

The Spirit of Partnership

An Update from CEO Kris Ahrend
September 2020

Friends:

I hope this letter finds you well and healthy during these challenging times. I look forward to sitting down with our Communications team each month to compose this letter. We try to land on a single theme that ties together the contents of each month's newsletter. This month's theme is "Partnership".

One of the unique aspects about The MLC is that it is [governed by a Board](#) comprised of representatives of the stakeholders we serve: songwriters and music publishers. In that way, the governance of The MLC reflects a partnership between our organization and our stakeholders. Like any good partnership, success depends upon the engagement and contributions of each partner.

It was in this spirit of partnership that we launched our [Play Your Part](#) campaign earlier this year. This is the first aspect of partnership that I'd like to touch on this month. Our goal for the *Play Your Part* campaign was to provide prospective members with some concrete steps they could begin to take now to begin organizing and reviewing their musical works data in advance of the January 1, 2021 license availability date. Taking these steps to begin partnering with The MLC on data quality would help ensure that The MLC was in the best possible position to pay these members accurately once we began administering the new blanket mechanical license next year.

Happily, more than 6,000 of you to-date have answered our call to *Play Your Part*, by reaching out to participate in our [Data Quality Initiative \(DQI\)](#), downloading our [Music Data Organization Worksheet](#), attending one of the many informational webinars we've hosted, or engaging with us in other ways. We are grateful for your engagement and your partnership.

The second aspect of partnership I'd like to highlight this month involves our brand-new user portal. I'm pleased today to share that we have completed our initial development work on The MLC Portal and begun the rollout process! Developed from scratch in less than 12 months, The MLC Portal will allow our members to view and update their existing musical works data, submit new musical works registrations, and – next Spring – access their digital audio mechanical royalty statements in a state-of-the-art, user-friendly online platform.

Over the next several weeks, those of you who have already participated in our *Play Your Part* initiatives will receive an individual email from us inviting you to begin the membership process by creating a new user account in The MLC Portal. Once you have created your individual user account, you will then be able to create your Member profile and complete the membership process. It is imperative that you complete the membership process in order to receive digital audio mechanicals from The MLC in the future. Becoming a "Member" is how you *Connect to Collect*™!

As a reminder, membership is open to anyone who currently is entitled to receive mechanical royalties from U.S. digital audio services – music publishers, administrators, ex-U.S. collective management organizations, and self-administered songwriters, composers and lyricists – and membership is free! If you would like to learn more about the membership process, including the steps you can take to begin that process, please visit our website (www.themlc.com/membership).

The final note on partnership I'd like to share with you this month involves our leadership team. While all of us are focused on partnership in one way or another, I'm excited to introduce you this month to two of our leaders whose primary focus involves developing meaningful partnerships with outside organizations that we believe will benefit our members:

- **Dae Bogan** (our Head of Third-Party Partnerships), who leads our efforts to connect with companies and organizations that provide tools and services aimed at our members – particularly members who are self-administered songwriters and members who operate small music publishing companies, and
- **Serona Elton** (our Head of Educational Partnerships), who leads our efforts to connect with colleges and universities that, through their music business programs and courses, are dedicated to educating the next generation of music industry professionals, including creators.

Dae and Serona are each widely recognized as experts in their respective areas of focus. They possess years of experience working in rights administration, and they are passionate about serving our members. I'm thrilled to have them on our team. Their focus on partnerships that benefit our current and future members reflects our commitment toward serving the needs of our members in creative and innovative ways. I hope you enjoy learning more about them.

The MLC was created by publishers and songwriters to serve publishers and songwriters. We have already partnered with many of you as we've begun building The MLC. We look forward to partnering with many more of you as we complete that process and begin serving you in 2021. With your help and support, and the support of all of our partners, I am confident we will be successful.

All my best,

Kris Ahrend, CEO
The MLC



LATEST

ICYMI: Music Row Magazine goes behind the scenes of The MLC Portal

Both The MLC's CEO Kris Ahrend and CIO Richard Thompson recently sat down with *Music Row* magazine to offer an exclusive look behind-the-scenes of The MLC Portal. Learn more about the process of becoming a Member of The MLC as well as The MLC's ongoing Data Quality Initiative (DQI) by reading [Music Row's](#) exclusive story.

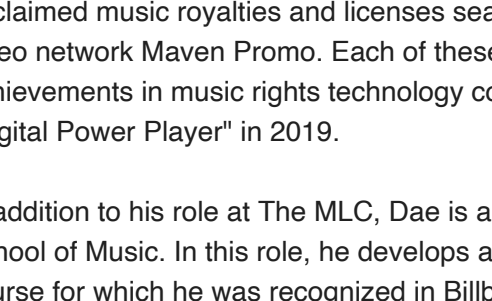
More MLC in the News:

- **Managing IP** magazine: [U.S. music changes hailed, but adjustments could be hard](#)

Meet & Greet

This month, we're excited to introduce you to two of our leaders whose primary responsibilities are seeking out and creating new relationships with a wide range of music industry, technology, cultural and educational partners that support our members. The partnerships they create are instrumental in spreading and amplifying the message of The MLC's mission to reach music publishers and self-administered creators across the globe - and to ensure that they are paid for the U.S. digital audio mechanical royalties they're owed. They're also influential in educating the next generation of music industry professionals about the importance of The MLC and its historic undertaking.

Read on to learn more about Dae Bogan, The MLC's Head of Third-Party Partnerships as well as Serona Elton, The MLC's Head of Educational Partnerships.



Dae Bogan, Head of Third-Party Partnerships

Dae Bogan serves as our Head of Third-Party Partnerships, leading The MLC's efforts to engage with technology companies that develop and provide platforms and services that involve rights administration, registration, data management, and operations support to musical works owners and administrators, including self-administered songwriters and music publishers.

Based in Los Angeles, Dae is a passionate music creators' rights advocate who enjoys exploring the global music rights landscape through the lens of business and technology. Early in his career, Dae worked directly and creatively with recording artists, songwriters, music producers, and DJs as the owner-operator of an independent record label, a music publishing company, and a boutique artist management firm before pivoting into technology in 2012. Dae's passion for innovation at the intersection of music and technology led him to found three companies: music rights administration technology company TuneRegistry, unclaimed music royalties and licenses search engine RoyaltyClaim, and in-store music video network Maven Promo. Each of these companies has since been acquired. Dae's achievements in music rights technology contributed to him being named a *Billboard* "Digital Power Player" in 2019.

In addition to his role at The MLC, Dae is also an adjunct lecturer at the UCLA Herb Alpert School of Music. In this role, he develops and teaches the music industry entrepreneurship course for which he was recognized in *Billboard's* "The 15 Best Music Business Schools In 2017."



Serona Elton, Head of Educational Partnerships

Serona Elton serves as our Head of Educational Partnerships. In that role, Serona leads The MLC's efforts to engage with future members of the music industry who are currently studying music business and related subjects at colleges and universities across the country and around the world and the faculty members and administrative staff who work at these institutions of higher education.

With extensive experience as a music industry professional and educator, Serona is also a professor, Director of the Music Business & Entertainment Industries Program, and Associate Dean of Administration at the University of Miami Frost School of Music. She is also a Yamaha Master Educator.

Previously, Serona worked for Warner Music Group, where she held the position of Vice President, Product Management, and EMI and Recorded Music, North America, where she was Vice President, Mechanical Licensing and Repertoire Data Services. She has also provided consulting services to Sony Music Entertainment, Universal Music Group, Zumba Fitness, and other music-related companies.

A respected expert, Serona has written numerous articles about the music industry and directed several industry conferences. She is recognized by many for her extensive insight into mechanical licensing, royalties, contract summarization and management, rights management, record company operations, and music industry information management. She's also very active in music industry organizations and is currently the Immediate Past Chair of the Florida Bar, Entertainment, Arts, and Sport Law Section.

Previously, Serona has served as President of the Music and Entertainment Industry Educators Association (MEIEA), a member of the Recording Academy Board of Governors for the Florida Chapter, and a Trustee of the Copyright Society of the USA. Additionally, the Leadership MLC alumnus has provided expert commentary for *Billboard* and *CNN.com* and has made multiple appearances on *NPR's Marketplace*.



Save The Date for October 1!

The MLC Presents: How Self-Administered Songwriters Can Get Started and Play Their Part

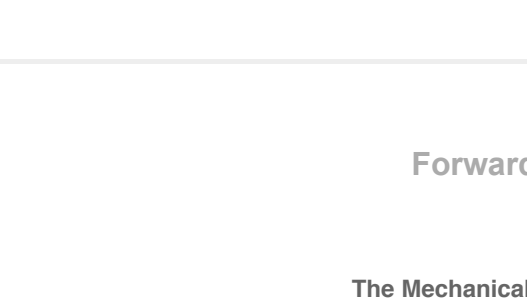
On October 1, The MLC will once again host its webinar designed to educate [self-administered songwriters](#) on what they can do to ensure they receive their digital audio mechanical royalties beginning in 2021.

The MLC Presents: How Self-Administered Songwriters Can Get Started and Play Their Part webinar will help self-administered songwriters organize and prepare their musical works data for The MLC Portal so that they can receive this important income stream.

The webinar will include a recap of The MLC's activities to-date and the organization's plans for the future. The webinars will discuss eligibility for joining The MLC and how self-administered writers can *Connect to Collect* to receive the digital audio mechanical royalties they're owed. Dae Bogan, The MLC's Head of Third-Party partnerships, will be on-hand live to help guide self-administered writers through the process of organizing their musical works data.

Self-administered songwriters can sign up by clicking the registration link below.

Thursday, Oct. 1
2pm PT / 4pm CT / 5pm ET
Register [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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