

MMF-US – E-NEWSLETTER (June 2009 1) - *Extra MMF-US FEATURE*

MEMBER/MANAGER NEWS:

▶ MMF-US & WOMEN IN MUSIC TO ANNOUNCE MAJOR NETWORKING EVENT THIS FALL.
STAY TUNED FOR DETAILS.



DFest – July 24-25, 2009 (Tulsa, Oklahoma) MMF registration discount

July 24-25, 2009, Tulsa Oklahoma
Host Hotel: Crowne Plaza
100 East Second Street
Tulsa, OK 74103
(888) 444-0401

Visit www.dfest.com for more details on the conference. Full and complete schedule available by July 1, 2009.

Offer to MMF-US Members:

Any member of MMF-US can buy any music conference related badge at the Early-Bird Discount Price by using the code **MMF-DF09** in the Coupon Code Field. Go to <http://www.ticketstorm.com/events/dfest2009/> to buy badges. MMF-US members have until July 23, 2009 to purchase badges at a discount.

In its eighth year, Dfest is the Midwest's largest music festival and most comprehensive music conference. The Dfest Music Conference exists to connect music industry professionals with emerging artists and those who aspire to have a career in music. Since 2004, our conference has been educating and

empowering attendees to take their musical endeavors to the next level. The conference environment provides tangible networking opportunities for industry and artists alike. Dfest showcases over 130 emerging artists alongside national recording artists on 13 stages in the centrally located entertainment district in Downtown Tulsa known as the Blue Dome District. During the days, a full music conference covers various topics concerning the growing music industry and includes an industry tradeshow and a place to connect emerging artists and music entrepreneurs with music industry veterans. ³In addition, we are excited to welcome the GRAMMY Foundation®, The Recording Academy and MusiCares® to the Dfest family,² says Tom Green, founder of Dfest. ³These new industry partnerships will allow us to further expand the already incredible opportunities that the Dfest Music Conference offers emerging artists and managers.² A music manager's forum will also take place during the conference. Hosted by the Music Managers ForumUS, this new partnership gives participants the opportunity to discuss the issues, problems facing the music industry and creative ideas to overcome those problems in the future.

This year will feature two Artist Keynote Series sessions, one by rocker artist and motivational speaker, Andrew W.K., and the second by bassist of P.O.D. and author Traa Daniels, and a Business Keynote Session by former rocker and author of Tour Smart, Martin Atkins. New for managers this year will be three special sessions hosted by MMF-US, a comprehensive manager's panel, a Meet N' greet with the MMF-US (Music Managers Forum) Board Of Directors mixer, and then a special Managers' Peer Group Session.

Pricing:

Conference Badge + 2 Day Festival Pass
\$65+5 svc chg=\$70

VIP Package - Conference Badge + VIP Festival 2 Day Pass
\$171.00+9.00=\$180

Yoga Badge Plus Music Conference Badge with Two Day Festival Pass
\$115.00+9.00=\$124

Yoga Badge Plus Music Conference Badge with VIP Festival 2 Day Pass
\$221.00+10=\$231

Performance Rights Act Public Meeting at Detroit Town Hall

More than 300 artists, radio managers, politicians and members of the public packed the Wayne State University Law Center Auditorium in Detroit on Tuesday (June 2) to hear both sides of the Performance Rights Act and how broadcasters and performers/artists could be affected by the pending House and Senate legislation if passed.

The event, billed as "Awareness for Fairness" and arranged by House Judiciary Committee chairman John Conyers, a Democrat from Detroit, included what's become the usual cast of characters for such public events:

Well-worn Motown greats Dionne Warwick, Supremes member Mary Wilson, Martha Reeves, Duke Fakir, Sam Moore and current hip-hop star Rhymefest appeared on the panel in favor of the legislation that would levy fees on broadcasters for airing artists' recordings. While Radio One syndicated host Rev. Al Sharpton did make a brief appearance and spoke about how the legislation would hurt minority broadcasters, other radio management representatives from Radio One, Clear Channel, CBS Radio and Greater Media attended but did not speak. Karole White, head of the Michigan State Broadcasters' Association had been invited by Conyers to attend and speak, but she reportedly informed Conyers' staff that she would be in Chicago.

Reports on the event were mixed. A pro-royalties source told R&R that several members of the public testified that they had come to support broadcasters "but after hearing the testimony of the artists, said they were glad to learn something new" and were now in support of the legislation.

One broadcast source said, "A decision was made by broadcasters not to participate in the forum because of the belief that it would not be a fair venue for discussing the negative impact of a performance tax on Michigan broadcasters and minority stations." The source added, "Conyers promised [Radio One CEO] Alfred Liggins and [chairman] Cathy Hughes a congressional hearing and has not abided by that pledge.... This was a staged event. It was a 'let's bash radio event' created to embarrass radio. It was stacked against us."

MusicFirst spokesman Martin Machowsky disagreed with the broadcaster's assessment: "People who came into the room opposed to the Performance Rights Act left it as supporters of act because they heard both sides of the story. They heard the reasoned position of artist and musicians, and they rejected the blatantly inaccurate messages they have been hearing on the radio.

"And nothing was stacked against them. They were invited before the event. How can they look at themselves in the mirror and make that argument? Their arguments are just over the edge. This is the worst kind of politics."



SocialCapital™

Making it Easy to Tell Congress “YES” for Fair Performance Rights on Radio

What is SocialCapital™?

SocialCapital™ is a simple tool that makes it easier for people to tell their member of Congress or regulatory agencies what they think about important policy issues through a variety of channels, including e-mail, Web sites and social media platforms such as Facebook, Twitter and YouTube. It is a widget, which means that it is also easy to share and embed.



Why is SocialCapital™ important?

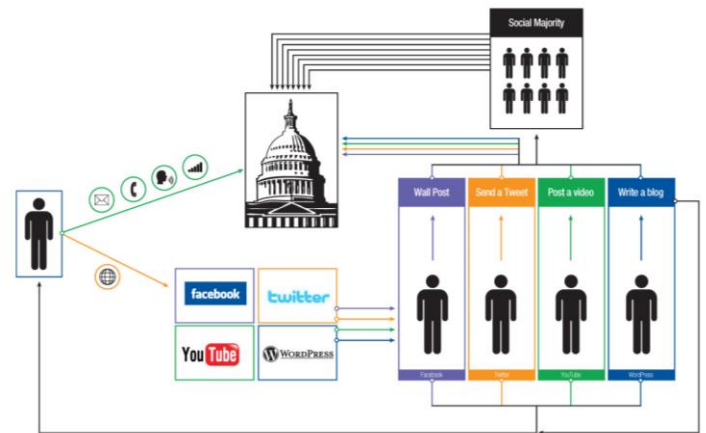
Washington has changed. The way constituents talk to their representatives has evolved. What started as experimentation by a few presidential campaigns has become a full-blown social media revolution:

- 90% of Congressional offices use blogs to help determine constituent opinion
- 2/3 of members of Congress are on Facebook
- More than 10% of Congress are already using Twitter
- Seven of the 16 presidential campaigns launched on YouTube

Just as public officials are using social media to tell constituents where they stand on the issues; we, the people, have an opportunity to tell our representatives what we believe in and how we think they should vote on the important issues of the day. We call it **social advocacy**.

How does it help shape public policy?

By posting a message on a public official's Facebook page, sending them a 'tweet' about an issue or commenting on a video on their YouTube channel, you can send a **personal, yet public** message about where you stand on an issue. These platforms are inherently social; therefore, by taking this simple action, you also alert your friends, family and colleagues that you have taken a stand, signaling them to become engaged and involved as well. Together, you can start a movement.



Think of it as posting a billboard on the steps of the Capitol.

How do I use SocialCapital™?

It's easy to use SocialCapital™. In fact, it's as easy as 1, 2, 3, 4. Go to <http://musicfirst.socialcapitalwidget.com/widget/#> and follow the steps laid out in the tool:

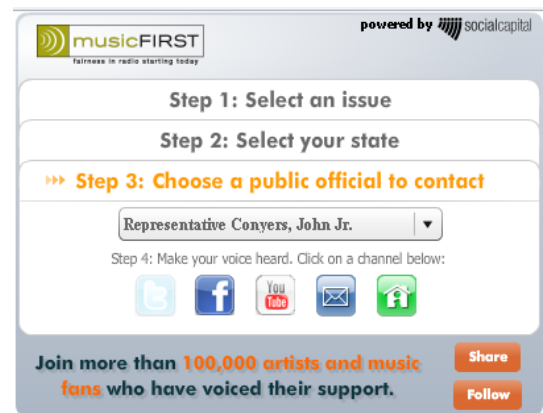
Step 1: Select an issue (this has been pre-selected, as there is only one issue)

Step 2: Select your state

Step 3: Choose a public official to contact

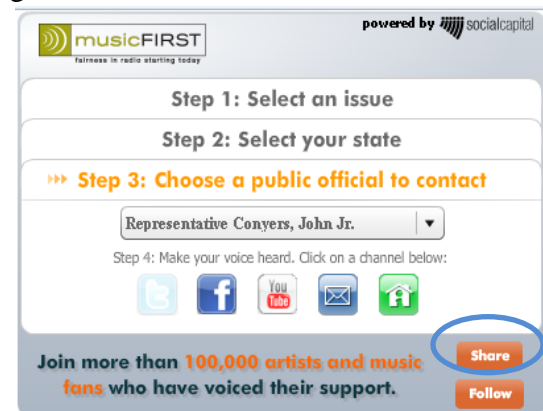
Step 4: Pick a platform (e.g., Facebook, YouTube, e-mail)

That's all there is to it. Once you are on one of the platforms, you can send a message directly to any member of Congress. Be sure that if you're using Twitter, you have a Twitter account set up so that you can post your message as a 'tweet.' You can also sign-up for e-mail updates from musicFIRST by clicking the **<Follow>** button in the bottom right corner of the widget.



How do I embed/install the widget?

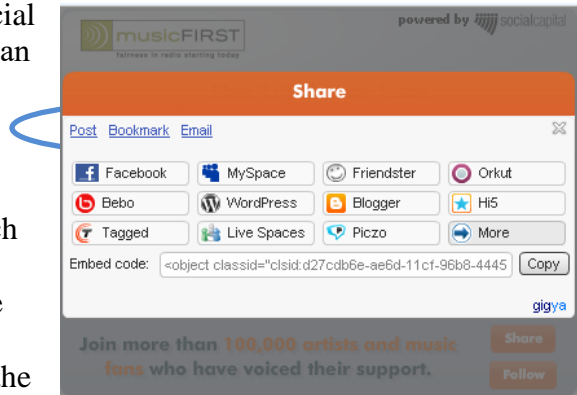
SocialCapital™ is a Flash-based widget that was developed in the Gigya platform to make it easy to embed or install. Gigya gives you multiple options for embedding, sharing and bookmarking the widget. Simply click on the **<Share>** button in the bottom right corner of the widget and these options will be displayed.



You can also install it directly onto one of 27 social networks and blog platforms by clicking on the button for the individual platform. You can bookmark it on social sharing sites, such as Digg, by clicking on “Bookmark.” You can also e-mail it to a friend by clicking on the “Email” link.

Can I customize SocialCapital for my company?

Yes. SocialCapital™ is designed with an XML back-end, which means the logo, issues, links and language on the widget are easily customizable. However, it does require setting up a page on the back-end so that the analytics are configured correctly. (The analytics help us determine how many people have used the tool, who they reached out to and what platforms they used.)



Who do I call if I need help?

Patrick Stinnett, Edelman’s Web specialist, can provide technical support for your installation or customization needs. He can be reached at patrick.stinnett@edelman.com or 202-572-2041.

MANAGER / MUSIC INDUSTRY NEWS

Pres Barry Bergman visits Recording Academy’s New Offices in NYC



MMF-US President Barry Bergman with Neil Portnow, President of Recording Academy.

This photo was taken on Sept 22, 2008 at the unveiling of the Recording Academy's new offices in New York City located at 11 West 42 Street.

Popkomm cancelled for 2009

11:26 | Friday June 19, 2009

German music industry conference Popkomm has been cancelled for 2009 but will return in 2010 “with a different general concept”.

The organizers made the announcement this afternoon, after rumors circulated earlier today of a cancellation..

Popkomm managing director Dr. Ralf Kleinhenz says, “A situation that was becoming clear early this year at Midem in Cannes also seems to be affecting Popkomm in Berlin. Despite positive reactions to the new event location and a satisfactory number of bookings by exhibitors, because of the economic situation we anticipate a considerable decline in trade visitor attendance. Out of responsibility towards the exhibitors we have therefore decided to postpone Popkomm for one year”.

Popkomm 2009 was scheduled to take place in Berlin from September 16 to 18.

US to investigate radio ban

17:35 | Wednesday June 10, 2009

The musicFIRST Coalition has filed a request that the Federal Communications Commission investigate radio stations which have banned artists who have spoken out in favour of radio royalties.

musicFIRST has been running a long running campaign to ensure that performers are paid royalties when their music is played on US radio. However, it has met with stiff resistance from the powerful US radio lobby.

Now, it is alleged stations are playing dirty and the filing details how radio have refused to air musicFIRST ads, threatened artists who support the effort to create a fair performance right on radio and continue to run misleading ads produced by the National Association of Broadcasters.

“For more than 80 years radio stations have been using the work of artists and musicians without compensating them, now they’re using the public airwaves unfairly for their own self interest,” says musicFIRST Executive Director, Jennifer Bendall, who adds that radio is now trying to silence artists through “threats and retribution.”

According to the musicFIRST filing, one major radio group dropped a top selling artist's record after he spoke in support of performance rights legislation. It is alleged the programme director of a Florida radio station declined to add an artist's recordings to his station's playlist because the artist is listed as a member of the musicFIRST Coalition

R&R Is Closing

LOS ANGELES -- June 3, 2009: Venerable and much-loved industry trade Radio & Records is no more, with parent Nielsen Business Media making the decision to cease publication immediately. The website will also come down, and about 40 people will lose their jobs.

R&R employees were told in a specially called meeting today, with Publisher Howard Appelbaum saying it was a "tough decision" but the magazine's "macro did not work" in the current economy.

Some parts of R&R, such as some airplay charts, will move to sister publication Billboard, but no R&R staff will be kept on. Appelbaum told staff that some attempts had been made to "salvage" the brand, including talks with some prospective buyers.

R&R's longtime publisher and president, Erica Farber, departed in January, and the magazine saw severe staff cutbacks earlier this year. Nielsen Business Media bought R&R about three years ago.

THE NEW MUSIC SEMINAR ANNOUNCES COURTNEY HOLT, PRESIDENT OF MYSPACE MUSIC AS KEYNOTE SPEAKER

The New Music Seminar (NMS), today announced Courtney Holt, President of MySpace Music as its inaugural Keynote Speaker.

Holt is confirmed to speak on July 21st in New York City at Skirball Center for the Performing Arts at New York University, where he will discuss the ambitious new developments at MySpace Music and how they will benefit both artists and labels as well as the philosophy behind the new music business that is rapidly emerging right now.

“Courtney Holt has taken the helm of the ship that started the music social networking phenomenon and with his out-of-the-box outlook, this visionary is sure to give us a view of the world we have never seen before”, says Tom Silverman.

Holt serves as President of MySpace Music, a landmark joint venture among MySpace, The EMI Group, Sony Entertainment, Universal Music Group, Warner Music Group and Sony ATV. In this role, Holt oversees the growth and development of the MySpace Music brand. Prior to joining MySpace Music Holt

served as Executive Vice President of Digital Music for the MTV Networks Music and Logo Group where he oversaw all digital initiatives for the company's MTV, VH1 and CMT music brands, as well as for Logo.

The New Music Seminar, after announcing its return just two weeks ago after a 15 year absence, is wasting no time regaining the spotlight and showing why it was the premier worldwide music conference in the 80's and 90's.

"This conference has had such a profound influence on me and my career over the years- I'm honored to have the opportunity to present the inaugural keynote," Holt said.

On July 21st in New York City, this one day educational seminar will reveal the dawn of a new music business, offering practical straightforward, cutting edge solutions for artists trying to make it in these challenging times. NMS's objective is to provide artists with forward thinking ideas and real knowledge, as well as the tools to step into tomorrow's business today. Delegates will also receive the NMS Guidebook, an invaluable guide filled with vital information, including forms, contacts and discount offers worth well over \$150.

For additional information go to www.NewMusicSeminar.biz or contact media@newmusicseminar.biz

ReverbNation Teams With Microsoft Windows For Massive Song Giveaway

Posted by Hypebot: June 25, 2009

NEW YORK – Today ReverbNation is officially launching Sponsored Songs, a program that Hypebot covered previously that offers fans access to unlimited free mp3 downloads from 1,000 mostly indie artists. In addition to the promotional value, artists are compensated for the downloads thanks to a sponsorship from Microsoft's Windows.

A passive ad is embedded alongside the cover art that is seen whenever the track is played offering the advertiser ongoing exposure without disrupting track portability or the fan's listening experience. Sponsored Songs will be available free June 24 thru September 24th at MySpace.com/Windows and will feature music from independent and mainstream artists across all genres.

"Ad-supported music models have historically been unable to deliver the value required by advertisers because they focus on the point of acquisition alone - one moment with one music fan," explains Jed Carlson, COO of ReverbNation. "Sponsored Songs aligns the interests of artists, fans, and major brands, creating a win-win-win situation where free music is a shared goal that benefits all parties."

ARTISTS BENEFIT TOO

Sponsored Songs is an opt-in program for select artists that use ReverbNation.com as their online marketing platform. They are paid for each qualified download and are shown the exact advertisement for prior to the campaign launch. "We treat Artists like we would want to be treated," says Lou Plaia, vice president of artist relations at ReverbNation.com.

“Since version 1.0 of Windows, Microsoft has focused on developing technology that helps individuals be as creative as they can be. By participating in Sponsored Songs we are supporting music artists and their fans,” said Marty Collins, group marketing manager of Windows Consumer Marketing at Microsoft Corp. “We’re excited to be a part of an effort that could transform online music distribution.”

MICHAEL JOSEPH JACKSON rest in peace.

MMF-US welcomes new member **Katherine DePaul**

Special thanks for contributions by:

Barry Bergman, Perry Resnick, Craig Hyman, and compiler/editor Jack Bookbinder.

WWW.MMFUS.COM