



## Delivering on The MLC's Mission

*An Update from CEO Kris Ahrend  
July 2020*

Friends:

I hope you are all well and doing your best to stay healthy and positive during these difficult times.

It's been another busy month here at The MLC. A few weeks ago, **we welcomed ten new Associates** to our team. These ten young people hail from six states and seven colleges. All of them studied music business while in college. They were selected from a pool of more than 250 applicants. They are an extraordinarily talented group.

Even more important though, they are **extraordinarily passionate about The MLC's mission**, which, quite simply, is to make sure our Members receive their share of the digital audio mechanicals we will begin receiving from digital services in January. This passion for our mission is something that all of our team members have in common. **We are all here because we want to make the music industry better**, and we want to do that in a way that benefits all of our stakeholders, whether they be self-administered songwriters, composers and lyricists, music publishers or administrators.

One of the first ways we will do this is by beginning to enroll new Members. **Over the next few months, we will begin to roll-out our new user portal**, which will be the platform through which we interact with our Members. Once you have set up your account with us, you will become a Member and be able to access and review your existing musical works data, correct and supplement that existing data, and submit new musical works registrations directly within your portal account by uploading an Excel file via the portal or by submitting a CWR file.

In preparation for the beginning of the portal roll-out, **we have also launched our *Play Your Part*<sup>™</sup> campaign**. This campaign will be an ongoing part of The MLC's outreach, but we've launched it by announcing two initiatives:

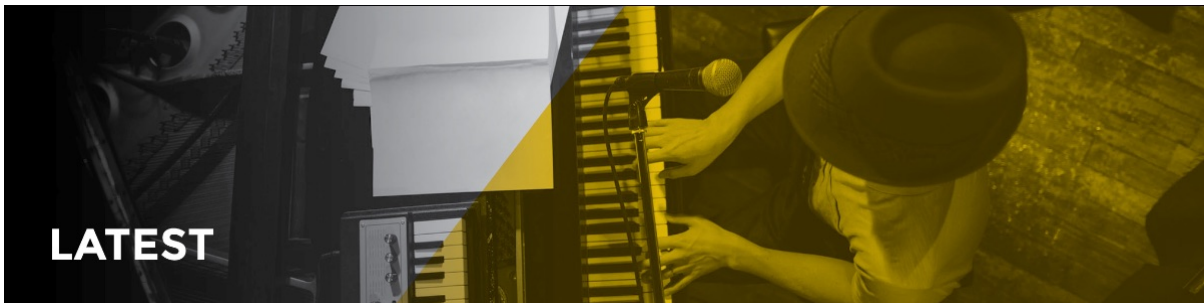
- For **self-administered writers** who have not registered their musical works with an organization like The MLC before, we have created a **simple, low-tech worksheet** that explains what sort of data you will need in order to register your musical works with The MLC. While more experienced writers will probably already have compiled this sort of information, we know that many self-administered writers will be registering their works for the first time; this worksheet is aimed at helping you learn more about what you will need to do so.
- For **music publishers, administrators, and more experienced self-administered writers**, we have launched our **Data Quality Initiative** or “DQI”, which enables parties who manage larger catalogs of musical works to compare their existing musical works data with The MLC’s musical works data, and then receive a report showing the discrepancies between the two data sets. By providing you with visibility of these discrepancies, we hope to make it far easier for you to update your data with us, which will ensure you are paid properly when we begin distributing digital audio mechanicals next Spring.

But why *Play Your Part*? We know that some of you may be asking this question. The answer is simple. **No one is in a better position than you to provide the most definitive view of your musical works data.** Making sure your data is accurate and complete is also the single best thing you can do to ensure you are paid properly. If each Member of The MLC does their part to ensure their data is accurate, The MLC will be in the best possible position to ensure that every Member gets paid properly – and, together, we will be in a much better position to make that happen.

Thank you for your support,



Kris Ahrend, CEO  
The MLC



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## Attention Music Publishers!

- If you are a music publisher affiliated with the Harry Fox Agency (HFA), your existing musical works data will automatically be transferred into The MLC’s database. Once the portal rolls out later this quarter, you will still need to sign up to become a

“Member” of The MLC so that you may double check your data and correct any discrepancies that may be present.

- Recently, HFA-affiliated publishers should have also received a letter from the agency alerting you of the opportunity to opt-in to an agreement allowing your contact, payment and tax information currently on file with HFA to be transferred to The MLC’s database. This is a voluntary option but one that will assist the The MLC in making mechanical royalty payments swiftly once we begin the payout process in April 2021.

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## In Case You Missed It: Details on How YOU Can Play Your Part™

The MLC recently [launched new tools](#) to help self-administered songwriters, composers, lyricists, music publishers and their administrators prepare their musical works data for The MLC Portal. By utilizing The MLC’s Data Quality Initiative and the Music Data Organization Worksheet, both creators and publishers can “Play Their Part” in helping The MLC fulfill its [mission](#).

- **For Publishers, Administrators and CMOs - Data Quality Initiative (DQI):** The MLC created the [Data Quality Initiative](#) (DQI) to provide a streamlined way for music publishers, administrators and foreign collective management organizations (CMOs) to compare large schedules of their musical works’ data against The MLC’s data. Through the DQI, The MLC will provide participants with reports that highlight any discrepancies between the two sets of data so that they can more easily address those issues and improve the accuracy of The MLC’s data. For more information on the Data Quality Initiative, [click here](#).
- **For Songwriters - Music Data Organization Worksheet:** The Music Data Organization Worksheet is a template designed to help self-administered songwriters, composers and lyricists begin to organize their musical works data ahead of The MLC’s roll out of The MLC Portal. This worksheet guides creators through the process of collecting the data they’ll need to register with The MLC. For more information or to download the Music Data Organization Worksheet, [click here](#).

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## Are You a Self-Administered Songwriter? Four Questions to Ask Yourself

1. **Are you signed to a music publishing deal?** If you are signed to a music publishing deal, then you are probably NOT a self-administered songwriter. Your publisher will work with The MLC on your behalf. If you have further questions, we encourage you to contact your music publisher.

2. **Are you working with a publishing rights administrator?** If you currently work with an administrator, and that administrator registers your musical works and collects digital audio mechanicals on your behalf, then you are probably NOT a self-administered songwriter. Your administrator will work with The MLC on your behalf. If you have further questions, we encourage you to contact your rights administrator.
  
3. **Are you based outside the United States, and a member of a collective management organization (CMO) that represents your rights in the United States?** If you are based outside the United States, and you are a member of a CMO, there is a good chance your CMO will be working with The MLC to represent your interests and collect digital audio mechanical royalties from The MLC on your behalf. In that instance you are NOT a self-administered songwriter. If you have further questions, we encourage you to contact your CMO.
  
4. **Have you retained your rights to register your own musical works? Do you also collect digital audio mechanical royalties for those works directly through a business manager, accountant, lawyer or other representative/agent?** If you answered both of these questions with “yes,” then you probably ARE a self-administered songwriter and you will need to become a “Member” of The MLC

**Still Not Sure if You're a Self-Administered Songwriter?** The MLC is here to help! Please contact us directly at: [support@themlc.com](mailto:support@themlc.com). We'll do our best to help you determine your status.

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## The MLC in the News:

- *Music Row:* [Mechanical Licensing Collective Launches Tools for Self-Administered Songwriters, Publishers](#)
  - *Billboard:* [A2IM Indie Week Dives Into Data: Mechanical Licensing Collective, What Numbers Matter Most & More](#)
  - *Billboard:* [NMPA Annual Meeting Celebrates Continued Publishing Growth, Warns of Pre-Pandemic Threats](#)
  - *Record of the Day:* [The Mechanical Licensing Collective Announces Roll-out of its Data Quality Initiative to Vistex, Inc. Customers](#)
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## Spotlight On: The MLC's Newest Hires

The MLC is building a team of knowledgeable experts who are passionate about helping to improve the licensing, administration, and payments process for digital audio mechanicals

and provide greater transparency to songwriters and publishers. Meet a few of our newest employees below.



**Maurice Russell, Head of Rights Management**

**Home Base:** New York, New York

*Maurice will lead The MLC's internal team of publishing experts and its publisher relations efforts, ensuring that music publishers always have a direct line of communication with The MLC.*



**Natalie Kilgore, Head of Public Relations**

**Home Base:** Nashville, Tennessee

*Natalie will oversee The MLC's external communications, including those aimed at The MLC's songwriter and music publisher stakeholders.*



**Monique Benjamin, Head of Finance**

**Home Base:** Nashville, Tennessee

*Monique will lead The MLC's internal budgeting process and its efforts to set up The MLC's initial internal financial policies and processes.*

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**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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## Forward to a Friend

### The Mechanical Licensing Collective

4322 Harding Pike · Suite 417, PMB #77 · Nashville, TN 37205

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