MUSIC PUBLISHING
New York University/Steinhardt: Music Business Program
Fall 2019
SUBJECT TO CHANGE

Course #: MPAMB-UE.205-001  Credits: 2
Class Time: Thursday 6:20pm–8:00pm  Location: 194 Mercer, Room 306B
Instructor:  Contact:
Office Hours: As an adjunct instructor, I do not have an office on campus. Please contact me at the above number or e-mail address if you need to meet with me. Refer first to the course syllabus with questions you have about course content, grading, deadlines, quizzes and tests, projects and due-dates, course expectations, where to find research materials, and the consequences of missing or arriving late to class.

Syllabus

Course Description
This course is a study of the business of Music Publishing as it relates to songs and songwriters in the modern marketplace. Among the topics we will cover are: A&R, Contracts, Licensing, Royalties, Sub-Publishing and Copyright Law and how they relate to the song and the songwriter.

Learning Objectives
By the completion of this course, students will:
- Exhibit a functional understanding of the practical applications of the music publishing industry.
- Discuss how music publishing relates to every aspect of the life of a song.
- Conduct market research from the perspective of the artist, publisher and end-user of music.
- Understand the ramifications of copyright infringement as well as recognize and be able to create opportunities within the bounds of Copyright Law.

Texts and Required Readings
- U.S. Copyright Act of 1976 (effective Jan 1, 1978) and amendments http://www.copyright.gov/laws/
- Billboard Magazine

All assigned Weekly reading MUST be completed prior to class period in which it will be discussed. Additional supplemental reading may be assigned during the semester.

WHERE TO FIND HELP IF YOU HAVE A LEARNING OR OTHER KIND OF DISABILITY
Any student attending NYU who needs an accommodation due to a chronic, psychological, visual, hearing, mobility and/or learning disability are required to register with the Moses Center for Accessibility at 212 998-4980, 726 Broadway, Second Floor. You are required to submit a written letter from the Center to the instructor at the beginning of the semester in order to be considered for appropriate accommodation.
Academic Integrity
All students are responsible for understanding and complying with the NYU Steinhardt Statement on Academic Integrity.

Class Policies
- Please turn off the sound on your cell phone, iPhone, etc during class.
- Please do not bring a meal to class. Absolutely no gum in class. Snacks and beverages with lids are permitted.
- It is recommended that you bring a calculator to class beginning Week 5. You will use it often.
- All assigned Weekly reading MUST be completed prior to the class period in which it will be discussed. NYU Classes reading assignments can be found under Assignments.
- Most Print-outs and material for assignments can be found on NYU Classes under Assignments.
- All assignments must be delivered by the due date in class. One full letter grade will be deducted for each day an assignment is late. Work submitted by email is not accepted.
- Please notify the Instructor by phone or email BEFORE CLASS BEGINS if you must miss a class, leave class early or be late for any reason.
- Three (3) or more absences for any reason will result in failing the course.
- Two (2) or more late arrivals to class or early departures from class will lower your grade by one letter, unless you have prior approval from the class Instructor.
- The policies in this syllabus apply to every student in the class. Please do not ask for exceptions to be made.

Websites Which May Prove Useful
- Copyright.gov
- Billboard.com
- HITSdailydouble.com
- HarryFox.com
- allmusic.com
- nmpa.org
- Amazon.com
- RIAA.com
- ASCAP.com
- BMI.com
- SESAC.com
- SoundExchange.com
- aimp.org
- amra-music.com
- globalmusicrights.com
- loc.gov
- copyright.gov
How Your Work Will be Evaluated

- 40% In-class quizzes (best five out of six)
- 20% Mid-Term Exam
- 20% Creative Copyright Project
- 20% Song Parody

Steinhardt Grading Scale

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
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<td>77-79</td>
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<td>D-</td>
<td>Below 60</td>
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<td>IP</td>
<td>Incomplete/Passing</td>
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<tr>
<td>IF</td>
<td>Incomplete/Failing</td>
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<tr>
<td>N</td>
<td>No Grade</td>
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<tr>
<td>C-</td>
<td>70-72</td>
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</tbody>
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Evaluation Rubric

**A=Excellent**
The assignments are comprehensive, detailed, and insightful. They creatively incorporate, or challenge, concepts from listening, discussions, lectures, and readings. Work demonstrates understanding of the underlying concepts discussed in class. The assignments demonstrate proficiency in the techniques discussed in class and its underlying aesthetics. Contributions to classroom discussions are frequent and insightful.

**B=Good**
Work demonstrates understanding of the underlying concepts discussed in class. Written assignments are complete and demonstrate proficiency in grasping the concepts discussed in class. Classroom participation is consistent.

**C=Average**
This work is adequate, but superficial. Assignments show some superficial understanding of what has been discussed in class. Assignments fail to demonstrate knowledge of the concepts discussed in class. Classroom participation is inarticulate.

**D= Unsatisfactory**
This work is incomplete, and evidences little understanding of the discussions and breakthroughs explained in class. The assignments demonstrate inattention to detail, misunderstanding of course material and lack of significant concepts. Classroom participation is spotty, unprepared and off topic.

**F=Failed**
This grade indicates a failure to participate and/or incomplete assignments

Quizzes
The best four out of five quizzes you take will count towards your final grade. If you miss one test, you do not need to make it up if you feel that your other quiz grades are adequate towards your final grade. If you want to make up a missed quiz, you MUST arrange with me to take it before the next class meeting.
Course Schedule Weekly

**WEEK ONE: Thursday, September 5, 2019 - Overview**

**Completed NYU Classes Reading:** History of Publishing  
**In Class activity:** Basic Knowledge Test (Individual and Team)  
**Assignment Given:** Pick Teams

**WEEK TWO: Thursday, September 12, 2019 It Starts with a Song**

Collaborations, Splits and Shares  
**Completed NYU Classes Reading:** Legal Problems with Co-Writers  
**Wixen Completed Reading:** Introduction and Overview (Pages x-xiv, 1-13); Cowriting and Copublishing (Pages 122-128)  
**More on Copyright (Pages 139-146)**  
**In Class activity:** Assigned Reading Test (Individual and Team)  
**DUE by beginning of class:** List of Team Members  
**Assignment Given:** Creative Copyright Presentation

**WEEK THREE: Thursday, September 19, 2019 - Publishing Deals**

Types of Deals, Basic negotiation points  
**Wixen Completed Reading:** Types of Publishing Deals (Pages 22-37)  
**NYU Classes Reading:** Pie Charts for types of deals  
**In Class activity:** Assigned Reading Test (Individual and Team)  
**Assignment Given:** Team Song Parody

**WEEK FOUR: Thursday, September 26, 2019 – Contracts Part 2, continued**

**DUE:** Creative Copyright Outline

**WEEK FIVE: Thursday, October 3, 2019 – Intro to Licensing**

Who wrote the song? Who publishes the writer(s)? Who issues the license?  
What does a license actually contain?  
**Wixen Completed Reading:** Mechanical Licensing (Pages 38-56)  
**Performance Income (Pages 57 – 69)**  
**Synchronizations (Pages 70-89)**  
**Sundry Uses (Pages 91-105)**  
**DIY (Pages 155-160)**  
**Appendix: Can You Do the Splits (Pages 161-171)**  
**In Class activity:** Assigned Reading Test (Individual and Team)

**WEEK SIX: Thursday, October 10, 2019 – Licensing Part II**

Controlled Comp Clauses, Calculations, Rate Sheets  
**Wixen Completed Reading:** Controlled Composition Clause (Pages 129-138)  
**In Class activity:** Assigned Reading Test (Individual and Team)
WEEK SEVEN: Thursday, October 17, 2019 - MID-TERM EXAM

WEEK EIGHT: Thursday, October 24, 2019 – Creative Copyright Presentations
DUE: Creative Copyright Presentations from Surnames A – M

WEEK NINE: Thursday, October 31, 2019- Creative Copyright Presentations
DUE: Creative Copyright Presentations from Surnames N - Z

WEEK TEN: Thursday, November 7, 2019 – Royalties
 Types of Royalties, Who pays, Who gets paid
Wixen Completed Reading: Reread Week 5 assigned reading
In Class activity: Assigned Reading Test (Individual and Team)

WEEK ELEVEN: Thursday, November 14, 2019
CLASS CHOICE/GUEST IN CLASS*

WEEK TWELVE: Thursday, November 21, 2019 – Digital Licensing
Supplemental Reading (not mandatory): Title 37 Chapter III Subchapter E Part 385.12 through 385.17 Digital Royalties
In Class activity: Assigned Reading Test (Individual and Team)

WEEK THIRTEEN: Thursday, December 5, 2019
CLASS CHOICE/GUEST IN CLASS*

WEEK FOURTEEN: Thursday, December 12, 2019
DUE: Team Song Parody Presentations
CLASS CHOICE OPTIONS
1. A&R
   a. How to talk to a songwriter, recognize talent and find opportunity in humans
   b. What makes for a good publishing signing
   c. My successes/My misses
2. WHERE DO YOU GO FROM HERE Former Music Business Students join the class to talk about their pathway from this class to internships to working in the publishing business
3. SYNCH – Music and moving picture
4. **PROs** – BMI, ASCAP, SESAC and more. Speak to executives about their role in the development of artists like Lady Gaga, Ke$ha, etc and how these PRO execs influenced them from their earliest days as an artist

5. **DIGITAL** – Deeper Dive on Digital

6. **Suggestions from the floor** – what else are you interested in knowing about publishing?
Class Projects and Assignments

**PICK TEAMS**

*Assigned: September 5 class*

*Due: September 12 at the beginning of class.*

As in the business world, many of your assignments and tests this semester involve being part of a team. Our class will be divided into four teams with six members each whom you will stay with for the duration of the semester. Your challenge this week is to build a team of six members (depending on class size, one or more teams may have 5 or 7 members on a first come/first served basis). At the beginning of class on **September 12**, I will need **in writing** the name of each team member as well as the name of the team. Remember that a substantial portion of your grade this semester will be generated by the work you do together so please choose carefully. **There will be NO CHANGES** once teams are selected.

**CREATIVE COPYRIGHT OUTLINE and PRESENTATION  20%**

*Assigned: September 12 during class*

*Due: Outline: September 26 at the beginning of class*

*License Request Form: October 24 at the beginning of class*

*Presentation: October 24 for surnames A-M and October 31 for surnames N-Z*

Each student will design, create **and make** a prototype of a tangible use of a song’s lyrics that would garner a print royalty. Examples of acceptable projects include (but are not limited to) license plates, t-shirts, jewelry, home goods, a line of beverages, linens, etc. Exempt from use: traditional sheet music and greeting cards. It is mandatory to have a prototype to present in class and to fill out a license request form **(due on October 24 for all students)** which will be provided on **NYU Classes** under Assignments. A brief outline of the product, lyric to be included along with song title, song writer names and Artist is due at the beginning of class on **September 26** (**template on NYU Classes under Resources**). Make use of **ASCAP.com** (ACE), **BMI.com** and **SESAC.com** to determine all songwriters and their publishers. Additionally, each student will have **UP TO five minutes during class** on **October 24/31 (according to surname)** to present and “pitch” their item to the class. You will be graded on creativity/use of lyric (40%); execution of product (20%), Presentation (20%) and thoroughness/accuracy of forms (10%) and outline (10%)

**SONG PARODY ASSIGNMENT – 20%**

*Assigned: September 19*

*Team Presentation Due: December 12*

Each team will prepare a lyric re-write (derivative work) of a popular song to be presented in class on December 12. Mandatory for delivery as part of the assignment are:

- A recorded version of the new song on CD, DVD format (PC compatible), or **downloadable** link
- A printed sheet of the original lyrics,
- A printed sheet of the newly written lyrics,
- A brief written analysis of each team members contributions (who wrote new lyrics, played instruments, sang, engineered, produced, etc)
- A fully completed clearance form for the new version (a template will be provided on **NYU Classes** under Assignments)
- A “lyric” video (a concept video is welcome in lieu of a lyric video but is not mandatory)

The team must present the above requirements to the class on **December 12** via recorded, live, video or karaoke performance. Each team will be graded on originality of concept/lyrics (50%), thoroughness of paperwork and presentation (10%) and video (40%). Five bonus points for including the word “Copyright” in the lyrics of the new version.