



330 West 58th Street, Suite 411
New York, NY 10019-1827

WORKSHOP: MASTERING THE MUSIC BUSINESS MAZE

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WORKSHOP: MASTERING THE MUSIC BUSINESS MAZE

10 Sessions / 6:30 PM – 8:30 PM / Wednesdays

Classes will meet September 26, 2007, October 3, 10, 17, 24, 31, November 7, 14, 28, December 5

LOCATION: Penthouse at **SHETLER STUDIOS, 244 West 54th St., 12th Floor** (Bdwy & 8th Ave)

Workshop Goal:

To provide a firm foundation with regard to how the music business works so attendees can manage, negotiate, make informed decisions, and succeed in this BUSINESS called MUSIC!

Curriculum: This workshop will cover the “song” (melody, structure, lyrics) from the viewpoints of a music publisher, a music supervisor for film and television, and a record company A&R representative. Topics covered will include publishing and performing rights organizations (ASCAP, BMI, SESAC); packaging and marketing (bios, photos, press kits), copyrighting and networking. Important source materials will be distributed. **Eric Beall / A&R Shapiro Bernstein – Music Publisher** is among the industry executives who will be joining the workshop and listening to songs for a session with more special guests to come.

Instructor: MARCY DREXLER is Director of Licensing at BZ Rights, a music licensing company, as well as a consultant at Smoking Caterpillar Music, a full-service music publishing company that places songs with artists, as well as on movie and television soundtracks. Some of her writers include Marshall Crenshaw, Edwin McCain, Anton Fig and Keith Reid. After being appointed the first female engineer at WCBS-FM, Marcy spent the next ten years as an A&R Manager at both Arista and MCA Records, where she signed several successful acts and placed many hit songs. Marcy was then recruited into the world of Music Publishing, where she worked at both Warner/Chappell Music and Sony Music. Her success with artists and songs continued and she was awarded many gold and platinum albums. During her 14-year tenure at ASCAP, Marcy again found herself nurturing careers, facilitating deals, song critiquing, networking and problem solving. Many of the programs that she initiated are still in effect today, including Music Business seminars, Song To Song, Pop & Jazz Workshops, the Louis Armstrong Foundation Workshop and the Advanced Songwriters Workshops and Showcases. Marcy has conducted lectures at Universities throughout the Northeast. She has served on the board of the AIMP and the NY Board of Governors at the National Academy of Recording Arts & Sciences (the Grammy organization), where she co-chaired various committees.

***IT PAYS TO REGISTER EARLY!* The cost of this workshop is \$250.00 if you sign up now (after September 20, the price is \$300!).** Your check should be mailed with the completed upper portion of this application to the above address. If you are not currently a member of SHOF, an additional dues check and a completed membership application (available at songhall.org, “join now”) are required, as this workshop is open to members only. Please make your checks or money orders payable to **Songwriters Hall Of Fame**. Class size is limited, so early registration is encouraged.

If you have questions regarding this course – log onto www.songhall.org and enter “SHOF Today.” You can click on FORUM – select this course and post questions for the instructor and the Songhall. For more information: Call Peter Bliss at 212-957-9230 (between 2PM & 5PM Mon-Fri) or email:pbliss@songhall.org