



President's Corner

Dear Friends and Members,

We are ushering in May and with it a happy Mother's Day to all our moms and surrogate moms in our collegial community. This will be a particularly active month for the CCC with two upcoming webinars, a scholarship announcement, and board elections on our calendar. Please note the below details as regards the board elections.

Our next scheduled webinar is set for **May 11th** and is entitled, **"Music Licensing For Apps: Music Content Revenue."** This is an area of extreme interest to the music community and undoubtedly will be very enlightening with a stellar panel of participants steeped in this arena. Our very own board members Rene Merideth and Sherry Orson will moderate the discussion and help make the afternoon discussion a worthwhile experience for all concerned.

The CCC is very fortunate to have an outstanding assemblage of candidates for this year's open board seats including current board members who have chosen to stand for re-election. **CCC members should expect to receive an invitation to vote via Election Buddy**, which we hope will make the voting effort convenient and seamless. Please be on the look out for your voting notices in the next few days. **Voting will close May 24, 2021 at 11:59pm PDT.** We encourage all members to vote and give their support to the candidates of their choice.

Members, once again, please note that our webinars for June, September, October, November, December, January, February, March, and April are now available for viewing on our website. If you happened to have missed a prior webinar, take advantage of this benefit of membership.

Thank you for your continued support of the CCC and follow us on various platforms of social media.

Sincerely,
Garrett M. Johnson, Esq.
CCC President 2020–2021



CCC WEBINAR SERIES:

Tuesday, May 11th, 2021

2:30pm PDT - 3:30pm PDT

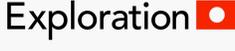
"MUSIC LICENSING FOR APPS: MUSIC CONTENT REVENUE"

Music use for apps is an opportunity for substantial use of a large body of songs. Join us to explore where you can find these opportunities to license your music.

- The diverse types of apps that use music, such as subscription apps, spa apps, music instruction, kid's apps, recording apps and more
- What the budget is for app development and use
- The difference between licensing production music and artist recordings

Stick around after the webinar presentation for the "after hour, happy hour chat" with your fellow CCC members!

This webinar is sponsored by:



ZOOM REGISTRATION AVAILABLE AT THECCC.ORG Sponsored by Exploration

Moderators:

Rene Merideth | COO / Co-Founder, Exploration Group, LLC
Sherry Orson | Chief Creative Officer, Star Vibe Group

Panelists:

Evan Parness | AVP Digital Licensing, BMI
Keith Bernstein | Founder, Crunch Digital & CEO, Royalty Review Council
Vickie Nauman | Founder & CEO, CrossBorderWorks

Advance Registration

CCC Members \$0 per person | Non-members \$5 per person

[REGISTER HERE](#)

The registration deadline for this webinar is Tuesday, May 11th at 1:30pm PDT.

Suggested Reading

"This Week in Apps: EU Rules Apple's a Monopoly, Spotify and Facebook Team Up, ATT Arrives"

Sarah Perez - TechCrunch

[TechCrunch](#)

Suggested Reading

"How Much Personal Data Do Music Apps Collect? Here's the Latest Privacy Report"

Ashley King - Digital Music News

[Digital Music News](#)

BIOGRAPHIES

Rene Merideth | COO / Co-Founder, Exploration Group, LLC

Rene Merideth is the Co-Founder and COO of Exploration, a media management and technology company headquartered in Los Angeles. She is primarily responsible for copyright, licensing, and royalties. Exploration is proud to be the company of choice to compile and administer the metadata identifying much of the world's most important media.

Rene graduated from Belmont University in Nashville, Tennessee with a degree in Music Business, after which she quickly climbed the music publishing ranks. Starting as a Mechanical Licensing Manager at Windswept, she has since served as the Director of Licensing at Bug Music, Director of Licensing at BMG Chrysalis, and VP of Operations at AdShare.

Rene has been a speaker and writer at events and publications produced by Billboard, the National Association of Recording Industry Professionals (NARIP), the Association of Independent Music Publishers (AIMP), Songwriters of North America (SONA), the Grammy Foundation, the Recording Academy, and is board member of the California Copyright Conference (CCC). In addition, she hosts her own podcast called "Red Dragon Sessions," where she tells stories – good and bad – about her childhood and her time on the road. Rene is also an active contributor and supporter of Steven Tyler's Janie's Fund, a non-profit organization helping young women overcome abuse and neglect.

In addition to her industry success, Rene is a renowned rugby photographer having shot hundreds of matches worldwide, including the Rugby World Cup in 2015. She is a powerful and respected voice in a male-dominated industry, and a proud advocate of women's empowerment and equality.

Sherry Orson | Chief Creative Officer, Star Vibe Group

Sherry Orson is a successful, established music publisher and licensor, having secured music on television shows on every major network, and with major label recording artists, advertising brands, in motion pictures and more.

Orson began her career in the music industry as a Creative Manager during the Richard Branson years with Virgin Music Publishing in Los Angeles. From there, she moved to Universal Music Group as Director of Creative Services for almost a decade, expanding her extensive experience in the fields of music publishing and licensing. While at Universal, she placed songs with major record labels on Platinum artists such as Christina Aguilera, Toni Braxton, Selena, Babyface, Jessica Simpson, Bette Midler, Chaka Khan and many others. In 2007, she joined musician and actor, Steven Van Zandt representing his music publishing company and rock record label, where she was responsible for placement of his roster of artists with major advertising brands: KFC, McDonalds and Fox Sports. Ms. Orson currently represents emerging artists and music catalogs for licensing in all areas of media through her own licensing and music catalog representation company, Star Vibe Group. Through Star Vibe Group, she recently placed and licensed songs from the roster to Amazon, CBS, HBO, Showtime, MTV, NBC, Fox, E! and many more.

Evan Parness | AVP Digital Licensing, BMI

Evan Parness is the Assistant Vice President of Digital Licensing for BMI. He is responsible for overseeing BMI's Digital Licensing groups in Nashville and New York. Together with both teams, he is responsible for the growth and diversification of BMI's digital licensing revenues, addressing the needs of both major and emerging digital markets. He was elevated to this position in 2019.

Parness joined BMI in 2016 as Executive Director, Business Development – Digital Licensing. During that time, he played a crucial role in growing the company's annual digital revenues from \$159M to \$262M. Prior to BMI, he spent 11 years at eMusic.com, where he first oversaw royalty accounting and systems for the music and audiobook services, working closely with both indie and major labels, and then expanding into managing the service's global PRO and publisher agreements. Parness ended his tenure as Sr. Director of Finance & Administration, overseeing worldwide operations, which included significant internal restructuring and the 2015 sale of eMusic to Triplay, Inc. He began his career at Eagle Rock Entertainment, where he had a diverse set of responsibilities, including US royalties and mechanical licensing.

Parness holds a BM from New York University and is an active musician, producer, and songwriter. His music has been used for a variety of television and web series, advertising, professional sports teams, and featured on independent artist releases.

Keith Bernstein | Founder, Crunch Digital & CEO, Royalty Review Council

Keith Bernstein is the founder of Crunch Digital and CEO of Royalty Review Council. As founder of Crunch Digital, Keith created a new business model to eliminate the barriers of music licensing and payments, ultimately fueling better revenue flow and reducing operating costs through streamlined workflows.

Crunch Digital is an independent technology firm based in Los Angeles, California with a long pedigree in the media & entertainment industry. Crunch offers a full suite of solutions and services to provide a simple, affordable, compliant and a reliable way to use music content. Crunch supports content owners – including record labels and music publishers – by managing the flow of data to and from digital services and other licensees. Crunch also manages data flow for content licensees – digital service providers, fitness companies, multi-channel networks, game companies, app developers and mobile carriers – including royalty reporting and payments.

In fall 2017, Crunch launched the Digital Music Sandbox™ a music licensing platform that enables qualified app developers to include music legally from participating major and indie record labels and music publishers under short-term restricted use developer licenses – and do it faster.

In spring 2021, Crunch launched TEMPO, a first of its kind multi-dimensional online tool for sound recording creation and song publisher clearance. With Tempo users can create a list of tracks that they would like to use for their music service, fitness classes, mobile App, or video... and they can validate using the platform whether those tracks are available for use under existing licenses with record labels, music publishers, and performance societies.

Keith has 30 years of experience managing the complexities of royalty accounting, reporting requirements, label and publishing operations, and copyrights. In his years prior to Crunch Digital and Royalty Review Council, Keith was Vice President of Operations for Napster, Senior Director of Operations for Universal Global e, the e-commerce division of the Universal Music Group, and Director of Operations for A&M Records.

Vickie Nauman | Founder & CEO, CrossBorderWorks

Vickie Nauman specializes in the intersection between technology and music, focused on licensing and music data/rights, product/device integration, and international strategic development. She is Founder and CEO of the boutique consulting and advisory firm CrossBorderWorks and has been busy with an ambitious portfolio of forward-thinking companies in gaming, tech, consumer electronics, finance and music since 2014. A digital music pioneer, Nauman worked on licensing and product for one of the first legal digital services MusicNet (RealNetworks JV), led strategic partnerships for connected device company Sonos, started and ran the US business for global music platform 7digital, and did digital music business in Europe and China as a consultant. She built one of the first DMCA-compliant services at taste-making Seattle station KEXP and has an MBA through the London School of Economics, NYU Stern, and HEC-Paris, in the executive program TRIUM. She is an advisor to companies in M&A, strategic growth, and early program TRIUM. She is an advisor to companies in M&A, strategic growth, and early program TRIUM. She is an advisor to companies in M&A, strategic growth, and early program TRIUM. Client base listed on LinkedIn.

CCC MEMBER SPOTLIGHT series!

Have an achievement you'd like to share with the community? Email the CCC at manager@theccc.org and we'll share your achievement with the CCC community!

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