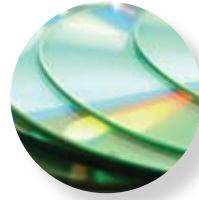


hfa soundcheck

September 2009



Not Your (Grand) Mother's HFA

It's hard to believe, but it was just five years ago – September 2004 to be exact - when I wrote to tell you that we had rolled out the first phase of our HFA online services for publishers, which was followed that fall by the debut of our larger-scale online licensing system, eMechanical®. These actions marked the true beginning of the “new” HFA – an active partner for publishers and licensees, operating under the hallmarks of speed, accuracy and transparency.

Incredibly, in that brief time, HFA went from being considered a technical Luddite to being recognized by InformationWeek as one of the most innovative information technology operations in America (see story on page 2). I'm incredibly proud of HFA's CIO, Lou Trebino, our IT team, and all of the members of the HFA staff who have worked together to achieve this honor.

Since that summer in 2004, we've gone on to launch the current version of Songfile®; complete suites of dynamic, customized reports for publishers; the song catalog maintenance application eSong®; and many other online functions that make licensing, royalty collection and royalty payment through HFA a simple, streamlined process.

HFA has become a completely different company than it was 10, 5 or even 2 years ago, and we are going to continue to evolve to meet the needs of your changing marketplace. We're here to partner with our publishing clients and licensee customers to make their business successful. ●



HFA Recognized Among Top American Technology Innovation Leaders in the 2009 *InformationWeek 500*

InformationWeek 500

Ranked #182

HFA is pleased to announce it was ranked #182 in the 2009 InformationWeek 500, an annual listing of the nation's most innovative users of business technology. One of the only media and entertainment companies on the list, HFA was recognized for how it has created new products and services and increased the efficiency of its business processes, which enabled the creation of new revenue opportunities for the company. The 2009 InformationWeek 500 companies were revealed on September 14, 2009 at an awards ceremony held during the InformationWeek 500 Conference at the St. Regis Monarch Beach Resort in Dana Point, California.

“Just five years ago, HFA barely had a website. It is incredible that we are now included among companies such as Google, IBM, and Electronic Arts as a recognized leader in technology innovation,” said Gary Churgin. “The credit goes to our IT organization and all 140 employees of HFA, who have worked together to make us a leading-edge company in the digital music business.”

“I'm so honored that HFA's work has been acknowledged with one of the most prestigious IT industry awards,” said Lou Trebino, SVP & CIO of HFA. “By creating a flexible program management and strategic planning discipline, we were able to quickly modify all our key systems to implement the new government-mandated royalty rate calculation parameters, without adding more resources to the team. Not only were we ready to support these new rates in our usual course of business, we are now offering outsourced royalty calculation services, as we recently announced with Napster.”

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing, now in its 21st year, and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. Top winners have included: Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels and Unum. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/. ●

EMI Christian Music Publishing Registers Catalog with HFA for Subscription Service Licensing

HFA is pleased to announce that EMI Christian Music Group Publishing, one of the largest publishers of Christian music in the world, has affiliated with HFA to make their catalog of over 35,000 songs available for licensing for limited digital downloads and interactive streams.

“Being able to offer online music services licensing from such an important catalog as EMI CMG Publishing underscores that HFA is the one place to turn for all genres of licensing,” said Ed Hunt, Senior Vice President, Publisher Services and Distribution, HFA. “According to the Gospel Music Association and Christian Music Trade Association, in 2008, Christian music digital album sales increased 38%, and digital track sales grew 37%, better than the overall market.”

“The scale of licensing for online music services is so much greater than for CD licensing, and directing these high-volume licensees to HFA makes our licensing operation run more smoothly,” said Casey McGinty, Senior Vice President, EMI CMG Publishing. “With HFA’s easy to access online applications, we can ingest all of the licensing and royalty information into our own systems, simplifying payment to our sub-publishers and songwriters.” ●

HFA's eSong®

The Simple Steps to Register a Song with HFA

eSong®, HFA's online publisher catalog management application, allows you to request the addition or update of a song to HFA's licensing database through your HFA Online account. Once you log into HFA Online, you can find eSong in the "License Management" area of the site. eSong will launch in a separate window after you click the button, so make sure you deactivate your pop-up blocker for www.harryfox.com.

The screen opens on the "Request History" page; click the "**Create Requests**" tab to add a song to the database. The page below will appear, with several key input fields:

The screenshot shows the eSong application interface. At the top, there are four tabs: "REQUESTS HISTORY", "CREATE REQUESTS" (which is active), "SEARCH HFA DATABASE", and "SUBMIT BULK FILE". Below the tabs is the "REQUEST DETAILS" section, which includes a "SONS TITLE:" input field, an "ISWC:" input field, and a "FIRST USE:" dropdown menu set to "NO". There is also an "ALTERNATE TITLES" section with an "ADD" button. Below that is the "WRITERS" section, which is a table with columns for "PUBLISHER #", "TYPE", "FIRST NAME", "LAST NAME *", "MID", and "IPI/CAE", and an "ADD" button. The "SUBMITTER PUBLISHER SPLITS" section has a "PUBLISHER #:" input field, a "PUBLISHER NAME:" input field, and a "SEARCH" button. The "OTHER PUBLISHER SPLITS" section has a "PUBLISHER'S NAME:" input field, a "SPLIT%:" input field, and an "ADD" button. A "SUBMIT" button is located at the bottom right of the form.

There are three basic pieces of information that are mandatory in order to add a song to the database: "**Song Title**", "**Writers**" (at least one last name needs to be included), and the "**Submitter Publisher Splits**" – the percentage of the song your company controls. When adding a publisher "split" to a song, the HFA publisher account number (P#) must be selected from HFA's current affiliates. You can search for a publisher either by name or HFA publisher number. Once a publisher is selected, you then need to enter the split percentage in the new field that will appear to the right of the publisher name. The total of all splits should not exceed 100%. When all of these fields are completed, click "**Submit**" to enter your song for processing. Once a song is successfully submitted through eSong, it will be available for licensing within 2 business days.

[More...](#)

“**First Use**” is a required field that defaults to **No**, indicating that this song has been recorded and released at least once and so is available for statutory rate mechanical licensing. If you submit a song for registration, but it has not had its first use in the U.S., select **Yes** from the drop down menu titled **First Use**. You will need to come back and update the song once the First Use has occurred so it can become available for licensing through HFA’s systems.

There are also optional fields in which you can add an “**Alternate Title**”, “**ISWC**” (International Standard Musical Work Code), and “**Other Publisher Splits**” (this information will not be added to the song as part of your registration, but will be stored with the history of your registration request).

In addition to creating requests, eSong allows you to search the HFA database for a song and review the history and status of all your previous submissions.

If you have questions about eSong or managing your song catalog please contact HFA Publisher Services at 212-834-0100 or email publisherservices@harryfox.com. ●



Photo credit: Bev Moser

On August 27, the Charlie Daniels Band performed at the NSAI “It All Begins With A Song” Songwriter Series at the Wildhorse Saloon in Nashville. HFA Publisher Services Team Lead Danielle Boone was especially pleased to be on hand to applaud her former boss – she worked for CDB Music, LLC prior to joining HFA.

Pictured from left to right: Bob Regan (Legislative Chair NSAI and songwriter), Charlie Daniels, Danielle Boone (HFA Publisher Services Team Lead) and Barton Herbison (Executive Director, NSAI).



HFA’s Eduardo Morales (left), Senior Latin Licensing Agent and Adam Tully (right), Publisher Services Inquiry Agent, recently attended the Monitor Latino event in California, to meet with publishers and licensees. Eduardo and Adam are pictured with hit songwriter Luz Rios, who is currently on the charts with “Aire,” which she performs with Joan Sebastian. ●

events

Reminders. . .

HFA on the Road

Digital Music Forum West

Los Angeles, CA October 7 – 8

HFA's Maurice Russell, VP Licensing, Collections & Business Affairs has been invited to speak at the 4th Annual event. He will speak on the panel "Rights, Royalties & Reporting in the Digital World" on October 8. The 2-day forum will feature debates on business topics and demos, with representatives from numerous industry companies in Hollywood. Also on the panel will be Cecily Mak, Senior Counsel, RealNetworks and Patrick Sullivan, President & CEO, RightsFlow LLC.

For more information, visit <http://www.digitalmusicforum.com/west/>

Other upcoming events:

AIMP-LA- Pan-European Licensing,
West Hollywood, CA Sept 17

NSAI Songposium Week,
Nashville, TN Sept 21 – 25

IBMA World of Bluegrass,
Nashville, TN Sept 28 –
Oct 4

Future of Music Coalition
Policy Summit,
Washington, DC Oct 4 – 6

New Music Seminar- Chicago,
Chicago, IL Oct 6

CTIA Wireless IT & Entertainment,
San Diego, CA Oct 6 – 9

Next BIG Nashville,
Nashville, TN Oct 7 – 11

Billboard Regional
Mexican Music Summit,
Los Angeles, CA Oct 8 -9

CMJ Music Marathon &
Film Festival,
New York, NY Oct 20 – 24

Digital Media Conference West,
San Francisco, CA Oct 28

Digital Media Conference,
San Francisco, CA Oct 29

Hollywood Reporter, Billboard
Film & TV Music Conference,
Los Angeles, CA Oct 29 – 30

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

News

Boosey & Hawkes has extended its publishing agreement with composer, **Chick Corea**. Under the agreement, Boosey & Hawkes will continue to be the exclusive agent for both existing works (from 1995 forward) and forthcoming compositions. Boosey & Hawkes has represented Corea's catalogue since 2006. Corea's career resume teems with accolades, including more than 50 GRAMMY nominations and fourteen GRAMMY Awards. In 2005, Corea was honored with the prestigious Award for the Piano Festival Ruhr in Germany, the first time the honor was granted to a jazz pianist, and in 2006, he became an NEA Jazz Master, the highest honor the U.S. bestows on jazz musicians. Corea is also the recipient of the Frankfurt Music Prize.

Cherry Lane Music Publishing Co., Inc. has signed a multi-year music administration agreement with Summit Entertainment. The deal includes all territories of the world excluding the U.S. and Canada. Summit Entertainment is a worldwide theatrical motion picture development, financing, production and distribution studio. Their feature films include "Twilight," "Knowing," and the upcoming "The Twilight Saga: New Moon."

EMI Music Publishing has completed an agreement with **Antonio "L.A." Reid** to form the L.A. Reid Music Publishing Company, a joint venture to sign new songwriters. The global agreement with Reid was negotiated by EMI Music Publishing President of West Coast Creative, Big Jon Platt. The new publishing company will provide EMI Music Publishing with the exclusive services of L.A. Reid, who will be responsible for discovering and signing new and established songwriters to publishing deals. In a career spanning three decades, Reid has a strong track record for discovering music talent, signing and developing an impressive string of the world's biggest-selling multi-platinum songwriters and performers. ●

“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 Laurie Jakobsen at 212-834-0133 or email soundcheck@harryfox.com.

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Established in 1927 by the National Music Publishers' Association, HFA represents over 37,000 music publishers for their licensing needs 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 affiliates 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.

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