With extensive experience as a music industry professional and educator, Serona is also a professor, Director of the Music Business & Entertainment Industries Program, and 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 platforms and services that involve rights systems and data. Serona has written numerous articles about the music industry and was Vice President, Mechanical Licensing and Repertoire Data Services. She has also been a member of the Copyright Society of the USA, a Trustee of the Copyright Society of the USA, and an Immediate Past Chair of the Florida Bar, Entertainment, Arts, and Sport Law Section. Additionally, she is a member of the Recording Academy Board of Governors, a member of the Music Educators Association (MEIEA), and a member of the Florida Bar, Entertainment, Arts, and Sport Law Section.

Based in Los Angeles, Dae is a passionate music creators' rights advocate who enjoys publishing company, and a boutique artist management firm before pivoting into technology. He is an adjunct lecturer at the UCLA Herb Alpert School of Music and a member of the Board of Directors for the Music Industry Coalition (MLC). Dae possesses years of experience working in rights administration, and he is a respected expert, having written numerous articles about the music industry. Dae was Vice President, Mechanical Licensing and Repertoire Data Services. He has also been a member of the Copyright Society of the USA. Additionally, he is a member of the Recording Academy Board of Governors, a member of the Music Educators Association (MEIEA), and a member of the Florida Bar, Entertainment, Arts, and Sport Law Section.

In addition to his role at The MLC, Dae is also an adjunct lecturer at the UCLA Herb Alpert School of Music. He provides expert commentary for NPR's Marketplace and is a board member of the Florida Chapter of the Music Educators National Conference (MENC). Dae is also an active member of the Florida Bar, Entertainment, Arts, and Sport Law Section. He possesses years of experience working in rights administration, and he is a respected expert, having written numerous articles about the music industry. Dae was Vice President, Mechanical Licensing and Repertoire Data Services. He has also been a member of the Copyright Society of the USA. Additionally, he is a member of the Recording Academy Board of Governors, a member of the Music Educators Association (MEIEA), and a member of the Florida Bar, Entertainment, Arts, and Sport Law Section.

The MLC Presents: How Self-Administered Songwriters Organize and Prepare Their Musical Works

On October 1, The MLC will once again host its webinar designed to educate self-administered songwriters on how to organize and prepare their musical works. The webinar will include a recap of The MLC’s activities to-date and the organization’s plans for the future. The webinar will discuss eligibility for joining The MLC and how self-administered songwriters can benefit from the organization’s efforts to engage with technology companies and organizations that provide tools and services aimed at our membership. 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 The MLC’s mission to reach music publishers and self-administered creators across the globe. Both The MLC’s CEO Kris Ahrend and CIO Richard Thompson recently sat down with The MLC’s Head of Educational Partnerships, Serona Elton, to discuss the webinar and share their insights on how self-administered songwriters can benefit from The MLC’s efforts.

ICYMI:

The MLC's mission is to serve music publishers and self-administered creators around the world. The organization's efforts to engage with technology companies and organizations that provide tools and services aimed at our membership are ongoing. On October 1, The MLC will once again host its webinar designed to educate self-administered songwriters on how to organize and prepare their musical works. The webinar will include a recap of The MLC’s activities to-date and the organization’s plans for the future. The webinar will discuss eligibility for joining The MLC and how self-administered songwriters can benefit from the organization’s efforts to engage with technology companies and organizations that provide tools and services aimed at our membership. 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 The MLC’s mission to reach music publishers and self-administered creators across the globe.