

**Don't Put Yourself in a Time Crunch!!!** Coaches – NOW is the time to register for the 2016 ICCA All-State tryouts, Honor Squad, and State Cheerleading Championships!! Event registration closes at **MIDNIGHT on TUESDAY, SEPTEMBER 27, 2016**. No late registrations will be accepted. See the ICCA website ([www.iowacheercoaches.org](http://www.iowacheercoaches.org)) for more information. The deadline for mailing Event Fees is October 3, 2016. Take the time to get signed up TODAY!!

**The 2016 Iowa Cheerleading State Championships Web Store is up and running!!!** Short and long sleeve t-shirts with this year's official State Championship logo, as well as two styles of sweatshirts, are available this year!! Place your orders by **October 16, 2016!!!** (Orders will be available for pick up at the Jacobson Building at the State Fairgrounds on Saturday, November 5.) Simply go to the link: <https://icca16.itemorder.com>.

**VERY IMPORTANT MUSIC INFORMATION!!** As the Executive Directors continue to gather information about Music Royalty Rights, we are trying to pass it on to you. **PLEASE** read all the way through this information and become aware of your Music Rights to protect yourself and your cheerleading program!!

**\*\* ALL COACHES WILL BE REQUIRED TO PROVIDE A PROOF OF PURCHASE FOR THE MUSIC THEY WILL BE USING FOR THE 2016 STATE CHEERLEADING CHAMPIONSHIPS.\*\*** When music is legally purchased, the music provider will supply a proof of purchase that includes the licensee's rights to the music. This document should have the music provider's name, the school's name, and a list of the recordings purchased. In order for ICCA to abide by Copyright Law, each coach must provide a copy prior to the State Championship performances. Coaches, you may MAIL a copy of your Proof of Purchase with your Event Registration to: **JEANNE EHN, P.O. BOX 211, CONRAD, IA, 50261, OR** separate from your event registration paperwork to Jeanne Ehn by **OCTOBER 17, 2016. COACHES MUST PROVIDE PROOF OF PURCHASE FOR TEAMS TO BE ELIGIBLE TO PERFORM NOVEMBER 5.**

If you have further questions about the Music Royalty Rights, please contact Kenna Johnson at [kennajohnson47@gmail.com](mailto:kennajohnson47@gmail.com).

## **MUSIC RIGHTS FAQs:**

### **What are the music royalty rights?**

Under U.S. copyright law, a bundle of rights is granted exclusively to each artist/creator for their work. Only the copyright owners or those authorized by the copyright owners have the exclusive right to copy, distribute, publicly perform and/or make modifications such as remixes or mashups to their work. Music royalty rights are needed to protect and promote creativity, and the artists deserve to be compensated for their creativity. Most rights are granted for one calendar year and are for a single routine only.

### **Who is being paid when I pay royalties?**

When you purchase a song, a portion of the money goes to the song owners/writers, while another portion goes to the performers. Sometimes the writer and the performer are one in the same. Money also goes to the label companies that own and control the recordings.

### Is it okay if a school performs to a single song or a part of a single song at the State Championships?

Yes!! Schools will not be penalized for performing to a single song. Judges are looking for cheer skills, not the music. If skills can be connected to the music to make a sense of musicality, that is great, but it is not required. **Coaches need to bring a legally downloaded version of the song to the State Championships.**

### Can I modify a single song?

Only in the sense of taking out a bridge, verse, or refrain so it will fit in time. You cannot alter the music by speeding it up or slowing it down. Also, you CANNOT incorporate sound effects or other elements into the song itself. If the song is modified in any way, a different royalty licensing is required.

### Does this apply to sound effects?

Sound effects also need proof of licensing. Preferred vendors can offer sound effects that would have the proper licensing. \*\* SOUND EFFECTS CANNOT BE ADDED TO A SINGLE SONG.

### What is the best music to purchase?

Obviously coaches need to select music based on the needs of the cheerleading squad. One thing to note, however, is the speed of the music. Music is timed by “beats per minute,” and sometimes the mixes offered by the Preferred Vendors may not be fast enough to dance to. Be sure to listen carefully to the music, and if you want the music at a faster timing rate, you will want to discuss that with the vendor you are purchasing from.

### I don't care for the idea of performing to just a single song. But what options do I have?

You will need to use approved music that does not violate US copyright laws. USA Cheer has compiled a list of Preferred Vendors that can provide you with cheer mixes that are cut and follow the necessary USA Cheer Music Guidelines.

### What is the Preferred Provider List?

USA Cheer has cleared a list of vendors who provide appropriate documents that certify they are following the USA Cheer music guidelines. (These guidelines were designed under U.S. copyright law, where no teams are permitted to create a re-mix, mash-up or medley without proper written authorization from the copyright owners.)

### Where can the Preferred Provider list be found?

Go to <[www.usacheer.net/music](http://www.usacheer.net/music)> for a list of authorized providers.

### What is the advantage of purchasing music from the preferred vendor list?

Simple answer: it's easier! If you aren't interested in using a single song for your competition routine, the preferred vendor list is the best place to go. All vendors on that list must provide the necessary documentation according to the music guidelines, and many of them grant the right to make other edits to their recordings. You can still tweak the music the way you want it.

### Why do I need to pay attention to what rights are given from the preferred vendor list?

Some vendors grant you, as a licensee, the rights to make further edits or modifications to their songs. Other vendors have it stated in their paperwork that edits, voice overs, etc., MUST be done with that company; no third parties can make changes to the music. Additional rights granted to the licensee(s) could include allowing music to be coupled with other recordings to create new productions. The rights the vendors grant you may also allow for limited distribution to your team. It is essential you look for the "RIGHTS" section of your purchase agreement.

**PLEASE NOTE:** Music purchased from Legitmix does not comply with USA Cheer Music Guidelines. Presenting proof of purchase from Legitmix will not satisfy the USA Cheer Music Guidelines; therefore, it will not be accepted by ICCA. Purchases made from a Preferred Provider of music that include any portion of a Legitmix product will not comply with USA Cheer Music Guidelines nor will music for which permission has not been secured from the owner of all the recordings and all the publishers.

### Can I just take a song off iTunes?

You certainly CAN purchase a single song off iTunes, but it is important to remember that only gives you private, personal use. It does NOT give allow you to:

- \* make copies of the song
- \* edit the song in any way
- \* mix the song with other songs
- \* publicly perform (to the song)

In the case of the ICCA State Championships, Blanket Performance Rights will be purchased that will allow your team to publicly perform to the music during that single event. (ICCA Performance Rights do NOT allow you to perform at your school or other competition. The individual schools or venues will be responsible for securing their own performance rights.)

### I would like to add sound effects and combine a couple of songs. What should I do?

See if one of the preferred providers has or can offer what you need. With many vendors, you can purchase various tracks as well as sound effects, and they will mix it for you (for an additional cost.) Another option is to make edits yourself — as long as you have received written permission from the preferred vendor. In some cases, preferred vendors will also allow you to edit their music with the music from other vendors. MAKE SURE YOU GET PERMISSION IN WRITING!!

### How much is this all going to cost my cheer program?

As of right now, most coaches/choreographers are finding routines are costing \$150-\$250. There is an initial fee for the cheer mix itself. Then each additional sound effect, voice over, voice effect, etc., is an additional fee. (Remember some vendors will grant you the rights to make your own edits. Other vendors require you to purchase edits from that specific vendor.) Basically, the more you want out of your music means the more you pay.

### Won't everyone's music sound the same if we are all purchasing from the same Preferred Vendors?

As you are selecting music, ask the Preferred Vendor representative you are working with if anyone else from Iowa has already purchased the music you are interested in. (Much like stores do with Prom dresses, music vendors have it on record which schools purchased select mixes and will tell you if another school has “your” music.)

Once I mash/mix the music together, do I need any other rights?

As long as your purchase agreement includes the rights to edit, you will only need rights to perform to the music. ICCA will have Blanket Performance Rights for the day of the State Championships to cover your performance(s) that day.

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