



Presents

**(The Season Finale)
“A Thoughtful Thesis Review”**

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TROZ Music Publishing Overview

TROZ Music Publishing is a Limited Liability Company based in Grenada W.I that focuses on serving music users and creators in the Caribbean as well as USA territories. Since its inception, it has expanded to include offices in New York, USA as well as Valencia, Spain.

TMP caters to the people and to the music allowing business to seamlessly transpire. We aim to make the musical lives of everyone we encounter a little easier. Additionally, we educate Artists on alternate revenue sources for musicians and share the best of their art with the world.

The activities involved include but are not limited to:

1. **Creation.** Following and listening to new songs. Meeting new Artists. Developing up-and-coming writers. Producing Demos. Pairing writers with other writers and producers. Finding new uses for existing songs in an Artist's catalogue.
2. **ADMINISTRATION.** Filing copyright forms. Filing notices with the Performing Rights Organisations (PRO's). Collecting mechanical royalties from record companies. Filing notices with agencies to collect for them. Paying writer royalties.
3. **ROYALTY COLLECTION.** We receive revenue from mechanical, synchronization and licenses and prepare payments to songwriters and sub-publishing.

4. **PROMOTION.** Finding songs needed by producers, managers and A&R reps for their artists. Finding new projects that may need new songs. Sending demos to producers and artists' managers. Keeping record of which producers hold which songs.
5. **PROFESSIONAL.** Negotiating contracts with writers, producers, artists and managers. Granting licenses. Maintaining contacts with foreign sub-publishers. Soliciting catalogue for use in film, venues and organisations.

The Process...

STEP ONE

Obtain a business license from local authorities.

- The company needs a name and address.
- Ensure it is a name not already in use.

STEP TWO

Apply for membership in a Performing Rights Organization.

- Request the necessary information.
- Apply to ASCAP

STEP THREE

Prepare standard contracts for use with music artists, composers, licensees and other potential sellers, buyers and owners of music products.

STEP FOUR

Open a Business Bank Account

- Direct deposit from ASCAP into Bank of America
- In Grenada, National Commercial Bank

STEP FIVE

Contact The Harry Fox Agency to request information and an application.

- They will issue mechanical & digital licenses
- They will collect money on the company's behalf

STEP SIX

Acquire artists

- Pitch TROZ Music to various artists
- Negotiate contracts with songwriters

STEP SEVEN

Copyright acquired songs with the United States Copyright Office.

STEP EIGHT

Register the music copyrights with the affiliated performing rights organization.

STEP NINE

Prepare a music catalog

STEP TEN

Market the company's services

- Restaurants, Venues, Radio, Bars, Retailers

STEP ELEVEN

License the songs in the catalogue

- Set fees for usage / Negotiate contracts

STEP TWELVE

Receive royalties from the affiliated PRO

- Distribute the necessary royalties to contracted songwriters

The Result

A rapidly growing Music Publishing Company speeding down the road to success. A Company eager to thrive in the next generation of music publishing, traversing the long structured terrain with an open willingness to new opportunities and fresh perspectives, in terms of function and operation.

When considering the “12 step” process of getting to TROZ Music Publishing; this project was a complete and utter success. I am extraordinarily pleased with the outcome of this project and would gladly do it all over again should the moment present itself. The TROZ Music Publishing team currently comprises four musicians who are Berklee College of Music alumni.

For the most part, this project fully aligned with my initial expectation. I was able to acquire artists and negotiate deals with multiple others currently pending. Additionally, I was fortunate enough to be put in touch with hotel chains such as Sandals, most or all of which we aim to have playing music from our catalogue. It exceeded my expectation when I was able to hire Berklee College of Music Alumni from the Berklee Music Network. This is a step I wish I had thought of and executed earlier in the course of the project.

Where this project did not align with my expectations is culturally. The surprise here is that the particular culture happens to be my own. I was caught off guard by a combination of the unwillingness of many Artists in Grenada to be published and their lack of interest in discovering what it means to have your music published. However, I have realized that the answer lies simply in showing them how it works and demonstrating that TMP can be a success before they are convinced to join. This will be in addition to the education factor.

The Next Step

All year long, students worry, complain, fret and panic over this very topic. While at one point or another I am equally guilty of the same and undoubtedly will be again, in this isolated moment of my life, I am not.

As stated in the very first proposal of TROZ Music Publishing, I intended to create a project that had the potential to outlive the life of the Master program so that I may leave with more than a degree. I have done just that. TMP is a member of the AIMP (Association of Independent Music Publishers), has had press releases, brochures, a website, a growing social media presence, a physical office and will grow and develop with the vast network of resources the world has to offer.

So rinse, lather and repeat. I will continue to acquire songwriters and artists on behalf of TROZ Music Publishing and collect the money paid from getting the music to be used as often as possible in as many ways as possible. One of the most crucial of the next steps involves hiring more members to add to the TMP team. This would consist of individuals working from their home offices in Spain, London, USA and in the Caribbean. It all starts with acquiring the songs. Another component to consider in the next step is the possibility of integrating a consultation aspect to the functions of TMP.

Eventually, I would like TROZ Music to get to a point where it can safely run itself without my daily attendance and micromanagement. Just its' wits and my mere guidance. By this time I hope to be humbly and ever so graciously accepting a position in LA that I was offered during MIDEM.

TROZ Music Publishing Gives Back...

“TROZ Music Publishing is Grenada’s premier Music Publishing Company”, confirm current and former representatives of the Eastern Caribbean Collective Organisation for Music Rights (ECCO), Ms. Linda Straker and Dr. Peter Radix. We educate Artists on alternate revenue sources for musicians and share the best of their work with the world. In addition, TMP will work with artists when necessary to aid in the creative progression of their work.

Networking within the industry plays an integral role in the development of the company. This is a point of focus so that we may eventually become a networking hub capable of making connections among artists, songwriters, performers and other industry insiders. An example of this is uniting the artist “Coco” with the music creating talents of Bret Ewen. It is the intention that from this heavy focus on networking a new model for music publishing shall emerge

TMP will provide a voice to musicians with the talent to create quality music but who may not have the time, social or business savvy to get their music out to the masses. Not only will their music be displayed on a greater scale, but music lovers from other parts of the world will also have the opportunity to be exposed to new or different music to which they previously may not have been accustomed.

Furthermore, TMP is scheduled to host workshops in Grenada in collaboration with the ECCO, in hopes of raising awareness about the fair and legal forms of music consumption as well as more informative forums covering topics incorporating and related to Music Publishing.

High Impact

Let's not immediately think of the impact on the student completing the work, rather, the impact on the work completing the student. The past (almost) year working on TROZ Music Publishing has added the finesse to what previously some would refer to as an entrepreneurial spirit. It has attached an extra layer of substance and qualification to the underlying 'je ne sais quois', simultaneously transforming and creating not just someone who maybe, could be, some day, if they tried really hard, had a shot at succeeding in business. No. This has far been surpassed. That transformation created an ENTREPRENEUR. It has always been in my heart and soon it will be on paper that I, (pause for dramatic effect) AM, A MASTER!

In terms of the impact on this student, I believe I have learned and had the opportunity to further learn and practice the fine art of balancing and prioritizing. It showed me that a few of my natural qualities could be rather useful when applied specifically to music business industry.

Because my new Company was my CE, it also forced some humility upon me. It would be in bad taste to say the least, to pressure, push or manipulate anyone into signing anything if they were not completely comfortable with the terms, and it would be a terrible way to start the relationship. I was figuratively taken out of school and put in the position to realize that I do not need to rush or hustle to seemingly have an impressive project of a certain number of artists, employees or sub publishers. More importantly, I got what I sought from the beginning; a solid foundation for a Music Publishing Company to go along with my degree.

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