



May 21st, 2019
Reality TV Music – Real Money!

NEWSLETTER

An Entertainment Industry Organization

President's Corner

Dear Friends and Members,

Our next panel is scheduled for May 21st at The Courtyard Marriott in Sherman Oaks. The panel topic is “Reality TV Music / Real Money.” Reality TV is an American guilty pleasure with wildly diverse programs that range from competition to lifestyle to home improvement, and more. So, because there are so many programs on air, there are many opportunities to generate *synchronization income*. Join us and learn from a panel of industry experts on how to maximize revenue in this area.

As you may know, we are in the midst of elections for the CCC Board of Directors. If you are a voting member, you should have received a ballot last week. If you have not yet received your online ballot for individual voting members or your paper ballots for corporate or mid-level business members, please contact us at manager@theccc.org. Please exercise your right to vote and help us shape the future of the CCC. All votes must be cast by May 21st. Also, please join me in thanking the current Board members for their commitment and tireless efforts in making this past season a successful one.

Lastly, we will be awarding the John Braheny Memorial Scholarship to a deserving student majoring in Music Business. Please join us in celebrating the recipient's accomplishments and welcoming him/her to the CCC Community.

Thank you for your continued support of the CCC.

Sincerely,

David Quan, MBA

CCC President 2018-2019

Suggested Reading

"15 game-changing reality TV shows about music"

Ann Marie Collymore — *A.Side*

[View Here](#)

"The Sound of 'Housewives' Everywhere"

Caity Weaver — *The New York Times*

[View Here](#)

"Netflix & Warner Bros. Records Bet on Unscripted Music Reality Show 'Westside'"

Melinda Newman — *Billboard*

[View Here](#)

Moderator

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.

Ms. 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.

Panelists

Jen Schwartz | Director of Creative Music Integration at Viacom

Jen has worked in the industry for over 15 years and is currently the Director of Creative Music Integration at Viacom. Her career began at MTV as a Music Supervisor for shows such as, “Made,” “My Super Sweet 16,” “Teen Cries,” “Uncommon Sense” and “Kingin’ with Tyga,” to name a few. In her current role, she oversees music placements in all MTV and VH1 shows. This includes shows such as “TRL,” “Floribama,” “Jersey Shore Family Vacation,” “Black Ink Crew,” “Love and Hip Hop,” “Siesta Key” and more.

Josh Young | Editor, Founder and CEO of Atrium Music

Josh Young, founder and CEO of Atrium Music, is a multi-E Emmy-nominated, Los Angeles-based, supervising television and film editor, whose vision for a better media brand of music library gave birth-to Atrium Music. Atrium Music is a publishing company and music library that licenses and places music in television, film, and commercial productions. When not producing, editing, or music supervising nationally syndicated television, he actively attends, and speaks at conferences and educational institutions. Additionally, he participates on panels of industry discussions throughout the United States, including Summer and Winter NAMM, Durango, Sync Summit, MuseExpo, Musicians Institute College, Citrus College, West Coast Songwriters, and more.

Andrew Locacciato | Director of Music, All3Media International

Andrew Locacciato is currently the Director of Music at All3Media America. After playing in various indie bands around Los Angeles, he transitioned to Music Supervision at Signature Tracks music library, before eventually moving on to All3Media America. In his current role for All3Media, he oversees music licensing and creative for All3Media America’s programs, including the Emmy-winning series “United Shades of America” and “Undercover Boss.”

Rick Livingstone | Director of Music, Music Supervisor, Music Editor

Eight-time Emmy-nominated, Music Supervisor, Director of Music, Music Editor. Rick has worked with Fox, ABC, CBS, NBC, E!, GSN, MTV, OWN, SPIKE, SYFY, TruTV, and Food Network, plus Peter Engel Productions and Mark Burnett Productions.

Please visit our website, theccc.org, for more information soon!