SoundExchange’s Summer Music Celebration Supports Next Generation of Music Creators

SoundExchange hosted a charitable event on June 23 to benefit the Duke Ellington School of the Arts, the only high school in Washington, DC’s public school system to have a dual focus on an academic course of study and professional arts training.
With the support of an honorary host committee made up of more than two dozen Members of Congress and a phenomenal performance by Trombone Shorty & Orleans Avenue, the event raised awareness about the importance music education and maintaining a vibrant music industry in the U.S. for future generations of music creators.

To set the tone for the evening, the Duke Ellington School’s Radical Elite Show Band played for guests as they arrived at the venue.

Trombone Shorty surprised the student artists by showing up early to meet with them before the event, listen to them play and offer words of encouragement. Trombone Shorty has demonstrated a deep commitment to inspiring future generations of musicians through his work in the community and the work of the Trombone Shorty Foundation.

SoundExchange was joined by a host of sponsors supporting the event including Jenner & Block, Wells Fargo, Tito’s Handmade Vodka, Acumen Solutions, NBCUniversal, SAG-AFTRA, The Recording Academy, RIAA, ACG Advocacy, ten mile SQUARE, The Meltzer Group, NMPA, and KIND. All proceeds went to the Ellington Fund, a 501(c)(3) organization founded to support the arts programs at the Ellington School.

The school has offered an arts curriculum for public high school students in the District for more than 40 years and has many notable alumni, including comedian Dave Chappelle who graduated in 1991. Students at Ellington maintain a full academic course of study in addition to an arts major in dance, literary media and communications, museum studies, instrumental or vocal music, theater, technical design and production or visual arts.
SoundExchange Files Appeal of Web IV Decision

In May, SoundExchange filed a notice of appeal in the Copyright Royalty Board’s (CRB) “Web IV” proceeding as we continue to support recording artists and rights owners.

On December 15, 2015, the CRB established new rates for the years 2016-2020. But SoundExchange believes the royalty rates fail to reflect the value of music and will pursue every legal avenue to increase sound recording royalty rates, no matter what platform music is played on.

“The fight for fair performance royalty rates never ends,” SoundExchange President and CEO Michael Huppe said. “We will do all we can to ensure that recording artists and rights owners receive fair compensation for the use of recordings no matter where those recordings are used.”

The CRB judges set per-performance rates for commercial services at $0.0017 per non-subscription performance and $0.0022 per subscription performance for 2016. The CRB will use changes in the Consumer Price Index (CPI) to determine increases or decreases to the rates for future years.

“SoundExchange believes, respectfully, that the webcasting rates set by the Copyright Royalty Board (CRB) in the Web IV proceedings do not reflect a fair market price for music and will erode the value of music in our economy,” we said in our public statement about the appeal. “We are therefore moving forward with an appeal to the decision.”

The National Religious Broadcasters Noncommercial Music License Committee and the Intercollegiate Broadcasting System also appealed the CRB’s decision.
Deep Purple and Alice in Chains Legends Share Thoughts in Provocative SoundExchange Influencers Series

Jerry Cantrell of Alice in Chains and 2016 Rock & Roll Hall of Fame Inductee Glenn Hughes of Deep Purple participated on June 2 in The SoundExchange Influencers Series, delving into important issues facing recording artists and the music community.

We held The SoundExchange Influencers Series at the Rock Hall for the first time as we expand the program to include more cities.

“We were honored to hold The SoundExchange Influencers Series at the undisputed shrine to recording artists and privileged to welcome legends Glenn Hughes and Jerry Cantrell for a compelling discussion,” said SoundExchange President and CEO Michael Huppe, who kicked off the event.

In a frank and entertaining discussion led by the Rock Hall’s John Goehrke, Hughes and Cantrell discussed their musical influences, including music genres and recording artists.

Hughes credited The Beatles with influencing his decision to drop the trombone in favor of the guitar and acknowledged the influence of David Bowie, who urged him to continue to evolve.

“My friend David Bowie lived in my home whilst he was making and writing Station to Station. I’d wake up in the morning and he’d be writing these songs... and I remember him saying to me at least twice a week ‘you have to keep forever changing.’ Looking back at his career, he never made the same album twice,” Hughes said.

~ Glenn Hughes
Cantrell, whose first instrument was the clarinet, credited Elton John with being the first artist whose music generated an emotional response in him.

“He’s the guy that kind of lit the spark for me,” Cantrell said.

After the passing of late Alice in Chains lead singer, Layne Staley, Cantrell asked Elton to play piano on the recording of “A Looking in View,” a tribute to Staley.

Hughes and Cantrell also discussed the importance of SoundExchange’s role in the digital age and our role in the careers of recording artists.

“I want to say thank you to SoundExchange for doing all the work you do and providing a lot of young people, as well as the older ones, with a lifestyle that allows them to sustain themselves,” he said. “The music business is not like it was in the 70s and 80s and 90s. With the digital stuff, we’ve got to have people out there collecting because people are hurting.”

Holding The SoundExchange Influencers Series at the Rock Hall also helped raise awareness about a new exhibit there, “Louder Than Words: Rock, Power and Politics.” The exhibit delves into “the power of rock to change attitudes about patriotism, peace, equality and freedom.” The exhibit will move to Washington, D.C.’s Newseum in January 2017.

The next SoundExchange Influencers Series is scheduled to be held in Nashville on August 31. Stay tuned for details.
Using SoundExchange Direct

**Question:** I just registered with SoundExchange, but I can’t log in. How can I fix that?

**Answer:** You may have seen the link for “My Account” on the SoundExchange website. This is to log in to SoundExchange Direct, our site for online access to your account. In order to log in to SoundExchange Direct, you must have received an invitation with a join code specific to your email address.

Submitting an online registration does not immediately generate access to SoundExchange Direct. Join codes and invitations are generated once we have completely processed your registration, and will be sent via email from a SoundExchange Account Manager. If you already have an existing account with SoundExchange, and have not received or have lost your invitation, please email accounts@soundexchange.com to request an invitation to join SoundExchange Direct.

Once you do have access to SoundExchange Direct, here are some of the benefits you’ll enjoy:

- Detailed look at your most recent payments, including top recordings and top services
- Access to past statements in summary and detail form
- Ability to update account information including payment info, tax forms, direct deposit, membership and mandate, repertoire and letters of direction
- Ability to add guests to view your account information

If you’d like to speak to a member of our Customer Service team about your account, our team is standing by. You can reach us by phone at (800) 961-2091 Monday through Friday 9am-6pm ET, or by email at accounts@soundexchange.com.
Maddie & Tae Visit SoundExchange

We’re always excited at SoundExchange when artists stop by to see what we do every day on their behalf. Recently, the rising country duo Maddie & Tae visited SoundExchange.

“It’s so nice to have an organization that really, really fights to pay artists fairly,” Maddie told us. “We would not be able to pay our mortgage and our bills if it weren’t for you guys… and so we really appreciate what you do for artists and what you fight for.”

In addition to sitting down for a brief question and answer session, Maddie & Tae graciously presented the SoundExchange staff with an acoustic performance. Check out our chat with them by clicking the image below!

Member Benefits Spotlight — EPKpage

EPKpage was created to help musicians look professional online in order to book more gigs. The tool is clean and simple, allowing artists to create an electronic press kit (EPK) in five minutes or less, without any coding or technical knowledge. Each kit allows artists to upload their photos, videos, biography, booking contact, and all the important information that venues and talent buyers need in one place.

EPKpage is offering SoundExchange members a 30-day free trial and 50 percent off their first two months. Sign up today and get booked tonight!

Learn more here.