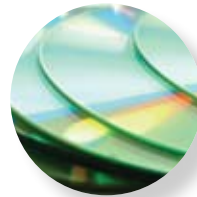


hfa soundcheck

December 2009/January 2010



2009 – A Year of Refocus

A few words from Gary Churgin,
HFA President & CEO

Considering the bleak industry landscape, 2009 was a successful year for HFA. Our numbers were lower than we had originally budgeted. However, we are poised to begin a new decade with a fresh perspective, maximizing all opportunities presented by the rapidly expanding digital frontier, while simultaneously continuing to focus on our legacy business because it is funding the future. Overall, new license requests increased some 64% by November 2009 and over 150 **new** publishers affiliated with HFA.

Our renewed focus is evidenced not only in our technological strength, but is further enhanced by vital, new partnerships. Without discounting the significance of our challenges, we had a year of many successes in “the New World”:

- HFA now provides royalty administration services for Napster
- EMI Christian has entrusted HFA to license their extensive catalog for limited digital downloads and interactive streams
- We are now a primary mechanical license provider for Microsoft, Rhapsody and Napster



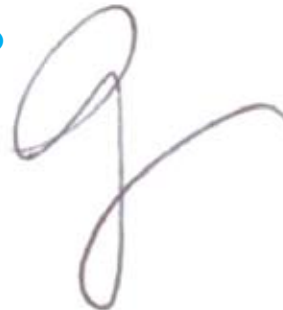
[More...](#)

2009—A Year of Refocus...

- HFA landed at #182 in the Information Week® 500 of Technology Innovation Leaders, and the only music company on the entire list
- Our newest digital lyrics licensing arrangement with Gracenote®, as well as our existing (three-year) relationship with Lyricfind, afford our publishers myriad opportunities for their catalogs across various digital music applications, such as lyric delivery with permanent downloads, CD playback, online subscription services, lyrics search, mobile services, and consumer devices

While we are encouraged by the foundation laid in 2009, we are not about to sit back and bask in what's been accomplished. Our Business Development team is hard at work seeking out similar deals, constantly brainstorming ways to optimize our position as rights administrators. I look forward to sharing even better news with you in the coming months.

Here's to continued success in 2010! ●

A handwritten signature in dark ink, appearing to be a stylized 'J' or 'G' followed by a long horizontal stroke.

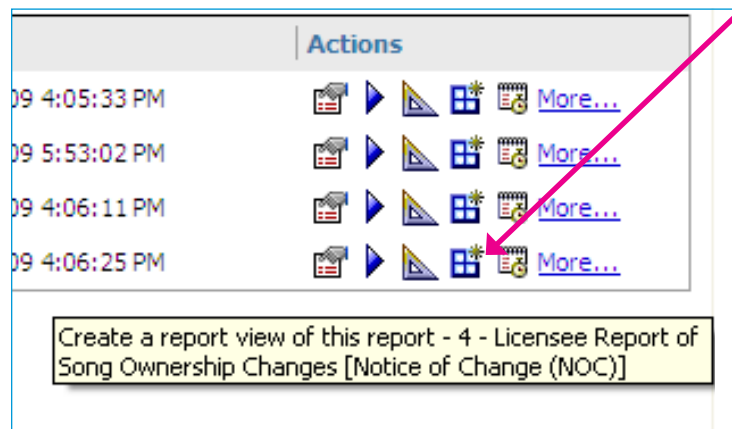
Licensee Corner:

Online Licensing Reports Part 2 – Customizing Reports

**By Tegan Delap,
Digital Licensing Agent
& Business Analyst**

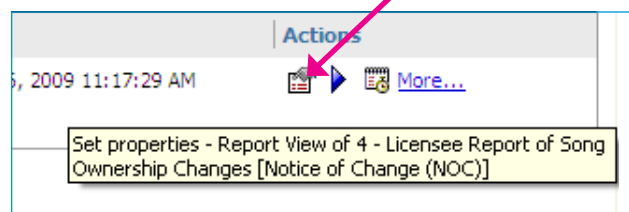
In the November issue, you learned about the many Online Licensing Reports available to you through your HFA Online account. Once you have selected a report to work with, however, you are able to customize that report to fully meet your specific needs. This includes changing the report name, description, format, and setting default values.

Before customizing your report, you must make a copy within the **My Folders** tab. In the Public Folders tab, locate the report you would like to use and click on the **Report View** button listed under **Actions**.



Here, you are able to change the name of the report. For example, if you would like to keep the name consistent with your records, you can do so here. You can also update the description to correspond with the new name, if that meets your needs. Under **Location**, click on **Select My Folders**, then click **Finish**.

Now that you have a copy of the report in your My Folders tab, click on the tab to access the report. To begin customizing the report, click on the **Set Properties** button listed under **Actions**.



[More...](#)

The screenshot shows a dialog box with three tabs: 'General', 'Report view', and 'Permissions'. The 'Report view' tab is active. Below the tabs, there is a text prompt: 'Select the default options to use for this entry.' The 'Default action:' section has a dropdown menu set to 'View most recent report'. The 'Report options:' section includes a checked checkbox for 'Override the default values', a 'Format:' dropdown set to 'HTML', and a 'Language:' dropdown set to 'English (United States)'. The 'PDF options:' section shows 'No options saved' and a 'Set...' link. The 'Prompt values:' section shows 'No values saved' and a 'Set...' link, with a checked checkbox for 'Prompt for values'. The 'Run as the owner:' section has an unchecked checkbox for 'qa_m92000'. The 'Advanced options' section is expanded, showing 'Number of rows per Web page in HTML reports:' set to '20', and three checked checkboxes: 'Enable selection-based interactivity in HTML reports', 'Enable alerts about new versions', and 'Enable enhanced user features in saved output versions'. At the bottom are 'OK' and 'Cancel' buttons.

In the **General** tab, you are able to change the language of the onscreen information and the number of output reports which are stored for later viewing. You can also update the name and description of the report here, as well.

In the **Report View** tab is where you can set your default values. These include the desired viewing format of your report (for example, HTML, Excel, PDF etc.) as well as the language in which your report is generated. If you would like to enter filter values each time the report is run, check the **Prompt for values** box. If you would like to create default **filter values**, uncheck **Prompt for values**, click **Set**, and you will be prompted to select all of the default filters for the report. Once you have done so, your default values will be saved and you may update them at any time.

In the **Permissions tab**, you can alter the type of access that additional users may have to any of your reports. ●

**Next Month: Scheduling and Emailing
a Copy of a Report**

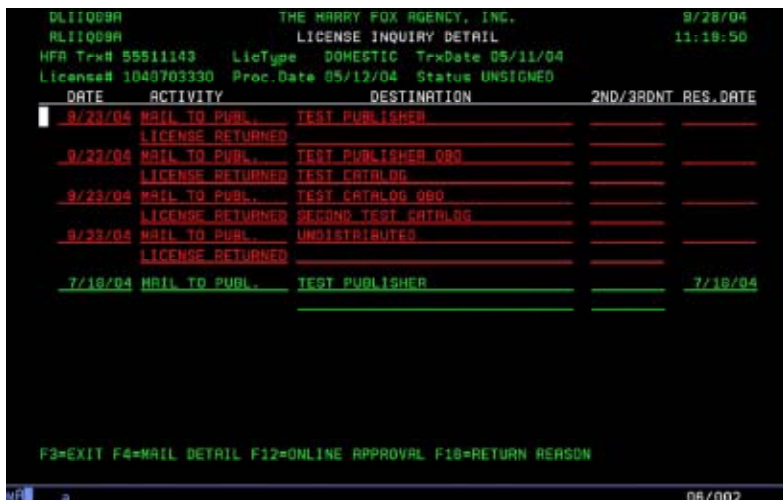
Online License Returns Approvals

Using the POLI+ Online License Return Approval option, HFA publishers can easily review and respond to unsigned licenses returned by licensees. The Online Approval area allows you to respond to returned licenses in your Online License Return Approval queue

There are two ways to access the online return approval screen. Once you have launched POLI+ from HFA Online, type the complete number for the option you want in the "Option" field from the POLI+ main menu. To respond to returned licenses in your **Online Return License Approval** queue, select option "12" and press the Enter key. This screen will show all unsigned licenses returned by the licensee which HFA has sent a mailing to your publishing company. From this screen you will be able to change, reject and approved returned licenses. By default, it will show activity within the past six months. You can also locate returned licenses through the **License Inquiry** search, option "02". You can revise the search criteria at anytime to focus your search results. Please refer to the POLI+ User Manual for search options.

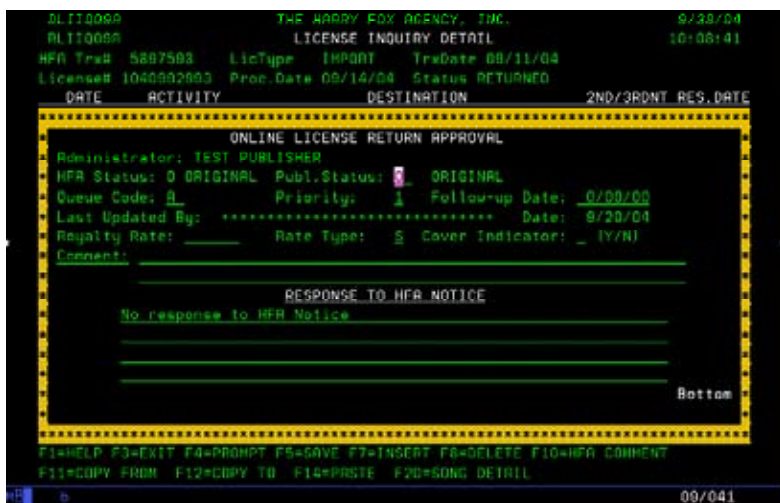
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DLIIQ09B THE HARRY FOX AGENCY, INC. 10/14/04
RLIIQ09B LICENSE REQUEST INQUIRY DETAIL 10:24:36
Transaction# 5887992 Lic. Type DOMESTIC Label.
Status..... VERIFYING Entry Date Agent I.D. DSUSLA
Song..... TEST #.....
Manufacturer TEST LICENSEE #..... M98804
Rate..... STATUTORY
Release Date JANUARY 2001 PLAYING TIME 5 MINUTES OR LESS
Advance Pmt Guaranteed Units # Yrs Guarantee
Publishers: R - HFArep N -Not rep. D -Direct Lic.
TEST PUBLISHER R % 25.0000 TEST PUBLISHER R % 25.0000
TEST 8 PUBLISHER R % 25.0000
TEST 5 PUBLISHER R % 25.0000
DATE ACTIVITY DESTINATION 2ND/3RD NT RES. DATE
9/10/04 MAIL TO PUBL. TEST 5 PUBLISHER
9/10/04 MAIL TO PUBL. TEST 8 PUBLISHER
9/10/04 MAIL TO PUBL. TEST PUBLISHER
Bottom
F3=EXIT F4=MAIL DETAIL F12=ONL.APPR. (FOR F4/F12, MOVE CURSOR TO PERTINENT LINE
CURSOR IS NOT IN PROPER POSITION FOR DETAIL REQUEST.
01/001
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[More...](#)



Place an “X” on the line next to the license you would like to view. This will bring up the License Detail screen which will give you the request details. Press the <F8> key to bring up the mailing activity details for the selected license (see screenshot below). There may be multiple activity lines - one for each publisher requiring approval. Place your cursor on the line pertinent to you. Please note returns in **red** denote License Return activity; while returns in **green** denote License Request activity. Returns in **green** cannot be altered. Press the <F4> to view the mail details with an explanation as to why the license was returned. To view song details select <F4>, select <F10> to view free-form text that has been added to the

license request. If you need to view supporting documentation for the license request (i.e. controlled rate agreement, rate calculation sheets, etc.) select “View Documents” on the menu bar at the top of the License Request Inquiry Details screen. If you are satisfied with the information on the inquiry details screen and are ready to approve or comment, the returned license approval can be performed from that screen by selecting the <F12> key.



The Publisher Status field reflects the approval condition of the license, as assigned by the publisher. You can prompt on the field using the <F4> key to see the valid list of status codes with their descriptions. You can make your selection by entering an “X” next to the status you want and pressing the <ENTER> key. You can add additional comments by entering text in the space below “Response to HFA Notice” line. Once all information is entered, press the <F5> key to save the approval details. Once approved, the response date is auto-populated with the date you approved the returned license. The HFA Licensing Agent receives notification of your response and reviews and takes the appropriate action.

Please note you can reopen a returned license which you have already responded to as long as it remains in “Returned” status by selecting the <F18> key. Once the request is no longer on “Returned” status you cannot edit your response.

If you have questions about Online License Returns Approvals, contact Publisher Services at 212-834-0133 or email publisherservices@harryfox.com. ●

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

News

Bug Music Publishing has signed a publishing deal with **Paul Westerberg**, solo artist, songwriter and front man of alt-rock group, The Replacements. The deal encompasses Westerberg's recordings with The Replacements, solo works and future recordings. Formed in the early 80s, The Replacements released seven albums on the Twin/Tone and Sire record labels. Westerberg continued on as a solo artist when the group disbanded in 1991. Over the years, Westerberg numerous solo albums include "14 Songs," "Eventually," "Suicaine Gratification," and the acclaimed double album "Mono/Stereo".

EMI Music Publishing has announced the appointment of **Barbara Sedun** to lead its Canadian business as Senior Vice President of EMI Music Publishing Canada. Sedun joins the company from Manitoba Film & Music where she was Manager of Music Programs. She begins work effective immediately, and will lead the company's creative and business strategy. She will be based in EMI Music Publishing's Toronto office. This marks a return to EMI Music Publishing for Sedun, who had previously spent 16 years with the company in Toronto, where she was instrumental in signings for EMI, including Sum 41, Moist and Die Mannequin. She will work closely with A&R teams on both the East and West Coast and will report to President of West Coast Creative, Big Jon Platt.

Peermusic has signed a worldwide publishing deal with **Fito Páez**. The new deal with the Argentine rocker includes all of the singer/songwriter's compositions over his 25 year career. Páez will continue to work with peermusic on his future studio albums which he will release as an artist. Rodolfo "Fito" Páez was born in Rosario, Argentina and has released more than 15 studio albums and has sold more than 3 million albums. In 2007, Páez received his first Latin Grammy for Best Rock Vocal Album, and in 2008 he was awarded by the Latin Grammys with the prestigious Presidency Award. At this year's 2009 Latin Grammy Awards Ceremony, Fito received the next Grammy to add to his growing collection for the Best Male Pop Vocal Album.

Spirit Music Group (Spirit) has announced the signing of a global, multi-year publishing administration deal with songwriter/artist **Laurie Berkner**, widely recognized as one of the most popular children's performers in America. The deal is her first music publishing association since her debut in the late 1990's and covers her entire creative output: 5 discs, an award-winning DVD, two music-driven picture books and all future works. With a background in choral and orchestral performance, as well as pre-school music education, Berkner entered the children's music scene in 1997 with the release of her first album, Whaddaya Think Of That?

Also happening at Spirit Music: the acquiring of a majority interest in the publishing rights and a significant stake in the producer royalties of record producer **James William Guercio**. Spirit Music, along with parent company Spirit Catalogue Holdings, confirmed the deal which includes music recorded by **Chicago** through the 1970's. Also included in the deal is the mid-60's work of another Guercio discovery, rock quintet **The Buckingham**s. The company has worked with Guercio to revitalize both songs and original recordings via proactive synchronization licensing into film, television, advertising, video games and new media.

Additionally, Spirit will participate via producer royalties in **Blood Sweat & Tears'** eponymous 1969 breakthrough album, which featured the standards 'You've Made Me So Very Happy', 'And When I Die' and 'Spinning Wheel'.

ole hosted Euro songcamp in Berlin, Germany and co-presented with BMG Rights Management. The international event follows the third annual ole pop+urban songcamp in Los Angeles. Top songwriters took part in the intensive, three-day collaborative writing session: workday routines started in the studio at 10 a.m. each day with teams working until 9 p.m. The creative venture resulted in the creation of nine new songs, with a strong potential for artist cuts and film and television syncs. The

[More...](#)

writers specifically focused their efforts on key commercial projects presented by a number of record label A&R and top music supervisors.

Ole has also announced its first ever Grammy nomination: "White Horse," co-written by Liz Rose and Taylor Swift and featured on Taylor Swift's album, *Fearless*, is nominated for Best Country Song. Additionally, *Fearless* is nominated for Album of the Year. These nominations follow those of last month's CMA Week including: two BMI awards for ole songs "Picture to Burn", from Swift's 2008 self-titled debut album; and "Trying to Stop Your Leaving" (by Brett Beavers/James Beavers, as well as a SESAC award for "White Horse." ●

Reminders...

The NAMM (National Association of Music Merchants) Show
Anaheim, CA Jan 14–17, 2010

The Leadership
Music Digital Summit
Nashville, TN Jan 15, 2010

MIDEM/MIDEMNET
Cannes, France Jan 23–27, 2010

Copyright Society of the USA's
2010 Mid-Winter Meeting
Scottsdale, AZ. Feb 4–6, 2010

"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 Renée Maynard at 212.922.3297 or email soundcheck@harryfox.com

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