

March 10th, 2020

Money Talks: Strategies for Maximizing Collection of Music Royalties

# NEWSLETTER

An Entertainment Industry Organization



## President's Corner

Dear Friends and Members,

Happy Super Tuesday! Don't forget to vote in today's primary elections.

Next up for us, on March 10<sup>th</sup> we are presenting a panel entitled "Money Talks: Strategies for Maximizing Collection of Music Royalties."

Do you ever wonder if...

- *You are leaving money on the table*
- *You are being paid the appropriate rates*
- *How you can find and collect monies due to you*

If so, you need to attend this panel to get the answers from experts in the field.

**Please note that we are meeting at the SPORTSMEN'S LODGE HOTEL for just this one time.**

Speaking of elections, if you are interested in serving on the board of the CCC, please let us know by emailing your interest to [manager@theccc.org](mailto:manager@theccc.org). We are looking for a few good persons to be part of the leadership team that steers the direction of this wonderful organization.

I look forward to seeing you soon.

Sincerely,

David Quan, MBA

C.C.C. President 2019-2020

***March Meeting:***  
Tuesday, March 10th, 2020  
6:15 PM - 9:00 PM

**“MONEY TALKS: STRATEGIES FOR MAXIMIZING  
COLLECTION OF MUSIC ROYALTIES”**

Did you know that anywhere from 20–50% of music payments do not make it to rights holders? So said a 2015 study estimate from Berklee College of Music. How can you ensure you are collecting all the money to which you are entitled? Our panel of experts shares their insight on major income streams:

- How royalties are earned and paid out,
- Reviewing statements and identifying missing income,
- Common problems that prevent rights holders from collecting and how to fix them.

Areas covered include, PROs, mechanical income, streaming, neighboring rights, black box income, and where and how to check for unclaimed and unmatched income.

**- Moderators -**

Diane Ramirez — Vice President, Royalty Accounting & Administration | Royalty Review Council

Renee Jeske — Manager, Income Tracking | Disney Music Group

**- Panelists -**

Alex Gershwin — Business Development / A&R Representative | Songtrust

Shari Hoffman — CEO & Co-Founder | Transparence Entertainment Group

Vincent Leoni — Partner / CPA | Miller Kaplan

**Sportsmen’s Lodge Hotel**

12825 Ventura Blvd., Studio City, CA 91604

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**Advance Reservation (pay online via PayPal)**

CCC Members \$50 per person | Non-members \$65 per person

**Walk-Up Dinner (pay at the door, no prior RSVP):**

CCC Members \$55 per person | Non-members \$70 per person

**Students: \$50 per person**  
(must show College ID at the door)

***Cash and Credit Card Bar***

**Appetizer:**

California mixed green salad

**Your Choice of Entree:**

Roasted chicken with garlic and rosemary

Roasted vegetable stack

Tortilla crusted tilapia

**Dessert:**

Apple crumble pie

*Please make your dinner reservation by 5pm on Monday, March 9th, 2020.*

*- No Refunds -*

[RSVP Here](#)

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## Suggested Reading

***"Metadata is the Biggest Little Problem  
Plaguing the Music Industry"***

*Dani Deahl — The Verge*

[The Verge](#)

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## Suggested Reading

*"Unclaimed Royalties"*

AFM & SAG-AFTRA

[AFM & SAG-AFTRA](#)

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## Suggested Reading

*"How Spotify Streams Turn Into Royalties"*

Songtrust - Henry Schoonmaker

[Songtrust](#)

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## Suggested Reading

*"3 Ways You Are Missing Out on Your Music  
Royalties – And How to Fix It!"*

Austen Travis - Code 3 Records

[Code 3 Records](#)

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### Moderators

**Diane Snyder-Ramirez | Royalty Review Council | VP Royalty Accounting & Administration**

Diane Snyder-Ramirez has over 25 years of experience with copyright administration and music royalties. Currently, she is Vice President, Royalty Accounting and Administration for Royalty Review Council, an independent music royalty

administration organization. Snyder-Ramirez is responsible for managing and providing a variety of royalty services for a number of record label, digital service and music publishing royalty accounts. Prior to her current position, she was a music consultant as well as an advocate for digital music rights issues. She was a key team member in the development of a rights administration and royalty system for one of the largest online U.S. music service providers. Additionally, she worked closely with her clientele to prepare for Senate Judiciary Committee Hearings on Digital Rights presenting extensive research and documentation.

Previously, Snyder-Ramirez was Director of Member Relations for ASCAP (NY), and played a role in furthering several of the department's outreach programs, increased membership and handling high-profile clientele. She began her music career at CMJ (College Media Journal) handling sales and marketing for the trade and consumer magazines as well as the annual music convention. A graduate of California State University, Long Beach, she holds a B.A. in Radio, Television and Film. She is a current board advisor and past president of the California Copyright Conference and speaks at industry events and universities.

#### **Renee Jeske | Disney Music Group | Manager, Income Tracking**

Renee Jeske is a member of the finance team of the Disney Music Group, where she is responsible for global income tracking for all of the Walt Disney Company's music publishing companies and record labels. She has served on the board of Directors of the California Copyright Conference for the last seven years. She received her J.D. from Loyola University, New Orleans.

#### **Panelists**

##### **Alex Gershwin | Songtrust | Business Development / A&R Representative**

Alex Gershwin is a 12-year industry veteran and currently serves as the Business Development / A&R Representative for Songtrust, a global publishing administration platform. Gershwin began his career at RightsFlow, a mechanical licensing agency in New York City. He transitioned to the creative licensing space in 2011, where he was hired as the Account Sales Associate at MusicBox, the former production music library of ole. From ole, Alex moved to ASCAP's Global Services team as a Publisher Services specialist. He currently oversees business initiatives for Songtrust's West Coast office.

##### **Shari Hoffman | Transparence Entertainment Group | CEO & Co-Founder**

Shari Hoffman is Co-founder and CEO of Transparence Entertainment Group (TEG), a music rights organization that collects and distributes worldwide performance royalties on behalf of recording artists, master rights holders, producers, and DIY music creators. A professional vocalist and seasoned industry professional, Hoffman's credentials include record label promotion for multi-platinum recording artists, managing tour settlements for top-grossing concerts worldwide, and

representing above-and-below-the-line personnel for two major entertainment unions. Prior to launching TEG, she served as Chief Operating Officer for the AFM and SAG-AFTRA Intellectual Property Rights Distribution Fund, a collective management organization responsible for the collection and distribution of neighboring rights from various foreign territories and royalties established by government statute under U.S. Copyright Law. Hoffman has participated on numerous panels and workshops and serves on various boards and committees in the entertainment industry including the Independent Alliance for Artist's Rights (IAFAR), the Los Angeles Jazz Society, and the Environment of People Foundation. She is a prolific advisor and artist advocate who strives to ensure that music creators have the proper education and tools to flourish.

**Vincent Leoni | Miller Kaplan | Partner / CPA**

Vincent Leoni is a partner at Miller Kaplan. He has more than 30 years of experience in entertainment, music, media, and technology—providing consulting, royalty and contract compliance, and profit participation examinations worldwide. Leoni assists buyers and sellers of music assets and provides litigation support services for profit participants and licensors. He also frequently analyzes income streams to determine damages and the appropriate share of profits, revenues, and royalties due to participants.

**Please visit our website, [theccc.org](http://theccc.org), for more information soon!**