



## MLC Week October 26-30

*An Update from CEO Kris Ahrend  
October 2020*

Friends:

I hope the arrival of our October newsletter finds you all well and healthy. As we begin the fourth quarter of the year, our team is increasingly aware that the License Availability Date (January 1, 2021) is right around the corner. As a reminder, that's the date when eligible U.S. digital audio services can begin operating under the new blanket license.

More immediately, though, **we are excited to share that we will be holding our inaugural "MLC Week" next week, starting on Monday, October 26th.** The goal of MLC Week is to help those songwriters, music publishers, and others who have not yet attended one of our webinars or spent any time reviewing the content on our website get up to speed on what The MLC will do and how The MLC will change the way digital audio mechanicals are administered starting in 2021.

We'll be kicking the week off on Monday with a panel webinar featuring representatives from some of the organizations that were instrumental in passing the *Music Modernization Act* and establishing The MLC. Participants will include:

- Chair of The MLC's Board of Directors, **Alisa Coleman**;
- **Danielle Aguirre** (representing the National Music Publishers' Association);
- **Bart Herbison** (representing the Nashville Songwriters Association International);
- **Garrett Levin** (representing the Digital Licensee Coordinator); and
- **Regan Smith**, General Counsel and Associate Register of Copyrights for the United States Copyright Office.

Over the next three days, we will offer new webinars featuring different members of The MLC's leadership team that highlight different aspects of The MLC's operations, including our Technology Team and our new user Portal, our Customer Experience and Publisher Relations teams, and our outreach efforts directed at technology companies, cultural organizations, international mechanical licensing societies, and colleges and universities.

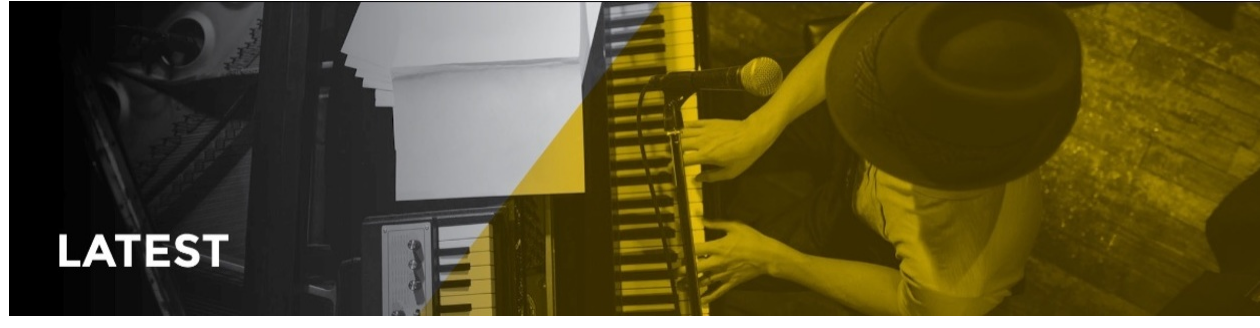
**I'm excited to close out the week by providing a preview of the milestones that lie ahead for The MLC in 2021 and some of our ideas for the future.**

In short, there is a lot to share about the work our team has done thus far to launch The MLC, and much more work still left to be done in the coming months. I hope you will consider joining us, to hear more about all that we are doing to ensure that we are in a position to deliver on our mission of distributing your digital audio mechanical royalties accurately and on time starting next year.

All my best,

**Kris Ahrend, CEO**  
The MLC

PS: [In case you missed it](#), we shared in last month's newsletter that we have completed our initial development work on the user portal and begun the rollout process. Learn more about becoming a Member of The MLC and connecting with the portal at [www.themlc.com/membership](http://www.themlc.com/membership).



### ICYMI: The MLC in the News

- *Music Row*: [Mechanical Licensing Collective Offers Early Look Into The MLC Portal](#)
- *All Access*: [The MLC Names New CFO And Head of International Relations](#)
- *Digital Music News*: [Mechanical Licensing Collective Officially Announces Its Nashville Headquarters](#)



## Announcing MLC Week: Everything You Need to Know about The Mechanical Licensing Collective

MLC Week, scheduled from **October 26 – 30**, is a full week of panels and programming intended to provide important updates about The MLC's progress as the organization prepares to launch its full operations in January 2021. Here is the schedule and how to register:

- **Monday, October 26 at 11:00am CT/ 12:00pm ET: "Join us in Supporting The MLC"**  
Established by the historic *Music Modernization Act of 2018*, The MLC will address longstanding challenges in how music creators collect the mechanical royalties they're owed. During this session, we'll review the origin and purpose of The MLC and hear directly from industry stakeholders about how this revolutionary organization will empower copyright owners around the globe.  
  
Moderated by *Billboard's* Robert Levine, this kickoff event features a panel with National Music Publishers' Association EVP and General Counsel Danielle Aguirre; The MLC CEO Kris Ahrend; ABKCO Music & Records, Inc. Chief Operating Officer and The MLC Board Chair Alisa Coleman; Digital Media Association President and CEO (and representative for the Digital Licensee Coordinator) Garrett Levin; and United States Copyright Office General Counsel and Associate Register of Copyrights Regan Smith. [Register for this event here.](#)
- **Tuesday, October 27 at 11:00am CT/ 12:00pm ET: "The MLC Portal"**  
This session will provide a look into The MLC Portal. The MLC's Chief Information Officer Richard Thompson will preview The Portal, discuss the Data Quality Initiative and share updates on next steps. [Register for this event here.](#)
- **Wednesday, October 28 at 11:00am CT/ 12:00pm ET: "Members First: Making Customer Service our Priority"**  
Service is at the heart of everything we do at The MLC, and we aim to build and maintain strong relationships with each and every person we serve. In this session, join our Head of Customer Experience Lindsey Major and Head of Rights Management Maurice Russell for a live Q&A about our customer service operation and hear how we will strive to exceed expectations and deliver excellence for all. Serona Elton, The MLC's Head of Educational Partnerships, will moderate this session. [Register for this event here.](#)
- **Thursday, October 29 at 11:00am CT/ 12:00pm ET: "Engaging International, Educational and Third-Party Partners"**  
Like any good partnership, success depends upon the engagement and contributions of each partner. Hear from three of The MLC's leadership team on how they are building partnerships in three key areas. Panelists include our Head of Third-Party Partnerships Dae Bogan, Head of International Relations Indi Chawla, Head of Educational Partnerships Serona Elton. The MLC's Head of Rights Management, Maurice Russell, will moderate. [Register for this event here.](#)
- **Friday, October 30 at 11:00am CT/ 12:00pm ET: "What's Next: A Vision for the Future"**  
In our final address, we have invited Music Business Association President Portia Sabin for a conversation with CEO Kris Ahrend to discuss The MLC's vision for the future, including a preview of the milestones that lie ahead over the next six months (and beyond) as The MLC continues to ramp up operations. If you're owed digital mechanical royalties that you won't want to miss this session to preview what's next for The MLC. [Register for this event here.](#)



### Stay in Touch!

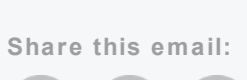
As The MLC gets closer to launching its musical works database and portal in the months ahead, make sure you're following us on social media to catch the latest news and updates.

Follow [@mlc\\_us](#) on [Twitter](#) and [Instagram](#), [@mlc.us](#) on [Facebook](#), and [The Mechanical Licensing Collective](#) on [LinkedIn](#) to stay up-to-date and in the know.



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