



## **Top Executives from HFA, MENC, MTNA and MPA Announce Collaboration for Music Licensing**

### ***Initiative to Help Educators Navigate Music Licensing for their Organizations***

June 5, 2009 – Today, top executives from the leading music education, mechanical licensing and serious/educational music publishing organizations The Harry Fox Agency (HFA), The National Association for Music Education (MENC), The Music Teachers National Association (MTNA), and the Music Publishers' Association (MPA) announced an unprecedented collaboration to connect America's music educators with the music catalogs they need to license when they record student performances. The announcement was made during the annual meeting of the MPA at the Harvard Club in New York City.

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

The MPA will encourage its publishers that are not already HFA affiliates to register their catalogs for mechanical licensing through Songfile and will also 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. Licensing royalties from Songfile are paid to publishers on a commission-free basis.

"Through the years, MPA's members have discovered that many school concert performance recordings were not being properly licensed – not deliberately, but because educators were unaware of how mechanical licensing works," said Lauren Keiser, President of the MPA. "We wanted a way to get the message out to America's music education community and connect them with our publishers' songs for licensing – and working with HFA, MENC, and MTNA was the best way to achieve this."

"Licensing is how the publisher, and ultimately the songwriter, is compensated for the use of their music," said Gary L. Churgin, President and CEO, HFA. "MPA publishers can register their catalogs with HFA just for Songfile licensing – their serious music repertoire is just what many of MENC and MTNA's members need to license for their recordings. This is a real 'win-win' for all our organizations and the many thousands of individuals that we represent."

"There are thousands of school music programs in the United States, and most have concerts on a regular basis. Many concerts are recorded as keepsakes and fundraisers, and people don't realize that this activity requires mechanical licenses or assume that the recording company has taken care of all licenses," said Michael Blakeslee, the Senior Deputy Executive Director, MENC.

“This is a great opportunity for MENC to educate our members about this issue and provide them with an easy-to-use solution, Songfile.”

“Licensing is not part of the typical curriculum for the music educator, but in actuality, teachers often suddenly find themselves with this responsibility,” said Gary L. Ingle, Executive Director & CEO, MTNA. “MTNA wants to help its members be well-rounded professionals, and in the 21<sup>st</sup> century, that includes a knowledge of music licensing.”

More details of the initiative will be announced in the coming months.

**About HFA:**

Established in 1927 by the National Music Publishers’ Association, HFA represents over 37,000 music publishing catalogs for licensing in the United States, issuing licenses and collecting and distributing the associated royalties. In addition to being the premier mechanical licensing agent in the U.S., which includes CDs, ringtones, digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliated publishers to recognize value for their catalogs, including lyrics and tablature. Further, HFA provides collection and monitoring services to its publisher clients for music distributed and sold in over 95 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see [www.harryfox.com](http://www.harryfox.com).

HFA’s Songfile is an easy and fast way for those who plan to make and distribute 2,500 copies or less of their recordings to obtain the necessary mechanical licenses for cover versions of songs. Licenses can be obtained for CDs, cassettes, LPs, or permanent digital downloads. Customers can create an account, search HFA’s catalog of songs, and complete their mechanical licensing transaction in minutes. Royalties are calculated at the statutory mechanical rate (9.1¢ per copy for songs 5 minutes or less in length, or 1.75¢ per minute (or fraction thereof) per copy, for songs over 5 minutes). There is also a processing fee on each song licensed. If a user just wants to conduct research, there is a separate Songfile Public Search tool on the website available free of charge.

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**About MENC:**

MENC, among the world’s largest arts education organizations, is the only association in the nation that addresses all aspects of music education. More than 75,000 active, retired, and preservice members represent all levels of teaching from preschool to graduate school. Since 1907, MENC has worked to ensure that every student has access to a well-balanced, comprehensive, and high-quality program of music instruction taught by qualified teachers. MENC is located in the National Center for Music Education in Reston, VA.

**About MTNA:**

Music Teachers National Association is a nonprofit organization of independent and collegiate music teachers committed to furthering the art of music through teaching, performance, composition and scholarly research. Founded in 1876, Music Teachers National Association is the oldest music teachers association in the United States. For more information about MTNA, contact the MTNA national headquarters at (513) 421-1420, [mtnanet@mtna.org](mailto:mtnanet@mtna.org) or visit the website at [www.mtna.org](http://www.mtna.org).

**About MPA:**

Founded in 1895, the Music Publishers’ Association is the oldest music trade organization in the United States, fostering communication among publishers, dealers, music educators, and all ultimate users of music.

This non-profit association addresses itself to issues pertaining to every area of music publishing with an emphasis on the issues relevant to the publishers of print music for concert and educational purposes.

The MPA serves the industry through its presence at and cooperation with other organizations such as, the American Choral Directors Association, the American Music Center, the American Music Conference, the American Symphony Orchestra League, the Church Music Publishers Association, the International Confederation of Music Publishers, the International Federation of Serious Music Publishers, the Music Library Association, the Major Orchestra Librarians' Association, the National Association for Music Education, the National Orchestra Association, the Music Teachers National Association, and the Retail Print Music Dealers Association.

In addition, MPA members belong to and work cooperatively with the National Music Publishers' Association, the Harry Fox Agency and the performance rights organizations ASCAP, BMI, and SESAC.

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