. HFA will provide a specially-branded Songfile portal for the initiative, and will work with the other partner organizations to offer other licensing opportunities. Through Songfile, educators can obtain licenses for CDs, cassettes, LPs and permanent digital downloads from HFA's entire database of over 2.3 million songs in all genres. And I remind you, licensing royalties from Songfile are paid to all HFA affiliated publishers on a commission-free basis.

More details of the initiative will be announced in the coming months but I encourage HFA's publishers to start uploading any songs from their catalogs that appeal to the music education market – those beginner flute pieces and band pieces that schools will perform at their winter concerts – to your HFA account right away. If you have a large number of songs you need to add, we've recently introduced a new bulk eSong tool – you can read more about this on page 4 of this issue of HFA Soundcheck.

And if you're reading this and are not affiliated with HFA, know that you can join us just for Songfile licensing, with no commission deducted – think of all the time and effort you'll save in not having to process mechanical licenses for these small accounts. With Songfile, the licensee pays upfront and gets licenses almost instantly, so you get your royalties quickly. HFA is often the first place a licensee will look for a song – and if they don't find it here, I can't promise you that they will go through the effort of obtaining the licenses somewhere else. In fact, over 20% of Songfile users have told us that they won't. This is no time to leave money on the table – make sure your catalogs are registered with HFA Songfile. ●

A handwritten signature in blue ink, appearing to be the initials 'JG' or similar, written in a cursive style.

## NMPA Announces Board Members and Officers For 2009-2011 Term

At the National Music Publishers' Association annual meeting in June in New York City, President and CEO David Israelite announced the results of the biennial election of the organization's Board of Directors and the election of Board Officers.

"We are so fortunate to have such a diverse and talented Board of Directors," Israelite said. "Their experience in the industry, along with their commitment to the mission of the NMPA, will serve well the music publishers and songwriters we represent. I am grateful to all of them for their ongoing leadership and service."

Board officers are: Chairman - Irwin Robinson, Paramount Allegra Music; Vice President - Martin Bandier, Sony/ATV Music Publishing; Vice President - Bob Doyle, Major Bob Music; Vice President - John Eastman, MPL Communications, Inc.; Vice President - Ralph Peer II, peermusic; Secretary - Leeds Levy, One Four Three Music; Treasurer - Evan Medow, Secret Sauce Music Group.

Other members of the NMPA Board are: Caroline Bienstock, Carlin America, Inc.; Helene Blue, Helene Blue Musique Ltd.; Lionel Conway, Stage Three Music; Roger Faxon, EMI Music Publishing; Neil Gillis, S1 Songs America; Dave Johnson, Warner/Chappell Music Inc.; Dean Kay, Demi Music Corp.; Maxyne Lang, Williamson Music; Peter Primont, Cherry Lane Music; David Renzer, Universal Music Publishing Group; and John Rudolph, Bug Music.

Board members are all active U.S. music publishers. They serve two-year terms.

The NMPA's annual meeting, which brings together hundreds of songwriters and music publishers each year, was also an opportunity to recognize several board members for their length of service. Recognized were Renzer for five years of service, Blue and Lang for 15 years of service, and Robinson for 35 years of service. ●



Martin Bandier (right), Chairman and CEO of Sony/ATV Music Publishing, and David Israelite, the chief executive of the National Music Publishers Association, presented Wyclef Jean with the Multi-Platinum "Note" Composition award for his hit song "Hips Don't Lie" at the NMPA 2009 annual meeting.

### HFA Board Members

HFA's Board is selected from the members of the Board of Directors of the NMPA. HFA's Board of Directors are:

Irwin Z. Robinson, Paramount Allegra Music, Chairman  
 Caroline Bienstock, Carlin America, Inc.  
 Bob Doyle, Major Bob Music  
 Dave Johnson, Warner/Chappell  
 Dean Kay, Demi Music Corp.  
 Maxyne Lang, Williamson Music  
 Evan Medow, Secret Sauce Music  
 Ralph Peer II, Peermusic  
 John Rudolph, Bug Music



The National Music Publishers' Association (NMPA) honored GRAMMY Award®-nominated singer/songwriter Kara DioGuardi with the 2009 Songwriter Icon Award at the NMPA's Annual Meeting in New York City. The prolific Bug Music writer is one of the industry's hottest and most sought after songwriter and producer. The Icon Award recognizes outstanding songwriters for personal achievement, and who personify the vision and goals of the NMPA and its members. Photo left to right: Stephen Finfer, President Arthouse Entertainment, John Rudolph, CEO Bug Music, honoree Kara DioGuardi, David Israelite, President and CEO NMPA.

## HFA Enhances Online Publisher Catalog Management Application eSong®

### eSong Now Accepts File Uploads for Larger Catalog Changes

HFA has enhanced eSong®, its online publisher catalog management application, with the ability to accept file uploads to speed the processing of larger catalog changes. First introduced in 2005, eSong allows a publishing client to request the addition or change of a song to HFA's licensing database. These requests are then sent automatically for verification and processing by HFA. In addition to eSong, HFA accepts CWR (Common Works Registration) versions 2.0 and 2.1 files for catalog management.

“The new file upload option in eSong will help publishers that may not be able to implement CWR more easily make large-scale updates to their catalogs so the most current information is available for licensing and royalty payment,” said Ed Hunt, Senior Vice President Publisher Services and Distributions. “We have over 2.4 million songs in our catalog. With song ownership so fluid, easy-to-use tools like eSong are imperative to maintaining the accuracy of such a large database.”

HFA Online allows publishing clients to manage all of their business online, from song registration and catalog updates, to reviewing and responding to license requests, to viewing reports of licensing activity and pending and past royalty payment information. There are also royalty analysis tools such as Income Tracking Reports and Licensee Comparison Reports that give publishers more insight into their songs' royalty history. These reports can be downloaded directly to the desktop for use in popular database programs such as Microsoft Excel, and every license issued by HFA since 1972 is available through HFA Online. In addition, registered publisher users can also see the status of pending Royalty Compliance Examination activity, and respond to new licensing opportunities from HFA – all online.

Publishers interested in using the new upload option in eSong should contact HFA Publisher Services at [publisherservices@harryfox.com](mailto:publisherservices@harryfox.com) or call 212-834-0100. ●

## John Raso Joins HFA as Vice President, Publisher Services & Distributions



John Raso has joined HFA as Vice President, Publisher Services & Distributions. Raso will oversee the East and West Coast Publisher Services Teams and Distributions operations. He reports to Ed Hunt.

“I’m very excited to have an executive with John Raso’s experience on my team,” said Hunt. “He has spent over

20 years in the music industry and his skills include client relationship management, licensing, marketing, and business development. He will help us drive for continued improvements in our client management and business processes, so HFA can do an even better job of meeting the needs of the current marketplace, with an eye to developing the one of the future.”

“I’m pleased to be joining HFA at such an important time in the music industry,” said Raso. “It has changed a great deal since I first worked with the company as a consultant eight years ago, and I look forward to being a part of its continued evolution.”

Prior to HFA, Raso was the General Manager of 23 Omnimedia, which provides advisory services for artists, brands and rights holders to help define opportunities and craft new business models. Before that, he was Director, Product Management at Live Nation Artists, where he constructed artist recording and publishing deals including defining strategies and P&L projections for Live Nation’s “360” artist deals. Previous to his work at Live Nation, Raso spent six years as Manager, Media & Entertainment: Music Segment at BearingPoint, where he designed, developed and implemented systems and web interfaces for international music publishing and content licensing organizations including ASCAP and HFA. Raso also has over ten years’ experience at record labels, including Velvel, Atlantic, Arista, MCA, Roadrunner and SST. He has a Bachelors of Arts Degree in Speech Communications from George Washington University. ●

# events

## Reminders...

The LA chapter of the **AIMP** will hold a luncheon event on July 16, "Movie Trailers: A Vast Frontier for Music Licensing." Panelists include Rhona Nici Parry, VP of Film Marketing, Walt Disney Pictures; Collin Perry, Director of Trailer Music, Groove Addicts; Steve Pollard, Owner, Workshop Creative; Jordan Silverberg, Music Supervisor, Aspect Ratio; and Phil Szantos, Director, Music Clearance, Paramount Pictures, and the moderator is Yoav Goren, President, Immediate Music. To RSVP and for more information, go to [www.aimp.org](http://www.aimp.org).



Brian Durant, Ed Hunt and David Schneider of HFA's Publisher Services team greeted ASCAP Expo attendees in Los Angeles earlier this Spring.

## Other upcoming events:

- NAMM Conference  
Nashville, TN . . . . . July 17-19
- Digital Media Summit  
Los Angeles, CA . . . . . July 29
- GMA IMMERSE  
Nashville, TN . . . . . July 29-  
August 2
- SOURCE Awards  
Nashville, TN . . . . . July 30
- San Diego Music & Media Conference  
San Diego, CA . . . . . August 7-9
- Monitor Latino Convention  
Industry, CA . . . . . August 24-26
- Cutting Edge Music Business Conference  
New Orleans, LA . . . . . August 26-30
- Bandwidth Conference  
San Francisco, CA . . . . . August 27-29

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

## News

**Bug Music** has launched a new record label imprint with global chart-topping rock innovators **Kings Of Leon**. The new label venture is the culmination of a creative new deal Bug Music and Kings Of Leon entered into in the fall of 2008. The terms of that agreement allow the Kings Of Leon to sign and develop artists with Bug Music, in the spirit of discovering dynamic artists that are committed as a band and writing extraordinary music. The first artist release on the imprint is fellow Tennessee brethren The Features' *Some Kind of Salvation*. Longtime supporters of The Features, Kings Of Leon previously toured the UK and US with the band in 2007.



Bug Music Publishing also recently entered into a publishing agreement with critically-acclaimed artist and songwriter **Exene Cervenka**. Most well-known as the co-lead vocalist of the seminal Los Angeles punk rock band X and the American roots band The Knitters, Bug Music will represent Cervenka's compositions on her future recordings including her upcoming solo album on Bloodshot Records, to be released later this year. Photo L to R: John Rudolph, CEO Bug Music; Ron DeBlasio, manager; Eddie Gomez, Senior Vice President Bug Music; Exene Cervenka; Kris Munoz, Director of Business & Legal Affairs for Bug Music and David Hirshland, President Bug Music.

**Cherry Lane Music Publishing Co. Inc.**, has extended their publishing deal with Grammy winning, multi-platinum recording artist **John Legend**. The deal will cover all songs in Legend's current catalog as well as future works. Legend's most recent album, *Evolver*, features the hit single "Green Light." He has written with artists such as Kanye West, Will.i.am, Fergie, Estelle and Common. Cherry Lane has been Legend's publisher since his first album was released in 2004. The extension of the relationship also includes a new joint venture partnership between Legend and Cherry Lane, named HomeSchool Music, to sign writers to the roster. The writers signed to this joint venture will benefit from Cherry Lane's publishing expertise and Legend's creative guidance as an accomplished writer and artist.



Cherry Lane Music also recently announced a joint venture publishing agreement with renowned music executive **Jason Flom**. The venture, named **Lava Music Publishing LLC** will seek to align itself with writers who will benefit from both Cherry Lane's publishing experience and Flom's experience as a marquee record executive. This will include, but not be limited to, artists on the Lava Records roster. With nearly three decades in the music industry, Flom most recently served as Chairman & CEO of Capitol Music Group, where he worked with artists such as the Rolling Stones, Lenny Kravitz and Corinne Bailey Rae as well as being responsible for artists such as Katy

[More...](#)

Perry, KT Tunstall, Red Jumpsuit Apparatus, 30 Seconds to Mars, Saving Abel and A Fine Frenzy. Prior to joining Capitol Records, Flom served as Atlantic Records Group Chairman & CEO. He was the founder of Lava Records, where he discovered, signed and developed artists who went on to sell in excess of 100 million records around the world. Lava artists included Kid Rock, The Corrs, Matchbox Twenty, Uncle Kracker, Simple Plan, Edwin McCain, Sugar Ray and Trans Siberian Orchestra. From left to right in photo: Peter Primont, CEO of Cherry Lane; Jason Flom; Rich Stumpf, Senior Vice President of Creative Services and Marketing at Cherry Lane.



**Bob Regan**, former NSAI President, shares chair front row center with **Shirley Hutchins**, co-founder of the **Music Row Administrators Group**. Regan spoke at the group's 10 Year Anniversary Meeting on June 18. The group meets monthly with guest speakers providing participants with up-to-the-minute information regarding music rights and copyright administration issues.

**ole** and **BMG Rights Management GmbH** have signed an exclusive multi-year reciprocal deal, which will see the companies generate creative opportunities for each others' copyrights in their respective territories. The synergies between the two companies are extensive. Both are committed to being top-tier global, full-service music publishers with a strong focus on creative development and strategic acquisitions.

**Peermusic**, in tandem with **Next Plateau Entertainment** and **Eddie O Songs**, has entered into a joint venture publishing agreement. Eddie O'Loughlin, founder of NPE/ Eddie O Songs Inc., is a music industry entrepreneur and co-founder of several successful independent start-up labels and publishing companies including Midland Records International, Next Plateau Records and NP Music Publishing. Artists and Grammy winners signed by O'Loughlin include Nina Sky, Ringtone star The Crazy Frog, Patrizio, Salt-N-Pepa, John Travolta, Paperboy, Sybil, Sweet Sensation, Coo Coo Cal, Silver Convention and others who have garnered over 75 Gold and Platinum certifications. The venture's first signing is Camera Can't Lie. The group is currently working on their debut CD release to be produced by Ron Aniello (Guster, Lifehouse) due out later this year on Atlantic Records.



**Rachel Bradshaw** has signed world-wide publishing agreements with **Ten Ten Music Group, Inc.** Rachel has been working extensively with hit writers including Robert Ellis Orrall, Shane Minor, Angelo and the Warren Brothers to develop material for her forthcoming debut. Ten Ten Music's Bobby Huff (Shinedown, Michael Tolcher) is slated to produce. She also recently secured her first film placement in the upcoming Christina Ricci picture *All's Faire in Love*. Rachel's father is Hall of Fame quarterback Terry Bradshaw, and Rachel has already gained exposure through a variety of NFL events. Pictured (left-right) – Barry Coburn, Rachel Bradshaw, and Jewel Coburn.

**Universal Music Publishing Group (UMPG)** announced the signing of an exclusive worldwide publishing agreement with acclaimed singer/songwriter, **Jason Castro**. The Texas-based tunesmith – best known as the third runner-up on the 2008 season of Fox's *American Idol* – parlayed his *Idol* success into a major-label deal with Atlantic Records, who signed the artist in April 2009 and will release his untitled debut album later this year. Among his creative collaborators are platinum producer/songwriter Eric Rosse (Sara Bareilles, Tori Amos, Anna Nalick), Grammy Award-winning producer/songwriter John Fields (Lifehouse, Switchfoot, Soul Asylum), and a number of acclaimed songwriters, including Kara DioGuardi (Kelly Clarkson, Jewel, Santana), Martin Terefe (Jason Mraz, KT Tunstall, James Morrison), Sacha Skarbek (James Blunt, Jason Mraz), Guy Chambers (Robbie Williams), and Jason Reeves (Colbie Caillat).

## People



**Jedd Katrancha** has been promoted to Vice President, Creative Services for Downtown Music Publishing (DMP). In his new role Katrancha will oversee the marketing of DMP's song copyrights in ad campaigns, video games and new media. He will also continue to devise strategic marketing initiatives with the Company's affiliate labels, Downtown Records and Mercer Street Records. Previously, as Senior Director, Creative Services, Katrancha worked with ad agencies and brands in securing campaigns with the likes of Budweiser, Cadillac, Ford, Microsoft, Nike and T-Mobile.



Music publishing veteran **Michael McCarty** has joined **ole** as President, and will oversee the company's day-to-day operations from the company's head office in Toronto. McCarty comes to ole with over 20 years experience in music publishing, most recently as President of EMI Publishing Canada, a position he held for 15 years. Michael began his career as a recording engineer and producer working with the legendary record producers Jack Richardson (The Guess Who) and Bob Ezrin (Pink Floyd, Alice Cooper, Peter Gabriel). He then progressed rapidly from Creative Manager at ATV Music Group Canada to CBS/SBK to A&R Director of SBK Records and Publishing in LA. In 1992, McCarty was named President of EMI Music Publishing Canada. He has played a key role in the development of the careers of such artists and songwriters as Sum 41, Three Days Grace, Billy Talent, Alexisonfire, City and Colour, Esthero, Gavin Brown, Wilson Phillips, Matthew Good, Lukas Rossi, Moist and Len and was involved in the direct signing of Nelly Furtado to a US deal. McCarty is a member of the Board of Directors of SOCAN, the Canadian Music Publishers Association (CMPA), the Canadian Musical Reproduction Rights Agency (CMRRA), and was a founding director of the Canadian Songwriters Hall Of Fame. He is also a past nominee for The Premiere's award, which recognizes outstanding contributions community college graduates make to their communities and the province of Ontario.

## “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](http://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 Laurie Jakobsen at 212-834-0133 or email [soundcheck@harryfox.com](mailto:soundcheck@harryfox.com).

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